IMAGE OF TURKEY
IN THE MINDS OF
TURKS

MBA THESIS

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IMAGE OF TURKEY
IN THE MINDS OF
TURKS

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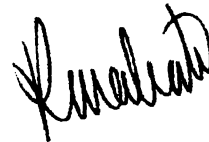Assoc. Prof. Guliz Ger

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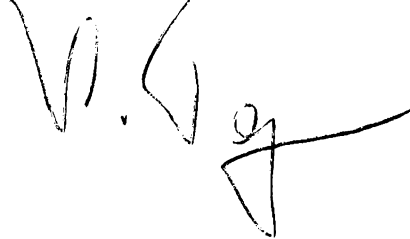Assist. Prof. Selcuk Karabati

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ABSTRACT

THE IMAGE OF TURKEY IN THE MINDS OF TURKS

Country image, being an integral part of a country, tremendously affects people's perceptions, preferences and decisions about that country, itself, its products and people. It can be identified and can change over time. Once the image of a country is defined, strategies to manage that image, whether to change the existing image or to create a new one, can be developed.

In this study, The image of Turkey, a developing country, in the minds of Turks is explored. It is measured in terms of thoughts, feelings, perceptions and attitudes, and compared with Europeans' perceived image of Turkey. After defining the image of Turkey, some strategies how to manage it are suggested.

Key Words: Country Image, Countr of origin, Image of Turkey, Cluster Analysis, Factor Analysis, Similarity Perceptions, Attitudes.

ÖZET

Bir ülkenin ayrılmaz parçası olan ülke imajı, insanların o ülkenin kendisi, ürünleri ve insanları hakkındaki algılamalarını, tercihlerini ve kararlarını inanılmaz şekilde etkilemektedir. İmaj saptanabilir ve zaman içinde değişebilir. Ülkenin imajı belirlendiği taktirde, o imajı idare etmek için, mevcut olan imajı değiştirmek veya yeni bir imaj yaratmak şeklinde, stratejiler geliştirilebilir.

Bu çalışmada, gelişmekte olan bir ülkenin, Türkiye'nin, Türkler gözündeki imajı araştırılmaktadır. Düşünceler, duygular, algılamalar ve tutumlar açısından imajı ölçülmekte ve Avrupa'lıların algıladıkları Türkiye imajı ile karşılaştırılmaktadır. Türkiye'nin imajı tanımlandıktan sonra, bu imajı idare edebilmek için bir takım stratejiler önerilmektedir.

Anahtar Kelimeler: Ülke imajı, Ülke kökeni, Türkiye'nin imajı, İmaj geliştirme, Gruplama Analizi, Faktör Analizi, Benzerlik Algılamaları, Tavır.

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TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

I. INTRODUCTION

The importance of perceived images is well known in marketing and is especially associated with the concept of the brand. In fact, "brand image" has become almost synonymous with "image" and can be thought of in connection with any offering including products, ideas, organizations, events, or people (Marion, 1989). Since image comprises both rational and emotional elements, it may be radically different from intrinsic reality. As stated by Breuil (1972), brand image is a collection of ideas, feelings, emotional reactions and attitudes, which arise from the evocation of the brand, well beyond the objective perception of it.

Similar to brand images, country image plays a significant role in consumers' perceptions of products and evidence suggests that country image perceptions may vary across product categories and affect the decisions and preferences of them. "Country image" can be defined as the total of all descriptive, inferential and informational beliefs one has about a particular country (Martin and Eroglu, 1993). Accordingly, Kotler, Haider and Rein (1993) define a place's image as the sum of beliefs, ideas and impressions that people have of a place. Images represent a simplification of a large number of associations and pieces of information connected with the place. They are a product of the mind trying to process and "essentialize" huge amounts of data about a place. On the other hand, people's images of a place do not necessarily reveal their attitudes towards that place.

Simply and generally, we can define the image of a country or a place as what the public sees and perceives. We research them, debate them and use them. In some ways, the image is like the smell of a meal, if we define the meal to be the country itself. It is

1

usually the smell which makes a meal attractive to us. As the "metaphor" suggests, the image is the integral part of the country.

It is not easy to develop a new image or change the existing image. The strategies, for this aim, can be developed by the process of the Strategic Image Management (SIM). Kotler, Haider and Rein (1993) defined Strategic Image Management as the ongoing process of researching a place's image among its audiences, segmenting and targeting its specific image and its demographic audiences, positioning the place's benefits to support an existing image or create a new image, and communicating those benefits to the target audiences. The underlying premise of SIM is that because place images are identifiable and change over time, the place marketer must be able to track and influence the image held by different target audiences. Normally, an image sticks in the public's mind for a long time, even after it loses its validity. Also, a place's image may change more rapidly as the media and word of mouth spread vital news stories about a place.

This descriptive study has the objectives of measuring the image of Turkey, a developing country, in the minds of the Turks, in terms of thoughts, feelings, perceptions and attitudes, and comparing it with other countries' images of Turkey. The results of the study is analyzed and the image of Turkey is compared with according to the classification of Kotler, Haider and Rein (1993). Depending, both, on the analysis and the comparisons, some strategies for managing Turkey's image are suggested.

II. LITERATURE SURVEY

II.A. Image in General

Literature research makes it clear that there is no generally accepted definition of image in the psychological image / imagery literature (Lyman, 1984), as well as the consumer behavior literature and that different authors refer to images at different levels of abstraction. Images, as they are discussed in literature, range from holistic, general impressions to very elaborate evaluations of products, brands, stores, companies, places, or countries (Poiesz, 1990). Finn (1985) views an image as the collection of symbolic associations with the product, where Kosslyn (1983) defines it as a representation in the mind that gives rise to the experience of "seeing" in the absence of the appropriate stimulation from the eye. Image or imagery is generally used to refer to a memory code or associative mediator that provides spatially parallel information that can mediate overt responses without necessarily being consciously experienced as a visual image (Paivio, 1971).

In the article of Poiesz (1989), it is suggested that the image concept should be used to refer to the holistic impression of the relative position of a brand among its perceived competitors. The holistic nature refers to the limited number of dimensions on which the relative position is established and to the ease with which these dimensions are used in the brand identification and classification process. The holistic impression may have sensory (imagery), cognitive, and/or affective aspects. Any type of these aspects, or any combination of these aspects may be absent for a particular brand. (At the same time, 'holistic' does not necessarily exclude the possibility of a halo effect.)

3

II.B. Country Image, Stereotypes, Country-of-Origin

There exist different definitions for the concept of "country image". Nagashima (1970) defined country image as the picture, the reputation, the stereotype that the businessmen and consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions. Narayana's (1981) definition is quite similar-the aggregate image for any particular country's product refers to the entire connotative field associated with that country's product offerings, as perceived by consumers. From a marketing perspective, a definition of country image is needed that relates more specifically to product perceptions, as some researchers have attempted to do by defining country image as consumers' general perceptions of quality for products made in a given country (Bilkey and Nes, 1982; Han, 1989). As such, the proposed definition of country image is the overall perception of consumers form of products from a particular country, based on their prior perceptions of the country's production and marketing strengths and weaknesses (Roth and Romeo, 1992).

Numerous studies in psychology have demonstrated the existence of stereotypes and their influence on the perception and evaluation of individual behaviors (Eagly et al., 1991; Makhijani and Klonsky, 1992; Gardner, 1973; Katz, 1981). National and cultural stereotypes are broad, consensually shared beliefs and judgments related to a country, its citizens, and their culture (Peabody, 1985; Taylor and Moghaddam, 1987). Like other stereotypes, they should influence the perception and judgment of any object, including consumer products, that are associated with a certain country or culture.

