THE IMAGE OF TURKEY IN THE HASHEMITE KINGDOM OF JORDAN

MBA THESIS

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ANKARA, June 1995

THE IMAGE OF TURKEY IN THE HASHEMITE KINGDOM OF JORDAN

A THESIS
SUBMITTED TO THE DEPARTMENT OF MANAGEMENT
AND
GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
OF BILKENT UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION

BY
AHMED G. RAUOF
JUNE 1995

I certify that I have read this thesis and in my opinion it is fully adequate, in scope and reality, as a thesis for the degree of Master of Business Administration

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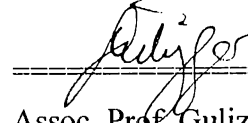
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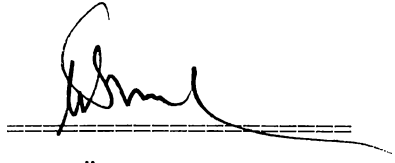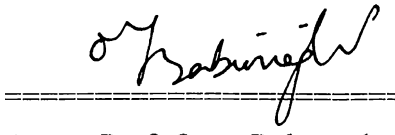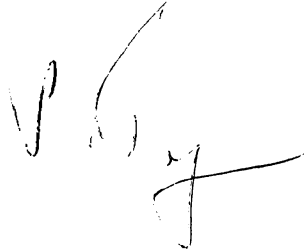
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To the Memory of my Grandfather
Dr. ADİL DOĞRAMACI

ACKNOWLEDGMENT

ABSTRACT

THE IMAGE OF TURKEY IN THE HASHEMITE KINGDOM OF JORDAN

BY

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In a world where global relations (Business conducts, tourism, export/imports, negotiations, investments, etc.,) are becoming more and more important, countries and its firms feel the necessity of understanding other countries perceptions towards them. One of the essential methods, is the country's image in the outer world. And, country-of-origin, in the countries which are potential markets or partners is a critical variable of this image that was often ignored. On the other hand, the new developments in the world arena, especially in the Middle-East lead the world's countries to race and try to win a share of this new settled and less turbulent market. Thus, Turkey, being one of the developing countries, should try to study its image, draw a clear picture of itself, and understand the countries which it has relations with in this market. This study aims to measure and assess similarity perceptions, attitudes, thoughts and impressions, all of which are suggested to compose the image of Turkey in Jordan (being one of the peer countries in this market). That is, the image of Turkey in the minds of Jordanian consumers. The measurement is based on a broad operationalization of the image of country rather than its products alone, and involves both quantitative and qualitative data. The image of Turkey in Jordan is explored on a sample of the Jordanian people. Based on the results, an overall picture of Turkey's image is drawn. Finally, attitudes, and thoughts towards Turkey are found to be more favorable among Jordanians than Europeans.

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ÖZET

ÜRDÜN KİRALLIĞINDA TÜRKİYE'NİN İMAJI

AHMED G. RAUOF

YÜKSEK LİSANS TEZİ. İŞLETME FAKÜLTESİ

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Uluslararsı ilişkilerin önem kazandığı (iş idaresi, turizm, ithalat/ihrcat, yatırım ve müzakereler) dünyamızda ülkeler ve şirketler, değer ülkelerin haklarında ne düşündüğünü öğrenme ihtiyacı içindedirler. Bunun için entity zaruri metodlardan birisi, ülkenin dış imajının belirlenmesidir. Potansiyal pazar ya da ortak olan kaynak ülkelerde çok önemli bir öğe olan bu görüntü göz ardı edilmiştir. Öte yandan, dünyadaki ve özelikle Orta Doğudaki yeni gelişmeler, ülkelerin bu yeni yerleşen ve daha az dalgalı olan pazarda bir pay edinme yaışına girmelerine sebep oluştur. Dolayısıyla, Türkiye gelişmekte olan ülkeler arrasındaki görüntüsünü incelemeli, kendisi için net bir şekil çizmeli ve bu pazarla ilişkili ülkeleri anlamaya çalışmalıdır.