Stereotyping is a function of consumers' familiarity, experience, and knowledge of a product and its country of origin. Within a cognitive processing framework,

4

stereotyping may be characterized as schema-based processing. However, unlike stereotyping, schemas are cognitive data structures that represent or define a cluster of information about frequently encountered objects or situations. Consequently, it might be expected that the framework of schema-based processing and retrieval to play a central role in consumers' evaluations of product quality, and country of origin may serve as a basis for organizing information relevant to product quality (Kochunny, Babakus, Berl and Marks, 1993). A generally accepted definition of memory schema is that it is a structured cluster of knowledge that represents a familiar concept and contains a network of interrelations among the constituents of the concept (Alba and Hasher, 1983).

How does an image differ from a stereotype? According to Kotler, Haider and Rein (1993), a stereotype suggests a widely held image that is highly distorted and simplistic and that carries a favorable or unfavorable attitude toward the place. An image, on the other hand, is a more personal perception of a place that can vary from person to person, so different people can hold quite different images of the same place.

Wilterdink (1992) states that national stereotypes are somehow based on information. The information can be direct, i.e., consisting of social experiences with members of the nation in question (observation of their behavior and social interaction), or indirect. Indirect information can consist of written accounts, vocal communication or pictures. It can involve personal communication or messages in newspapers, books, magazines and other mass media. National images serve certain needs and have certain functions for the people who adhere them: (1) National images help order the social world. They represent a way of classifying social experiences; (2) National images help explain social experiences and make them comprehensible. All kinds of real or imagined social phenomena, varying from peculiarities in the performance of one person to collective processes involving millions of people, can be made understandable by linking

5

them to supposed personality traits typical of a whole nation; (3) As national images are not value-free, they help people evaluate social experiences and give meaning to their own emotions. They represent a moralizing tendency which is characteristic of everyday social knowledge in general.

Another study done by Jonas and Hewstone (1986) examined the effect of two dimensions of instructional set on judgments of national stereotypes, asking whether these instructions had systematic judgmental consequences. Specifically, it examined whether subjects stereotype differently when responding to different forms of instruction, and whether different measures of stereotype vary in their predictive value.

According to Tajfel's accentuation theory, national stereotypes can be thought of as the correlation between trait dimensions and national affiliations. The correlation is high when the trait shows high homogeneity within and high distinctiveness between the national groups (Diehl and Jonas, 1991). Here, stereotyping is assumed to be the result of categorization processes. A national stereotype can be conceptualized as a belief about a category-attribute-association; namely, the correlation of a trait dimension with national affiliation. As a result, stereotypic traits should be seen as more homogeneous within, and more distinctive between, national groups than non-stereotypic traits. The higher the perceived correlation between a trait and a national group, the higher homogeneity and distinctiveness and thus the higher certainty and speed of inductive and deductive inferences should be.

The growing literature on country image and country of origin effects to date has indicated that industrial and consumer buyers develop "stereotypical images" of countries and/or their products, which subsequently affect their purchase decisions (Baughn and Yaprak, 1991). More specifically, a recent study by Han (1989) identified two major

functions for country image effects. First, buyers can use country image in product evaluations when they are unable to detect the true quality of a country's products before purchase (halo function). As such, country image indirectly affects brand attitudes through inferential beliefs. Second, as buyers become more familiar with a country's products, country image may help them summarize their product beliefs and directly affect their brand attitudes (summary function). In this capacity, the country image is found to stimulate buyers to think more extensively about other product information as well (Hong and Wyer, 1989).

Other past research has established that country of origin does affect consumers' evaluations of products (Bilkey and Nes, 1982; Erickson, Johansson and Chao, 1984; Han and Terpstra, 1988; Johansson, Douglas and Nonaka, 1985; Narayana, 1981). Country of origin information is an extrinsic information cue with potential predictive value in the product evaluation process. There is now abundant evidence to suggest the effects of country of origin information on the perception of product quality (Hong and Wyer, 1989; Kaynak and Cavusgil, 1983; Shimp and Sharma, 1987; Wang, 1978). The overall conclusion from the past research is that consumer decision making tends to be affected by stereotyped images of countries and the products they export.

Consumers use country of origin as stereotypical information and demonstrate that it elicits stereotypical beliefs, which then mediate evaluations under conditions of low ability and argument ambiguity. The country of origin of a product represents a knowledge structure similar to stereotypes of persons, which link a stimulus or set of stimuli to highly probable features. Just as person-oriented stereotypes allow us to predict with high probability that a group member will have certain features, country of origin stereotypes allow us to predict the likelihood that a product manufactured in a certain country will have certain features (Maheswaran, 1994). Consumers' level of

7

expertise and the strength of attribute information determine the extent to which country of origin influences product evaluations. In the study of Maheswaran, the results showed that novices used country of origin information in their evaluations regardless of whether the attributes were ambiguous or unambiguous. In contrast, experts used country of origin only when the attribute information was ambiguous. Experts and novices differed in their processing of stereotypical information. Experts used country of origin stereotypes to selectively process and recall attribute information, whereas novices used them as a frame of reference to differentially interpret attribute information.

Another study demonstrates that country of origin can have a significant impact on the evaluation strategy used by consumers for a new product from a routinely purchased product category. Perceived risk, possibly in combination with some degree of unexpectedness, can cause a shift in consumer evaluation strategies from category-based to attribute-based evaluation. Briefly, this study indicates that the riskier the country of origin, the more likely it is that consumers will use attribute-based evaluation rather than simple cues and category-level images from memory (Dana, Wayne and Ayn, 1993).

Johansson (1989) argued that country of origin may function as a "summary cue" that produces a cognitive inference effect: "the cue might be used by the customer to guess the attributes of a product". Supporting Johansson's summary cue proposition, Han (1989) found that country of origin may function as a "halo", from which buyers can infer beliefs. Parallel to them, Havlena and DeSarbo (1991) found that country of origin functioned as an "indicator" of perceived risk. Although the terminology used by these authors were slightly different, they suggested similar effects: country of origin may *signal* perceived quality in product evaluations. The findings of the study of Wai-kwan, Kwok and Robert (1993) revealed that country of origin can play two different roles in

8

making product evaluations, a signaling role and an attribute role. While the signaling role is more likely to occur when information amount is low, the attribute role is more likely to occur when motivation is high. However, when the condition favors both roles to occur (low information amount and high motivation), the signaling role will dominate the attribute role, and therefore they will not occur simultaneously.

II.C. Factors Affecting the Country Image

Renwick and Renwick (1988) observed that social contact with foreigners affected importers' evaluations of foreign goods. If the social linkages developed with foreigners were positive, then the importers' views of products from the country were more favorable. Similarly, perceived similarities of interests and beliefs have been found to be related to more positive attitudes towards the country and its products (Hill and Stull, 1981; Taormina and Messick, 1983; Tims and Miller, 2983; Tongberg, 1972).

Travel experiences may be another factor affecting product-country images. Papadopoulos and Heslop (1986) found that consumers who had traveled to a country did have different views from those who had not. Differences were observed in the rating of products from the country, but were even more pronounced for ratings of the country itself and its people. Sometimes the shifts in views associated with travel were positive, and sometimes negative. The shifts appear to be in the direction of closing the gaps between previously held perceptions and the reality visitors experience on traveling to the country. Visiting a country "reduces the gap" between the more global, prevailing public image of the country and specific national product capabilities.

One excellent source was Kelman (1965), who summarized the research to date on the effects of a number of variables on nation images, including social, psychological,

9

and cultural correlates, and the effects of international events and of contacts with the people and country through travel. Wang and Lamb (1983) also found that consumer willingness to purchase products was related to the economic, and cultural characteristics of the product's origin.

Factors which have been found to influence quality perceptions based on country of origin considerations include demographic variables (Schooler, 1971), and Tongberg (1972) found that older people tended to evaluate foreign products more highly than did younger people. The culture of the source country also is a factor; Tongberg (1972) found that among high dogmatics there was a favorable attitude toward culturally similar countries.

While accepting the above factors to be effective in consumer decisions, most research attempting to differentiate among consumers on the basis of their foreign product acceptance has focused on the definitive consumer characteristics such as socioeconomic variables, consumer nationalism, and product familiarity (Papadopoulos and Heslop, 1993). With the continued development of research (Bilkey and Nes, 1982) linking consumer characteristics to the use of origin cues, greater attention will undoubtedly be given to the underlying processes by which such characteristics are linked to consumer response to country of origin information. Such characteristics are age, sex, and income may covary with differences in attribute importance structures, product/country familiarity, or the perceived economic threat of foreign products.

II.D. Effects of Country Image

How important is the country image effect? Is it important? The clear and resounding answer must be *YES*, but that is just the simple answer. Just as clearly, the importance and level at which country of origin of a product matters will vary, and the challenge for researchers and marketers is to determine what the controlling factors are (Papadopoulos and Heslop, 1993).

It is clear that country images are useful predictors of product images, especially regarding assessments of product performance and overall response to the products from the countries. However, the country of origin phenomenon is a very complex one. Its manifestation may be subtle or obvious, directly or indirectly experienced by consumers or suppliers of goods and services, operant because of decision criteria used or decision process stage conditions, and related to individual and product characteristics and use situations. In the future, continuous monitoring of product-country images through more highly validated measures of both product and country - people images is needed (Papadopoulos and Heslop, 1993).

Deeply-rooted positive and negative associations with a country, its people, and its products are important since they may influence the attitudes and future behavior of both consumers and professional buyers. Associations are formed *in*, not *by*, people over long periods of time. They are the result of the conscious or subconscious processing of countless bits of information and often are rigid and difficult to change. Although associative networks exist at the purely individual level, more often than not they contain views that are shared among large numbers of individuals (Papadopoulos and Heslop, 1993).

11

Based on a large scale study, Papadopoulos, Heslop and Bamossy (1989, 1990) suggest that perceptions of the sourcing country entail (1) cognitions, including the country's degree of industrial development and technological advancement; (2) affect, regarding the country's people; and (3) a conative component relating to the consumer's desired level of interaction with the source country.

Papadopoulos and Heslop (1993) states that attitudes of people are affected by the images and overall attitudes are the results of interactions between cognitive, affective and conative elements. Associative networks (what people think when they hear a word about a country) provide insights into prevailing attitudes and can help in determining what information will be accepted or rejected and what behaviors might be expected to occur. Stereotypical views cover the entire range of objects from products to geographic characteristics and religion. Stereotyped beliefs prevail mainly among people who have partial knowledge about the object being judged.

II.E. Types of Country Image

A place may find itself in one of the six image situations (Kotler, Haider and Rein, 1993):

(1) Positive image: Some cities, regions and countries are blessed with positive images. Though each place may have certain flaws and not appeal to everyone as a destination or place to live or place for business, they all can be represented positively to others. They do not require changing the image so much as amplifying it and delivering it to more target groups.

(2) Weak image: Some places are not well known because they are small, lack attractions or do not advertise. If they want more visibility, they need to build some attractions and

12

advertise them. Other places may have attractive features, but may refrain from advertising, not wishing to be overrun with tourists.

(3) Negative image: Many places are stuck with a negative image. They would like less news attention, rather than more; they would like to discover some hidden gem in their makeup that might provide a launching pad for a new image that covers up the old. Yet, if the place advertises a new image, but continues to be the place that gave rise to the old image, the image strategy will not succeed.

(4) Mixed image: Most places contain a mixture of positive and negative elements. Places with mixed images typically emphasize the positive and avoid the negative in preparing their image campaigns.

(5) Contradictory image: A few places emit contradictory images in that people hold opposite views about some features of the place. Here, the strategy challenge is to accentuate the positive so that people eventually stop believing in the opposite, no-longer-true image. Image reversals, however, are difficult to accomplish by the negative media coverage.

(6) Overly attractive image: Some places are cursed with too much attractiveness that might be spoiled if they promote themselves further. In some extreme cases, cities have actually fabricated and disseminated a negative image to discourage visitors and fortune hunters. They may put out the word that the townspeople are unfriendly or that the weather is bad.

II.F. How to Change Country Image

Images are not easy to develop or change. They require research into how residents and outsiders currently see the place; they require identifying true and untrue elements, as well as strong and weak elements; they require inspiration and choice among contending pictures; they require elaborating the choice in a thousand ways so

that the residents, businesses, and others truly express the consensual image; and they require a substantial budget for the image's dissemination (Kotler, Haider and Rein, 1993).

Marion and Michel (1986) argue that to understand the concept of image, it is necessary to think of it at three different levels: (1) "Desired image" refers to the target image that emerges from the strategic planning process of the firm; (2) "Diffused image" concerns the execution of plans by such actors as company employees and associate agents, and almost always varies to a greater or lesser degree from the first; (3) "Registered image" refers to the image actually held by consumers and other publics. It is formed on the basis of actions of the company and the actors it controls, but also of inputs from other actors in the general business environment. This tri-level view of image can be applied to countries as much as to companies and brands. A country can be likened to a company whose chief executives (government) design strategic plans (national objectives and policies) that are executed by its employees (government agencies, political leaders) and also influence, directly or indirectly, the actions of associated agents (companies, other organizations and the public). The country's total registered image is the result of at least three types of outputs: (1) its own outputs ("products"), which range from exports and foreign investments by its companies to cultural products (books, movies, etc.) and the statements and actions of its leaders; (2) the effects of external elements, such as association with regional conditions (e.g., "Balkan-style yoghourt") and the outputs of other actors (e.g., competing global brands or actions of neighboring countries); (3) the economic, political, and social conditions of the country as these are perceived by foreign "customers" (foreign governments, buyers, the media, foreign publics, etc.), who also serve to diffuse their conception of a country's image to other publics.

According to Kotler, Haider and Rein (1993) terminology, planners follow a two-step process to assess a place image: First, they select a target audience. The target audience must be easily characterized by common traits, interests, or perceptions. The second step requires planners to measure the target audience's perceptions along relevant attributes. Targeting specific audience groups was required to avoid the problem of unstable or inconsistent images.

III. METHODOLOGY

In the quantitative part of the study, perceptions of similarities among and attitudes towards eleven Mediterranean countries were measured. listing of thoughts and feelings, naming countries similar to Turkey and reasons for similarity formed the qualitative part of the study. The data obtained were used to describe the image of Turkey in the minds of the Turks and to compare it with the Europeans' perceived image of Turkey.

III.A. Sample

A total of 55 respondents, who were chosen among the graduate students in Middle East Technical University and Bilkent University, participated in the study. The participants were selected from Mechanical, Chemical, Civil, Computer, Electronics Engineering majors. This convenience sample consisted of 31 females and 24 males, with the average age of around 25. They were all single and each respondent was contacted individually.

III.B. Questionnaire

The respondents were contacted individually and asked to fill a questionnaire (Appendix 1). In the first part of the questionnaire, the overall similarity of eleven Mediterranean countries (Morocco, Yugoslavia, Spain, Algeria, Greece, France, Israel, Italy, Egypt, Turkey and Portugal) to one another were rated using a seven-point similarity scale (7:completely similar-completely dissimilar:1). The second part of the questionnaire consisted of four seven-point evaluative semantic differential scales

(good/bad, dislikeable/likeable[reverse scored for analysis purposes], nice/awful, willing/unwilling to visit) which were used to measure the attitudes of the respondents towards these countries. Thirdly, interviewees were asked to list the thoughts and feelings that occur naturally to them when they think about Turkey, and also to indicate whether each thought was positive/favorable or negative/unfavorable. The last task in this part involved evaluation of the association of each thought with Turkey by writing down next to each thought the appropriate number from a seven-point bipolar rating scale (7:very closely associated-not at all associated:1). Last part of the questionnaire included general questions (age, sex, marital status, nationality) to measure the demographic characteristics of the respondents. Also, by two open-ended questions, they were asked to write down any three countries that, they thought, were very similar to Turkey and to give the reasons why they thought so.