Bu inceleme, Türkiye'nin Ürdün'deki imaj oluşturan benzerlik algılır, tavılar izlenimler ölçmek ve yorumlamak amacıyla yapılmıştıtır. Daha açık bir ifadeyle, Ürdünlü tüketicilerin gözundeki Türkiey'nin imajını ortaya çıkartmayı amaçlamata. Bu çalışma nitelik ve nicelikler gözönünde bulundurularak Türkiye'nin ürünlerinden çok genel imajını ortaya koymayı amaçlamktadır. Bu çalışmmada, Türkiye'nin imajı Ürdün'de örnekler çıkan sonuçlara dayanarak, Türkiye'nin imajı hakkında genel bir portre çizimiştir. Sonuçta, Ürdün'deki insanların Türkiye hakkındaki düşünceleri Auruppahlardan çok daha iyimser olduğu sonucuna varılmıştır.

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I. INTRODUCTION

Although Turkey is currently focusing on entering the EC bloc and the new Turkish republics, it should not overlook the economical and political developments in world, and the Middle East in particular. We all witnessed the new developments in that region, mainly the Israeli-Arab peace talks that started during the last year. These talks evolved a promising market composed by Israel, Jordan, Lebanon, Palestine, and Syria (hereinafter will be referred to as The West Middle East Market, WMEM). A market with a more settled area and less turbulent atmosphere for investment and investors.

We all can see, read or hear (CNN, Arabic Magazines, and Newspapers) how countries are competing with each other to get a larger share of this potential market. Thus, Turkey, being a developing country, should get its share of it as well. Furthermore, it should try to make use of its strategic location and its well-established relations (that its root goes back to the 9th century) with the WMEM's countries. The history of the Turkish-Arab relations starts from the Arab Islamic Empires lasting through the Ottoman Empire (during that time there were no borders between the nations of these Empires) till now days.

Thus, in order to have a clearer picture about this market and its consumer attitudes and behaviors towards the Turkey and its products, a survey of image/imagery of Turkey in is a necessity at this stage. Here, image is taken in a broad sense, not only the image of the products, but also the country as whole. That is to say, examining the attitudes, thoughts, feelings, perceptions, etc., regarding Turkey in general, along with the image of products.

This study examines the image of Turkey image in Jordan, and the Arab mind in general. And, explore whether the image, attitudes, perceptions, and associations of the latter differ from that of the Europeans, and western countries in general (Ger 1995). For

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this purpose a questionnaire and a personification task were used to collect the data, which were analyzed using several statistical techniques. On the other hand, Jordan was selected among the WMEM countries for several reasons. First, being a country with a relatively big imports market within WMEM. It should be noted here that the Turkish products market share in Jordan is noticeably low, between 2.0%-2.4% (Table 1). Second, Jordan is the only politically settled country in the WMEM since the early seventies. Last but not least, Jordan became the strategic passage between the Arab countries in Africa and in Asia after the 1991 Gulf War. Finally, the access to data collection through surveys and other sources.

II. LITERATURE SURVEY

The country-of-origin image studies are necessary for the formulation of international marketing strategy. An assessment of a country's culture for marketing's sake involves analyzing the people's attitudes, perceptions and reasoning towards the country-of-origin, all of which are under the umbrella of image of the country-of-origin (Adler 1980).

II.A. International Competitiveness

Entering an international market can be a long-term and costly prospect; at a minimum it is certainly riskier than entering a domestic market. The amount of time and expense associated are tied directly to the firm's and/or government's, planned level of involvement and subsequently to the form of the firm's and/or government's business structure. As the firm becomes more committed to international markets, and as investments in time and capital increase, the need for information becomes more critical (Cateora and Keanveny 1987).

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Marketing research can help to ensure that the company's name will be well received. Because of the long-term nature of international marketing, it is important for the firm to establish and maintain positive global image, or change it if it was a negative one. Well-conceived and well implemented marketing research can provide a company with information to make sound strategic decisions. Identifying international market opportunities and risks, determining the nature of the business the firm and/or the government should be in and the appropriate structure for that business, and developing tactical plans for successful market penetration are all improved with good marketing research. And, finding out the country of origin, or the county image, is one important aspect of such studies (Cateora and Keanveny 1987).

Sometimes businesses define their pricing objectives in terms of their image or built-image. That is to say, pricing should project or come along with the product/country-of-origin. However, if there is no such an image that businesses rely on, an image would be established on the price that the specific business ask for (Jain 1990).

In positioning a product, management combines marketing mix elements to optimize the product's profit over time. With the advent of intense international trade expansion for a growing list of goods, the county-of origin has become an important factor for the business, which eventually might enhance the business's competitive advantage, or makes it harder for the business to gain such an advantage.(Cordell, 1988)

In addition, governments are becoming more proactive and systematic in promoting their image abroad. Realization of importance of international competitiveness has brought about a "grouping" of efforts by government agencies and industry associations which now mount joint foreign promotion campaigns as a matter of course. Moreover, origins and their images have come under intense scrutiny in the content of trade blocs.

Furthermore, exporters face established country images regardless of whether or not they have taken an active part in creating them. The images can act significant barriers to or facilitators of entry into foreign market (Papadopoulos 1993).

II.B. Country of Origin

The country-of-origin of a product, typically communicated by the phrase "made in (country)", has a considerable influence on the quality perceptions of a product (White and Cundiff 1978). These images indicates to the types of steps that must be taken by the international marketer to overcome or at least neutralize biases. This issue is important to developing countries, which need to increase exports (Bilkey and Nes 1982).

The image of countries, in their role as origins of products, is one of the extrinsic which was found to have a direct influence on product evaluations and product's total image (Papadopoulos 1993). A product's origin is often used as a signal of quality. Certain items are strongly associated with specific countries, and products from those countries often attempts to benefit from these linkages. In some cases, country-of-origin information may even be weighted more heavily than the brand name of the product. Recent evidence indicates that learning of a product's country-of-origin is not necessarily good or bad. Instead, it has the effect of stimulating the consumer's interest in the product to a greater extent. The purchaser thinks more extensively about a product and evaluates it more carefully, using the country-of-origin image as a foundation for his/her decision making (Solomon 1994).

Country-of-origin, as mentioned before, is an extrinsic product cue, a class of intangible product traits which include a product's brand, price, and position. Unlike physical characteristics, a change in these cues has no direct bearing on the product's performance. Nonetheless, they can still act as risk mitigants or quality cues for

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consumers who may be either unable to evaluate tangible traits of competitive offerings or unwilling to expend search effort.(Cordell, 1988)

There are two competing models which explain the operation of a country-of-origin on product evaluation. The first is "Halo" model, in which it is argued that the country image affects beliefs about tangible attributes, which in turn affects the overall evaluation. Alternatively, Han [1989] demonstrated that when consumers are not familiar with the a country's product, a summary construct a model operates in which consumers infer product information into country image, which influences product attitude. Whichever is the case, the country-of-origin cue leads the consumer to greater cognitive elaboration about tangible product traits. This is particularly true when the consumer knows about the country-of-origin in advance of having to make a formal product evaluation (Hong and Wyer, 1990).

Country-of-origin has been characterized as a multidimensional construct that evokes various product-trait-related responses. Buyers may profile countries' goods by criteria such as price, styling or quality. These profiles may shift as buyers' perceptions change with increased exposure to the country, or as the dimensions of the products from the countries actually change (Nagashima 1977). Furthermore, buyers' attitudes toward a country-of-origin can be influenced by marketing promotion (Chao 1989).

In summary, we can define a country's image as the sum of beliefs, ideas, and impressions that a people have of a country. Or, the picture, the reputation, the stereotype that 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 tradition (Nagashima, 1970). Or, 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 (Narayana, 1981). From our

marketing perspective, the country image most probably would be the consumers' general perceptions of quality for products made in a given country. Or, is the overall perception 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).

II.C. Image

Image/imagery is generally used to refer to a memory code or associative mediator that provides spatially parallel information and can mediate overt responses without necessarily experienced as visual image. Image essentially represents a collection and judgment of both intrinsic and extrinsic attributes of objects and classes of objects. Thus, knowing what elements individuals use in developing images would be an important input devising means influencing their formation. These images, which we learn starting from the formative years and throughout life, whether through friends, education, products, and/or other experiences, influences the way we think and act (Papadopoulos 1993).