III.C. Analysis Techniques

In analyzing the data, the hierarchical cluster analysis was used for the analysis of similarities of countries and the self-listed similarity reasons were grouped according to the iterative sorting resulting in the overlap of reasons given by the respondents. The attitude scales were reduced to one factor by the factor analysis. The software program SPSS was used to perform the hierarchical cluster analysis and the factor analysis. Lastly, the thoughts and feelings were content analyzed and categorized.

III.C.1. Cluster Analysis

Churchill (1991) states that, in marketing, there is keen interest in developing useful ways of classifying objects. The classification/segmentation base could involve many characteristics, ranging from the commonly used socioeconomic bases to the more

recently advocated human behavior and psychological bases. One thing is sure, it would be based on numerous factors and not simply on one or two factors. This, of course, raises a problem for the researcher - how to identify natural groupings of the objects given the multivariate nature of the data. To base the classification on a single factor would be an oversimplification. Yet some means of combining variables must be found if more than one factor is to be used. *Cluster analysis* offers the researcher a way out of the dilemma. It specifically deals with how objects should be assigned to groups so that there will be as much similarity within and difference among groups as possible.

To summarize, for this study *Cluster analysis* searched for the natural groupings among countries. The emphasis was on placing together the countries that were similar. Their similarity was properly captured with a coefficient reflecting the scale of measurement that underlied the variables. A rather obvious measure was the *Euclidean distance* between the points. In this study, the Euclidean distance was described as the similarities between two countries.

Among various clustering methods which help in forming natural groupings of countries employing variables, linkage procedure was used. *Single linkage* computer programs operate in the following way (Churchill, 1991). First, the similarity values are arrayed from most to least similar. Then, those objects with the highest similarity (lowest distance) coefficients are clustered together. The similarity coefficient is then systematically lowered, and the union of the objects at each similarity value is recorded. The union of the two objects, the admission of an object into a cluster, or the union of two clusters is by the criterion of single linkage. For the purpose of this study, the objects in question were the countries listed in the questionnaire and the *SPSS* computer software was used for clustering. At the end, the results of the cluster analysis was

18

presented in a *dendrogram* which was simply a *tree* that indicated the groups of countries forming at various similarity (distance) levels.

III.C.2. Factor Analysis

Factor analysis is one of the more popular *analysis of interdependence* techniques. In studies of interdependence, all the variables have equal footing, and the analyst is concerned with the whole set of relationships among the variables that characterize the objects. Factor analysis focuses on the whole set of interrelationships displayed by numerous variables; it does not treat one or more of the variables as dependent variables to be predicted by the others, say, regression or discriminant analysis. The purposes of factor analysis are actually two: data reduction and substantive interpretation. The first purpose emphasizes summarizing the important information in a set of observed variables by a new, smaller set of variables expressing that which is common among the original variables. The second purpose concerns the identification of the constructs or dimensions that underlie the observed variables (Churchill, 1991).

During the analysis some variables might share a common location which raises the question of whether the original factor axes can be rotated to still new orientations to facilitate interpretations of the factors, and then comparing the groups (countries which have the same variables) on these bases. Nevertheless, all axes could be rotated to facilitate the interpretation. However, the main purpose of rotating the factor axes is to produce loadings that are close to either 0 or 1, because such loadings show more clearly what things go together and are more interpretable.

19

III.C.3. Iterative Sorting

In clustering the similar countries according to the reasons stated by the respondents in the fourth part of the questionnaire, the *iterative sorting based on the reasons* technique, which was developed by our classmate Ahmed G. Raouf, was used.

This technique uses a simple coding procedure of the reasons stated for each country. In the first stage, all the different reasons stated by the respondents are listed and coded by numbers 1 to n (n being the number of total different reasons). In the second stage, a table is formed with the countries and the coded reasons for each country on the vertical side, and the coded reason numbers on the horizontal axis. Through the comparison of reasons stated for a country, with the coded numbers of the reasons, a table is filled with binary numbers, showing a '1' if the country had that reason specified by the respondents, and a '0' otherwise.

With the third stage, the actual clustering process begins. Through a repetitive comparison of rows (countries), the process is able to identify countries with the most amount of similar reasons. Although this process is quite long and tedious, at the end it gives a listing of the summations of the similar reasons in each comparison conducted on every iteration. A sorting of these summations along with the countries, results in the identification of the two countries which should be clustered first. Then, the process is repeated from the second stage on, with the newly clustered countries replacing the two separate countries listed in the binary table. At the end of each loop, the process shows which country should be clustered with which group and at which level.

IV. RESULTS

IV.A. Perceptions of Similarities of Countries

The clusters of countries based on similarity ratings (Appendix 2) did not appear to be meaningful when the results were compared to the countries frequently listed to be similar to Turkey in the open-ended questions (Figure 1). Besides, the reasons the respondents wrote down for similarity were contradicting with the cluster analysis results. This contradiction could have resulted from some limitations. First of all, the sample size might have been insufficient for a hierarchical cluster analysis of the similarity ratings. Secondly, the question related to this part of the questionnaire was somewhat difficult and required a long time to fill in. If the respondents rated the similarities of countries without spending enough time and effort on them, the results obtained were not surprising. As the data did not seem to be reliable and interpretable, it was excluded completely from the analysis.

Based on the results of iterative sorting method developed by Ahmed G. Raouf (Table 4), two main groups occurred in terms of their similarities to Turkey (Figure 1). In one of the clusters, Italy and Greece were categorized first with greater similarity and later Spain joined the cluster. The basic reasons for their similarity were all three countries' culture, people, natural beauty, being Mediterranean and carefree societies. Some comments were as follows:

" The overall attitudes of people living in these countries are very similar to each other. Also there are similarities in terms of cultural values, like the traditions and norms. Besides they are all Mediterranean countries, the climate are same in Italy, Greece, Spain and Turkey." (Female, 23)

21

"..... hot, sympathetic people..... Mediterranean culture....." (Male, 23)

"The similarities in physical appearance, similarities in some of the cultural values, being close in terms of geography, having the same climate, Mediterranean lifestyle and perception of life (laziness but cleverness, men-dominated societies make these countries resemble each other." (Female, 29)

The second cluster consisted of Northern Cyprus and Egypt with moderate similarity. The common reasons for this group were both countries' people, culture, history and religion. These two clusters were combined at the level of 3, based on some reasons such as history, lifestyles, geography, economy, etc. Some comments were:

"Northern Cyprus, with same nationality, culture and religion." (Male, 23)

"Turkish people live there; we have a common history." (Female, 23)

"Northern Cyprus. No need to give a reason; it is very obvious!" (Female, 25)

"Egypt..... in terms of laicism; westernism vs fundamentalism." (Male, 23)

"..... struggle for a secular, democratic country despite Islam. (Male, 23)

"Turkey and Egypt are similar; because they have the same religion, they are similar in cultural aspects." (Male, 27)

Algeria, Israel and Argentina were found to be similar due to the reasons of minor importance.

"Algeria..... in terms of latest radical Islamic movements." (Male, 25)

".....harmony with the modern world.....Israel is similar to Turkey." (Male, 27)

"Bad economic situation, being a one man republic, being a carefree society and soccer addicted are the reasons for Argentina's similarity to Turkey." (Male, 25)

In Table 3, there exist the whole list of countries and the similarity reasons of each country to Turkey.