Further, Images can be conceived as comprising all possible combinations of perceptions, attitudes and personal meaning, thus ranging from the low to the high extremes of the evaluations dimensions. The image concept should be used to the holistic impression of the relative position of a product among its perceived competitors. The holistic nature refer to the limited number of dimensions on which these dimensions are used in the product 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 product (Poiesz 1989). Images represent a simplification of a large number of associations and pieces of information connected with the place. They are product of the mind trying to process huge amounts of data about a country. However, people's images of a country do not necessarily revel their attitudes towards that place. (Kotler, Haider, and Rein 1993)

The importance of images has been well recognized for decades with regard not only to products and brands but also to producers, distributors, consumers, and everything else that comprises "marketing". In which, learning about these images through research and accounting for them in strategy have become urgent necessities (Papadopoulos 1993).

Finally, the cost and effectiveness of the image of a country depends on the country's current image and real attributes. A country may find itself in one of six image stations: (Kotler, Haider, and Rein 1993)

1. *Positive image*. Some countries are blessed with positive images. Though each country may have certain flaws and not appeal to everyone as a destination, they all can be represented positively to others. They don't require changing the image so much as amplifying it and delivering it to more target groups.

2. *Weak image*. Some countries are not well known because they are small, lack attractions, or don't advertise. If they want more visibility, they need to build some attractive images and advertise them.

3. *Negative image*. Many countries are stuck with negative images, such as Libya or Iran. They might seek ways to find the gem in their images or change their current image entirely. Yet, if these countries advertise a new image, provide new, good products but continue to be the country that gave rise to the old image, or provide the same old products, the image strategy will not succeed.

4. *Mixed image.* Most countries contain a mixture of positive and negative elements. Countries with this type of images typically emphasize the positive and avoid the negative in preparing their image campaign.

5. *Contradictory image.* A few countries emit contradictory images in that people hold opposite views about some features of the country. Here, the 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 as illustrated by the negative media coverage.

6. *Overly attractive image.* Some countries are cursed with too much attractiveness that might be spoiled if they promote themselves further. Here, in most of the cases, counties started to fabricate a negative image about some attributes in order to balance their image.

III. METHODOLOGY

III.A. Procedure and Design

III.A.1. Questionnaire

The quantitative portion of the survey included measurement of perceptions of similarity among, and attitudes towards ten Mediterranean countries (Algeria, Egypt, France, Greece, Italy, Morocco, Portugal, Syria, Tunisia and Turkey), which may be considered as competitors in tourism and some products (appendix 2). It is to be noted here that the same questionnaire was used before by Prof. Dr. Güliz Ger, Bilkent University, as a method to explore the image and attitudes of European and American students towards Turkey. However, it was slightly changed from the original one, along

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with translating it to Arabic. The part of rating overall similarities and the countries rating, Israel and Yugoslavia were substituted by Tunisia and Syria respectively. This change was a result of two reasons. The first, because of the war that torn Yugoslavia apart there is no sense of comparing the other countries with it. The second, despite the Israeli-Arab peace talks, the Arabs, and the Jordanians and Iraqis (whom construct a large portion of the residents of Jordan and fourteen of them participated in this survey) in particular, still have some reservations towards the Israeli issue. Furthermore, one might ask why Iraqis also participated in this survey, the reason is that, we are about to measure or find out the attitudes and behaviors of this market's consumers, and Iraqis are a majority in Jordan, that is because most of the wealthy Iraqis left Iraq after the Gulf war due to the bad living conditions and standards and chose Jordan as their new home.

The qualitative data, pertained only to Turkey, and consisted of two open-ended questionnaire responses including: a) thought listing towards Turkey, their association level, and marking each thought as favorable or positive or unfavorable or negative; b) naming similar countries and reasons for similarity.

III.A.2. Personification Task

A different group of people participated in this task (table 2). The participants were asked to imagine, then sketch and describe Turkey as a person (Appendix 3). The aim of this task was to have depth in understanding and interpreting the image and check the validity and reliability of the questionnaire responds.

In summary, the data gathered from the questionnaire and the personification task were used to explore more deeply the image of Turkey, and to help interpret the similarity perceptions and attitudes.