IV.B. Categories of Thoughts and Their Associations

The thoughts and feelings about Turkey were content analyzed and categorized. As a total, 321 thoughts were listed by the respondents (Table 2). 23.65 % of all thoughts were in the category *characteristics and sights*; 90.79 % of these were rated to be positive and the mean strength of association of these thoughts to Turkey was 6.17 (higher values indicate greater association on a scale of 1-7). 58.57 % of all thoughts listed were in the category *economic, political and social situation*; 18.62 % of these were rated to be positive and the mean strength of association of these thoughts to Turkey was 6.00.

In the category of *characteristics and sights*, most frequently listed thoughts were 'weather, climate', 'natural beauties, landscape, long seasides', 'tourism', 'historical places' and 'Istanbul'. When they were compared to the thoughts mentioned in Ger's study (1991) which was done in Europe, they appeared to be similar. One interesting and different thought was 'dirty cities' and was negatively evaluated. Some thought and feelings listed were:

"Tourism is developing." (Female, 23)

"There are very good places; weather and climate are very good, but the cities are dirty and irregular." (Female, 25)

"Nature, landscape and historical places are perfect." (Female, 24)

The category of *economic, political, social situation* was the highest mentioned category and included 'bad economy', 'bad politics', 'environmental problems', 'educational problems', 'terrorism', 'religious problems', 'traffic problems' and 'bribery, corruption'. These were all negatively evaluated and their associations with Turkey were high. The most frequently listed positive thought was the 'friendliness' of Turkish people. The themes were very different than the ones listed by Europeans for this category. Interestingly, Turks claimed themselves to be socially unconscious. The comments were similar to the following:

".....terrorism, bad politicians, traffic, radical movements, education problems....."(Female, 23)

"Politics is a comedy." (Male, 25)

"Laziness everywhere, but sincerity is very common." (Female, 27)

"Under too much influence of religion, big economic problems, terrorism." (Female, 24)

".....less educated people than Europeans." (Female, 24)

"Turkey is the country of contradictions and he most important problems are laicism and education." (Male, 25)

"I don't like the effects of Islam and Arabic culture on Turks. (Male, 22)

"People don't care about the environment; no social consciousness." (Female, 23)

"Everything is possible in this country." (Female, 24)

"There is unequal national distribution of income." (Male, 24)

Another remarkable thought was that, despite everything, Turkish people *loved their country* and this was taken as a separate category. Besides, they did not mention *human rights and safety* as much as the Europeans did. Furthermore, 'Tansu Ciller, female prime minister' was evaluated favorable. Comments about other categories were as follows:

24

"Turkey is in a very strategical situation in terms of geography." (Male, 24)

".....has a wide, ancient history and culture." (Male, 23)

"Fat men with mustache and fat women." (Female, 23)

"Both an Asian and European country." (Female, 24)

"Ataturk and the Independency War." (Female, 23)

"A blonde women as a prime minister." (Male, 25)

"Men spitting to the floor, Magandas." (Female, 25)

IV.C. Attitudes Towards Countries

Depending on the results of the factor analysis, the averaged evaluative ratings across the eleven Mediterranean countries showed that Turkey was the fifth, with a mean value of 4.49, after Italy, France, Spain and Egypt (Table 1). The mean values of Egypt, Turkey and Portugal were slightly above the mid-point of the scale which was 4. It was interesting to observe that Turks favored their country with an average value, meaning that they had a neutral attitude towards Turkey. They did not perceive Turkey as being completely nice or good.

Israel, Morocco, Yugoslavia and Algeria were rated eight, ninth, tenth and eleventh, respectively. The reason why Yugoslavia was rated so low could have been the existing war which affected the attitudes of people towards this country. Turks hated Algeria because of the radical religious moves that constantly occur and the ratings showed that they did not favor this country. The mean values of non-European countries, except for Egypt, were all below the mid-point.

Scheffe test was applied in order to compare the statistical significance of differences among means, but no two groups were significantly different from each other.

All of the scales were similarly evaluated and so the results appeared to be unreliable (Appendix 3).

IV.D. Summary

Turkey was found to be similar to Greece, Italy and Spain based on similarities of culture, people and natural beauties. Also it was called to be similar to Northern Cyprus and Egypt. Turks had a neutral attitude towards Turkey, as they ranked it fifth, with an average mean value. Italy, France and Spain were the most favorable countries. Moreover, the most frequently listed thoughts were in the category of 'economic, political, social situation' and were negatively valenced. The 'characteristics and sights' category was the second most mentioned and was valenced positively.

V. LIMITATIONS

The most important limitation was that the sample size might have been insufficient for a hierarchical cluster analysis of the similarity ratings. Also, the question related to this part of the questionnaire was somewhat difficult and required a long time to fill in. The unreliable results could have been caused because the respondents might have rated the similarities of countries without spending enough time and effort on them. As the data did not seem to be valid and interpretable, it was excluded completely from the analysis.

One of the important limitations of the survey was that the questionnaire was not translated into Turkish in order to make it easier for the analysis and the interpretation of it in English. Depending on this, the target audience was narrowed to the ones who knew English well. Accordingly, misexpressing the thoughts and the feelings might have occurred because of the difficulty in describing things in a foreign language.

Some of the respondents stated that because the scales of *good bad, dislikeable/likeable, nice/awful, willing to visit/not willing visit* were very similar and related to each other, they had difficulties in evaluating the countries. Some respondents realized that the *dislikeable/likeable* scale was reversed, but found it unnecessary as it was confusing. Unfortunately, almost half of the interviewees did not even notice the reversed scale and made confusing evaluations which absolutely affected the analysis and the interpretation of the results.

Scheffe test gave the result that no two groups were significantly different, meaning that the respondents filled in the above scales similarly. As the data was not reliable, it was not taken into consideration.

The questionnaire used in this survey was taken from Ger's study of image of Turkey in the minds of Europeans (1991). As it was not updated, the negative effect of the continuing war in Yugoslavia was clearly observed in the respondents' evaluations of the countries with respect to how favorably they thought about that country. The war affected their attitudes towards Yugoslavia.

The convenience sample might be considered as representing the most educated group of students in Turkey, but it is impossible to make a generalization that they represent the Turkish society as a whole.

VI. CONCLUSION and DISCUSSION

The findings of the study illustrates that, according to the classification of Kotler, Haider and Rein (1993), Turkey has a *mixed image* - along with the *weak image* of its positive characteristics. The positive elements of the mixed image are basically composed of the thoughts listed in the categories of 'characteristics and sights' (perfect nature, long seasides, landscape, good weather, historical places), 'history and culture' and 'representative products and foods' (meals, desserts, raki).

However, these positive elements have weak images as they lack attractiveness and are less advertised. The negative elements are mostly in terms of 'economic, political, social situation' (bad economy, inflation, educational problems, terrorism, traffic problems, environmental problems, bad politics, religious problems, social unconsciousness).

Comparison with the previous studies shows that differences are observed in terms of perceptions of similarities. According to the findings of Ger's study (1991), Turkey appears to be perceived as a mix between 'East' and 'West', and considered within the 'Non-European' group. Religion, which is negatively valenced as well as the references to 'Arabic culture', are important factors that make Turkey perceived to be similar to North African and Middle Eastern countries. Turkey is evaluated unfavorably although most of the thoughts, and especially the ones most strongly linked to Turkey are positive.

On the other hand, Turks perceive Turkey as a 'more' European country, although there exist religious conflicts between different ethnic groups. They do not describe the

country as an Islamic one. Besides, Turkish people evaluate Turkey neither favorably nor unfavorably; rather they have a neutral attitude towards their country.

Both Europeans and Turks positively valence the physical characteristics and sights of Turkey, such as natural beauties, landscape, long seasides and historical places. They mostly enjoy visiting these places, but suffer from the dirt. They believe that members of Turkish society, themselves, should pay attention to protect the natural beauties Turkey has.

Turks negatively valence the economic, political and social situation of their country. They say that Turkey's bad economic conditions, such as high inflation, high level of unemployment, low standards of living, unfair distribution of national income have important negative impacts on the Turkish society. Besides, they do not respect and trust each other, which results in social unconsciousness. Politics is called to be a 'comedy' as there occurs inconsistency in the acts of politicians and their parties. They say that the government does not work as a 'body', in the sense that every ministry acts irresponsibly without considering the impact of their behavior to the government; thus people do not trust the government.

Another negatively valenced thought is religious and ethnic conflicts between subcultures. Turks believe that the government's inconsistent behavior towards these groups causes the problem. They say that people should have the right to act as they want, as long as they call themselves as a 'Turk'.

VII. RECOMMENDATIONS

Analyzing the results and interpreting them gave us sufficient idea about the image of Turkey. The problem is defined: Turkey has a mixed image - along with the weak image of its positive elements. Following the steps of Strategic Image Management (SIM) (Kotler, Haider and Rein, 1993), the weak image of these positive elements should be transformed into a positive image and strengthened. Turkey's benefits to support the existing image, as well as creating a better image should be positioned and communicated to target audiences. As changing an undesirable image is very difficult and the image sticks in the public's mind for a long time, designing a favorable image is very important in the sense that a wrong designed image may destroy the existing image as well.

According to the conclusions mentioned above, as a first step, Turkish Government should fulfill its responsibilities in order to gain public trust ad support. The governmental policies should be consistent, meaning that they should not be changed completely when the parties leading the government changes. Besides, these policies should be designed in order to strengthen the economic and social situation of the country. If it is managed to sustain a stable economy, the problems of high inflation, unemployment and unfair distribution of national income can be overcome step by step.

Politicians are the main actors in advertising a country, so the roles they play are very effective in changing the current image or building up a new image. However, Turkish politicians have a bad reputation in the world, as well as in Turkey. As they represent the whole society, they should act accordingly, meaning that their behaviors or speeches should not hurt the image of Turkey in the minds of foreigners. If the trust and

the respect of foreign governments and politicians are not gained, it is impossible to create a positive image.

On the other hand, everything should not be expected from the government only; thus support of the public is crucial. If the Turkish society believes that the government works for the welfare of the public and the country itself, they will be ready to perform the activities that they are responsible for.

As mentioned before, social unconsciousness is one of the negatively evaluated thoughts, so the government should lead the Turkish people for an organized society with the help of the societal foundations, like the White Dot Foundation. Self- awareness should be created, as Turkish people have no self-confidence and underestimate their skills and abilities. Organizations should work hand-in-hand to awaken the social consciousness of the public so that the problems like traffic, pollution, education can be solved.

To summarize, in order to change the mixed image of Turkey, the negative elements should be turned into positive ones and these positive elements should be strengthened. The Turkish Government's efforts will not be sufficient; thus the support of the societal organizations and the public is necessary. If the organizations will be able to awaken the social consciousness of the society, it will be possible to create a positive and attractive image of Turkey in the minds of the foreigners.

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| 13* | 1 | 9 | 7 | | 5 | 4 | 3 | 2 | 1 |
| + | · | + | + | | + | + | + | + | + |

FIGURE 1: Categorization of Countries Based On Common Reasons Indicated by All Participants

Argentina

Greece

Italy

Spain

Northern Cyprus

Egypt

Israel

Algeria
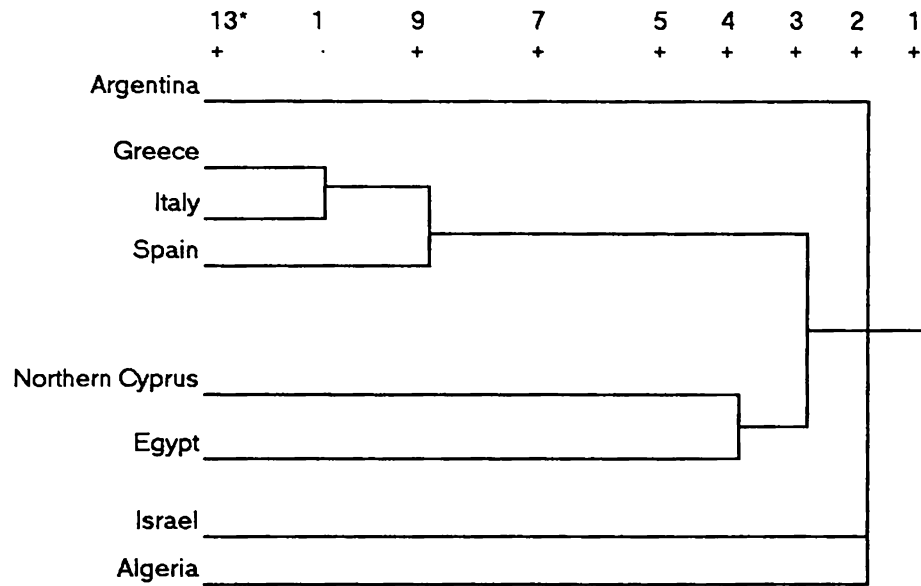
* Higher values indicate greater similarity.

FIGURE 1: Categorization of Countries Based On Common Reasons Indicated by All Participants

TABLE 1: Comparison of Means of Each Attitude/Evaluative Item Towards Countries*

Countries	Good/Bad	Like/Dislike	Nice/Awful	Willing/Unwilling	Grand Mean
Italy	6.09	5.38	6.24	6.40	6.03
France	5.71	5.47	5.91	6.18	5.82
Spain	5.56	5.27	5.84	6.05	5.68
Egypt	4.58	4.82	4.96	5.96	5.08
Turkey	4.93	4.85	5.40		5.06
Portugal	4.58	4.71	4.67	4.62	4.65
Greece	4.09	4.55	4.16	4.75	4.39
Israel	3.62	3.60	3.67	4.18	3.87
Morocco	3.65	4.09	3.71	4.00	3.86
Yugoslavia	2.93	4.05	3.11	3.04	3.28
Algeria	2.60	3.36	2.82	2.82	2.90

* Higher values indicate more favorable ratings

41

TABLE 2: Percentages of Different Categories of Thoughts Listed, and Valence and the Mean Strength of Association of Each Type of Thought

Categories of Thoughts Listed	% of all Thoughts	Valence*	Mean Assoc.
Economic, Political, Social Situation	*58.57*	*18.62*	*6.00*
Bad Economy,high inflation,unemployment, poor people,expensive country	12.77	(-)	6.54
Friendliness	6.23	100.00	6.05
Fundamentalism,religious problems	5.61	(-)	5.61
Terrorism	4.05	(-)	5.69
Educational problems	4.05	(-)	6.38
Traffic problems	3.43	(-)	6.36
Bad politics (a comedy)	3.12	(-)	5.51
Social unconsciousness	2.18	(-)	4.86
Bribery,corruption	1.87	(-)	5.00
etc.			
Characteristics and Sights	*23.68*	*90.79*	*6.17*
Nature,ladscape,long seasides,weather,climate	13.92	100.00	5.61
Historical places,mosques	2.42	100.00	6.25
Tourism	2.42	100.00	6.72
Istanbul,Izmir,Antalya,Bodrum,Nemrut	2.42	100.00	6.38
Dirty cities	1.46	(-)	5.60
Holidays	0.52	100.00	6.38
Crowded cities and roads	0.52	(-)	5.45
Representative Things, Images, Symbols, Events	*5.92*	*63.16*	*6.58*
Ataturk,Turgut Ozal,Tansu Ciller, Indep. war	2.80	88.89	6.63
Soccer	0.93	33.33	6.33
Magandas	0.62	(-)	6.00
Men with beard,mustache and fat women	0.62	(-)	5.00
Name of the country	0.31	(-)	7.00
etc.			
History and Culture	*4.05*	*92.31*	*6.50*
Culture,Asian culture	2.18	84.62	6.33
History	1.87	100.00	6.67
Representative Products and Foods	*3.12*	*100.00*	*6.70*
Desserts	1.56	100.00	6.80
Raki	0.93	100.00	7.00
Siskebap	0.32	100.00	6.00
Vegetables and fruits	0.31	100.00	6.00
Human Rights, Safety and Freedom	*1.56*	*40.00*	*5.00*
Human rights	1.25	50.00	5.00
Safety	0.31	(-)	7.00
Region	*1.56*	*100.00*	*6.80*
Strategical situation in geography	0.62	100.00	7.00
Between two continents	0.62	100.00	6.50
Mediterranean	0.31	100.00	7.00
Love for the country	*1.56*	*100*	*5.60*