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III.B. Sample

A total of 78, 24 person participated in the task, and 54 person participated in the questionnaire. The research was conducted in the three major cities of Jordan, in areas or districts where people are either shopping or enjoying their time at the cafés and terraces. These cities were Amman, the capital, Irbid where El-Yarmuk University is, and Aqaba, a resort area and the sole Jordanian sea harbor on the red sea (Table 2). The sample was selected to be as broad as possible so that it would represent all the Jordanians and Arabs living in Jordan.

Coming to the description of each city, and the demographics of participants, I'll begin with Amman. 50% of the population lives in this city or in its suburbs. Most of the business firms are in this city. The biggest university in Jordan, the University of Jordan, is there as well. The majority holds either high school diploma a university, or post graduate degree. In terms of religion, the Jordanians in Amman are 80% Muslims and the rest are Christians. The demographic characteristics of the participants in this city is as follow: a total of forty eight people. However, eight of these participants responds were excluded from the analysis because the information it carried was not sufficient for analysis. After excluding these eight questionnaires, the remaining 50% were males and, of course, the other 20 were females. In terms of age and education, eighteen fall in the category of 20-30 years, all of them had a university degree or about to have one. Eleven in the range of 31-40, ninety one percent of which were university graduates. And, the remaining eleven were in the category of 41 years and above, which seventy three percent of them were university graduates.

The second city is Irbid, the second largest city in Jordan. This city gain its importance after the establishment of Yarmuk University. Most of the residents are involved with the university, either students, professors, or municipality and university

employees. The total number of participants was thirty three, two of which were excluded due to the same reason. Their demographics were: in terms of age; fifteen, nine and seven were in the categories of 20-30 years, 31-40 years and 40 and above respectively. All of them were university graduates or about to. In terms of sex, again it was nearly equally divide between males and females for all the categories. It is to be noted that, the latter applies for Amman and Aqaba as well.

Finally, Aqaba the connecting point with sea. This city's main source of income is on tourism and retransportation from and to Jordan. It is the third and last biggest city in Jordan. Nine people participated in the survey, only one of the responds was excluded due to the same reason mentioned. Four of which were between 20-30 years old, two between 31-40 years and the rest two 41 and above. The participants in the first two groups were university graduates and for the last group one was a university graduate and the other had a high-school diploma.

IV. ANALYSIS AND RESULTS

IV.A.   Analysis Techniques

IV.A.1.   Factor Analysis

Factor analysis is a generic name given to a class of techniques whose purpose often consists of data reduction and summarization. Used in this way, the objective is to represent a set of observed variables in terms of smaller number of hypothetical, underlying, and unknown dimensions which are called factors. This type of factor analysis is known as exploratory FACTOR ANALYSIS , or data reduction analysis in computer software. In other words, 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, which is the important

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purpose in the analysis, concerns the identification of the construct or dimensions that underlie the observed variables.

A FACTOR ANALYSIS would focus on the whole set of interrelationships displayed by the variables, it would not treat one or more of the variables a dependent variables to be predicted by other methods. The focus on the full set of relationships can be looked in one of two ways-conceptually and mathematically. The conceptual way is the one we are interested in. In this way, a factor is a quantitative dimension of the data that attempts to depict the way in which entities differ.

IV.A.1.1.   Rotating the Factors

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 interpretation 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. Moreover, is to make a healthier decision on whether the group of more than one factor could be reduced to one factor in order to match the other groups.

IV.A.1.2.   Factor Analysis Results

After conducting the Factor Analysis of each of the ten countries for the four variables (scales): *good/bad*; *nice/awful*; *like/dislike*; and *willing to visit/not willing to visit*, all counties had only one factor for each variable except for Egypt, Tunisia, and Turkey. However, to consider the existence of the second factor, the second factor should be well above 1, or it can be ignored. Thus, in the cases for Egypt and Tunisia where the

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second factor was slightly larger than 1, 1.01846 and 1.04170 for Egypt and Tunisia respectively, the number of factors could be reduced to one only. More over it can be seen on the Eigenvalue/Factor plot for these countries (appendix 4). On the other hand, the factor analysis for Turkey indicated two factors as well, as mentioned, but the results are a little bit problematic. The "Kink", which is the turning point after the first factor on the Eigenvalue/factor plot, doesn't exists, i.e., there is a significant difference between the first two factors and the last two factors. The value for the second factor is 1.18366, significantly higher than the last two 0.79104 and 0.56193. however, for the purpose of this survey's analysis the number of factors for Turkey was reduced to one as well. By so doing, we can compare, using Sceffé[1] test, the attitudes of the participants towards the ten countries assuming that they have only one factor. The results are discussed later in this chapter.