* % Positive

The table is to be read as follows:

58.57 % of all thoughts listed were in the category 'economic,political,social situation'.

18.62 % of these were rated to be positive and the mean strength of association of these thoughts to Turkey was 6.00.

(higher values indicate greater association on a scale of 1-7)

TABLE 3: Countries that were Indicated as Similar to Turkey and the Reasons

Country(1)	Reasons(2)	Reasons	Score(3)	%(4)	% of total(5)	Total Score(6)	%(7)
Greece	1	Culture,traditions,customs, lifestyle,tastes	32	65%	30%	49	89.1%
	2	People (physical appearance)	20	41%	19%		
	3	Geography,Mediterranean, location	19	39%	18%		
	4	Nature,climate	12	24%	11%		
	5	Economy	6	12%	6%		
	6	Carefree society	5	10%	5%		
	7	History	5	10%	5%		
	8	Corruption/public disorder	4	8%	4%		
	9	Politics	3	6%	3%		
Italy	2	People (physical appearance)	21	62%	33%	34	61.8%
	3	Geography,Mediterranean, location	12	35%	19%		
	1	Culture,traditions,customs, lifestyle,tastes	11	32%	17%		
	10	Corruption,public disorder,mafia	8	24%	13%		
	4	Nature,climate	4	12%	6%		
	5	Economy	2	6%	3%		
	7	History	2	6%	3%		
	6	Carefree society	2	6%	3%		
	11	Dirty streets	1	3%	2%		
Spain	3	Geography,Mediterranean, location	11	50%	28%	22	40.0%
	2	People (physical appearance)	9	41%	23%		
	1	Culture,traditions,customs, lifestyle,tastes	8	36%	20%		
	4	Nature,climate	4	18%	10%		
	6	Carefree society	3	14%	8%		
	5	Economy	2	9%	5%		
	7	History	2	9%	5%		
	12	Tourism	1	5%	3%		
Egypt	13	Religion	3	38%	25%	8	14.5%
	7	History	2	25%	17%		
	2	People (physical appearance)	2	25%	17%		
	1	Culture,traditions,customs, lifestyle,tastes	2	25%	17%		
	15	Struggle for democracy	2	25%	17%		
	14	3rd world country	1	13%	8%		
Northern Cyprus	16	Nationality	5	83%	42%	6	10.9%
	2	People (physical appearance)	3	50%	25%		
	1	Culture,traditions,customs, lifestyle,tastes	2	33%	17%		
	7	History	1	17%	8%		
	13	Religion	1	17%	8%		
Algeria	17	Islamic movement	3	75%	60%	4	7.3%
	9	Politics	1	25%	20%		
	7	History	1	25%	20%		
Argentina	5	Economy	2	50%	33%	4	7.3%
	18	One man republic	1	25%	17%		
	6	Carefree society	1	25%	17%		
	19	Soccer addicted	1	25%	17%		
	20	High inactivated potential	1	25%	17%		

Table 3 Continued

Country(1)	Reasons(2)	Reasons	Score(3)	%(4)	% of total(5)	Total Score(6)	%(7)
Israel	2	People (physical appearance)	2	50%	50%	4	7.3%
	1	Culture,traditions,customs, lifestyle,tastes	1	25%	25%		
	21	Harmony with the modern world	1	25%	25%		
Portugal	2	People (physical appearance)	2	67%	50%	3	5.5%
	5	Economy	1	33%	25%		
	4	Nature,climate	1	33%	25%		
France	3	Geography,Mediterranean, location	2	100%	40%	2	3.6%
	1	Culture,traditions,customs, lifestyle,tastes	1	50%	20%		
	7	History	1	50%	20%		
	2	People (physical appearance)	1	50%	20%		

1 The countries listed by less than 7% of the participants, are not included in the cluster analysis.
2 Codes of reasons listed in the third column.
3 The number of times this reason was stated for that country.
4 The score of the reason divided by the total score of the country.
5 The ratio of each reason to the total number of reasons stated.
6 Number of participants who stated that this specific country is similar to Turkey.
7 The ratio of the number of participants stating this country, to the total number of participants.

TABLE 4: Categorization Stages of the Iterative Sorting Based on Similarity Reasons

Stage	Countries	With Country	Coefficient
1	Greece	Italy	11
2	Greece-Italy	Spain	9
3	Northern Cyprus	Egypt	4
4	Greece-Italy-Spain	Northern Cyprus-Egypt	3
5	Greece-Italy-Spain -Northern Cyprus -Egypt	Argentina	2
5	Greece-Italy-Spain -Northern Cyprus -Egypt	Israel	2
5	Greece-Italy-Spain -Northern Cyprus -Egypt	Algeria	2

APPENDIX 1

SAMPLE QUESTIONNAIRE

COUNTRY IMAGE SURVEY

The attached questionnaire is to be used for a cross-cultural study of country images. Your sincere and thoughtful answers will be greatly appreciated.

Take the pages as they come, and go to a next page only after completing a previous one. Answering the questions sequentially is necessary for the validity of the study.

Thank you very much for participating in this study.

I. SIMILARITIES OF COUNTRIES

Compare the similarities of the countries listed in the columns to the countries indicated in each row. Assign a number from the following reference scale to reflect your assessment of each country's <u>overall similarity</u> to the country in each row.

Reference scale:

Completely Similar   7.......6.......5.......4.......3.......2.......1   Completely Dissimilar

PLEASE CHECK THAT YOU HAVE FILLED OUT ALL THE CELLS AND THEN TURN TO THE NEXT PAGE.

II. ATTITUDES TOWARDS COUNTRIES

Now, please evaluate each of the following countries with respect to how much you like or how favorably you think about that country. Fill in the cells of the following table by writing down the numbers you choose from each scale for each country.

	Good 7..6..5..4..3..2..1 Bad	Dislikeable 7..6..5..4..3..2..1 Likeable	Nice 7..6..5..4..3..2..1 Awful	I would be willing to visit 7..6..5..4..3..2..1 I would be unwilling to visit
Morocco				
Yugoslavia				
Spain				
Algeria				
Greece				
France				
Israel				
Italy				
Egypt				
Turkey				
Portugal				

PLEASE CHECK THAT YOU HAVE FILLED ALL THE CELLS AND THEN TURN TO THE NEXT PAGE.

PLEASE GO TO THE NEXT PAGE AFTER YOU HAVE COMPLETELY FILLED
OUT THE PREVIOUS PAGES.

III. THOUGHTS

Now, I would like to find out all the thoughts and the feelings that occur to you when you think about Turkey. These thoughts may consist of

- events, objects, products, places, things associated with Turkey
- information related to Turkey
- personal values or feelings of yours about Turkey
- any memories about Turkey or involving Turkey

In writing your thoughts, please observe the following:

a) separate your thoughts into individual ideas to be written down separately
b) use one numbered line below per idea
c) express ezch thought clearly
d) write down as many thoughts that occur to you as soon as you can

I would like to know all those thoughts that pop into your mind <u>naturally</u> when you close your eyes and think about Turkey.

Things that occur to you when you think about Turkey:

1 _____ __ __

2 _____ __ __

3 _____ __ __

4 _____ __ __

5 _____ __ __

6 _____ __ __

7 _____ __ __

Now, please go to the beginning of your list and rate the thoughts you wrote down. Use the space at the end of each line to mark (+) if you think that thought is positive or favorable, or (-) if it is negative or unfavorable.

Then evaluate how closely each thought is associated with Turkey, writing down next to each thought the appropriate number from the following scale.

very closely associated   7.......6.......5.......4.......3.......2.......1   not associated at all

IV. GENERAL

1) Age: _____

2) Nationality: _____

3) Sex: _____

4) Marital Status: single ___   married ___   divorced/widowed ___

5) List 3 countries (can be any country in the world) that you think are closely associated with or very similar to Turkey:

      Country 1 _____

      Country 2 _____

      Country 3 _____

6) Why or in what wya are the countries you just listed closely associated with or very similar to Turkey?

      Country 1 _____

      Country 2 _____

      Country 3 _____

7) Do you think you know a lot about Turkey?

I know a lot   7.........6.........5.........4.........3.........2.........1   I don't know much

APPENDIX 2

CLUSTER ANALYSIS RESULTS
&
DENDOGRAM

* * * * * * * * * * * * * * *P R O X I M I T I E S* * * * * * * * * * * * * * * * *
Data Information

        11 unweighted cases accepted.
         0 cases rejected because of missing value.

Squared Euclidean measure used.

- -

Squared Euclidean Dissimilarity Coefficient Matrix

Variable	ALGERIA	EGYPT	FRANCE	GREECE	ISRAEL
EGYPT	141.6473				
FRANCE	58.5568	113.4645			
GREECE	49.2615	152.3384	23.2225		
ISRAEL	88.4634	73.9585	33.2560	58.9035	
ITALY	110.2944	72.3965	42.9180	58.2009	43.1950
MOROCCO	73.0094	222.6475	114.8780	92.3503	163.8066
PORTUGAL	184.7555	84.1898	120.4099	140.0116	107.4605
SPAIN	39.2601	180.9504	56.2559	47.5626	108.3923
TURKEY	126.0323	44.7024	91.9691	99.4644	65.6731
YUGOSLAV	77.2339	221.8740	84.9495	61.9458	136.2581

Variable	ITALY	MOROCCO	PORTUGAL	SPAIN	TURKEY
MOROCCO	155.5928				
PORTUGAL	71.4851	229.6625			
SPAIN	96.3629	53.1565	176.1274		
TURKEY	46.4601	173.8003	30.9820	136.4428	
YUGOSLAV	121.1423	35.4025	204.2560	26.4410	157.3188

- -

* * * * * * *H I E R A R C H I C A L   C L U S T E R   A N A L Y S I S* * * * * *

Agglomeration Schedule using Single Linkage

| | Clusters | Combined | | Stage Cluster 1st Appears | | Next |
Stage	Cluster 1	Cluster 2	Coefficient	Cluster 1	Cluster 2	Stage
1	3	4	23.222500	0	0	4
2	9	11	26.441000	0	0	5
3	8	10	30.982000	0	0	8
4	3	5	33.256001	1	0	7
5	7	9	35.402500	0	2	6
6	1	7	39.260101	0	5	10
7	3	6	42.917999	4	0	9
8	2	8	44.702400	0	3	9
9	2	3	46.460098	8	7	10
10	1	2	47.562599	6	9	0

* * * * * * *H I E R A R C H I C A L   C L U S T E R   A N A L Y S I S* * * * * *

Vertical Icicle Plot using Single Linkage

      (Down) Number of Clusters   (Across) Case Label and number

          I   I   G   F   T   P   E   Y   S   M   A
          T   S   R   R   U   O   G   U   P   O   L
          A   R   E   A   R   R   Y   G   A   R   G
          L   A   E   N   K   T   P   O   I   O   E
          Y   E   C   C   E   U   T   S   N   C   R
              L   E   E   Y   G   T   L   C   I
                              A   A   0   A
                              L   V

                  1   1
          6   5   4   3   0   8   2   1   9   7   1
     1 +███
     2 +███
     3 +█████████████ ██████████████ ██████████
     4 +█████████████ ██████████████ ██████████
     5 + ███████████ ██████████████ ██████████
     6 + ███████████ ██████████████ ██████████
     7 + ██ ███████ ██████████████ ██ ██████
     8 + ██ ███████ ██ ██████████ ██ ██████
     9 + ██ ███████ ██ ██ ██████ ██ ██████
    10 + ██ ███████ ██ ██ ██ ██ ██ ██████

```
- - - - - - - - - - - - - - - - O N E W A Y - - - - - - - - - - - - - - - - - - - -
```
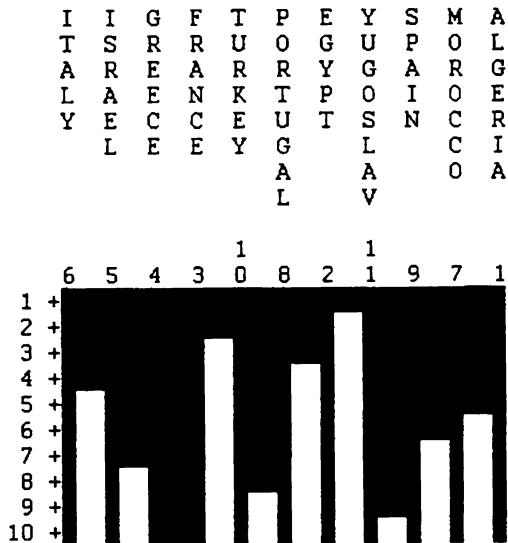
        Variable NICE
    By Variable MEAN

                        Analysis of Variance

                            Sum of   Mean   F   F
            Source   D.F.   Squares   Squares   Ratio Prob.

Between Groups   4   10.3231   2.5808   4.2625 .0568
Within Groups   6   3.6327   .6055
Total   10   13.9558

Levene Test for Homogeneity of Variances

    Statistic   df1   df2   2-tail Sig.
     1.1656   4   6   .412


```
- - - - - - - - - - - - - - - - O N E W A Y - - - - - - - - - - - - - - - - - - - -
```

        Variable NICE
     By Variable MEAN

Multiple Range Tests: Scheffe test with significance level .05

The difference between two means is significant if
   MEAN(J)-MEAN(I) >= .5502 * RANGE * SQRT(1/N(I) + 1/N(J))
   with the following value(s) for RANGE: 6.02

- No two groups are significantly different at the .050 level

       Variable   VISIT
    By Variable   MEAN

                        Analysis of Variance

                            Sum of   Mean   F   F
          Source   D.F. Squares   Squares   Ratio Prob.

Between Groups   4   25.1204   6.2801   3.3420 .0913
Within Groups   6   11.2748   1.8791
Total   10   36.3953

Levene Test for Homogeneity of Variances

    Statistic   df1   df2   2-tail Sig.
      2.0639   4   6   .204

       Variable   VISIT
    By Variable   MEAN

Multiple Range Tests: Scheffe test with significance level .05

The difference between two means is significant if
   MEAN(J)-MEAN(I)   >= .9693 * RANGE * SQRT(1/N(I) + 1/N(J))
   with the following value(s) for RANGE: 6.02

- No two groups are significantly different at the .050 level