During the process of analysis it was observed that the participant were somewhat confused between the four scales. Jordanians perceived the "*Nice/Awful*" whcih was translated to Arabic to be "*Beautiful/Ugly*" and "*Good/Bad*" scales as the only significant differentiating ones. Whereas, the "*Like/Dislike*" scale was seen as overlapping with the previous scales. And, "*Willing to visit/Not willing to visit*" scale was not taken as a measure since most of these people have the will to travel. That is to say, they are willing to visit the counties in which they rated them high in the Nice and Like scales.

IV.A.2   Cluster Analysis

This techniques was used to classify the countries perceived by Jordanians as "similar" in the quantitative part of the questionnaire. The objective is to group the countries into homogeneous groups that are large enough to be cultivated in the end. It would be based on numerous factors and not simply one or two factors. The raised problem is- how t identify groupings of the objects given the multivariate nature of the

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data. CLUSTER ANALYSIS offer a way out of the dilemma. It specifically deals with how countries should be assigned to groups so that there will be as much as similarity within and difference among groups as possible.

In the case of the similarities between the 10 countries and find the category inwhich Turkey lies, in other wards, to find the countries that the people of Jordan consider as "similar to" Turkey and with which countries it was grouped. The similarities table (on the third page of *Similarity Perceptions, Attitudes and Associations* questionnaire, Appendix 2) illustrates the data that was collected from 54 people participated in this test, which was used to perform the CLUSTER ANALYSIS.

IV.A.2.1.   Euclidean Distance to Measure Similarities

A rather obvious measure is the Euclidean distance between the points. It should be noted here that, in this thesis the rate of similarity between the countries was used as the distance between two points. In the two dimensional figure, the distance between two points (A, B) would be calculated

$$d_{A,B} = \sqrt{(X_{B1} - X_{A1})^2 + (X_{B2} - X_{A2})^2}$$

where X_{B1}, represent the coordination of point B on the first dimension, in our case there is only one dimension which is the similarity. In this part of the analysis involving 10 countries, there were $10(9)/2 = 45$ similarities that needed computing, in the general case of n countries, there would be $n(n - 1)/2$ separate similarities. That's why the CLUSTER ANALYSIS is highly dependent on computer softwares, SPSS for Microsoft windows version 5.0 was used to resolve and cluster.

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IV.A.2.1.   Clustering Method

A number of methods were suggested for this purpose. Linkage method is one of them, however, there are various linkage methods. In this part the *single linkage method* was used. Single linkage method, in SPSS, operates in the following way. First, the similarity values are arrayed from the most to the least similar. Then, those countries with the highest similarity (lowest rate[2]) coefficients are clustered together. The similarity coefficient is then systematically lowered, and the union of countries (hereinafter countries will be used instead of objects) at each similarity value is recorded. The union of two countries, the admission of an country into a cluster, or the union of two clusters is by the criterion of single linkage. This means if the similarity level is 3, a single linkage of a country at that level with any member of cluster would allow the country to join the cluster. It is the same for any pair of countries related at the criterion level will make their cluster join.

The results of the clustering will be presented in the dendrogram. A *dendrogram* is simply a "tree" that indicates the groups of countries forming at various similarity levels. The dendrogram for our test employing the single linkage method is shown in Appendix 1, Figure 1.

IV.A.3.   Grouping of Countries Based on Reasons

On the last page of the *Similarity Perceptions, Attitudes and Associations* questionnaire (appendix 2), the participants were asked to name three countries that the perceive similar or associated with Turkey, and list a number of reasons that made them decide that this specific country is similar to Turkey. These countries could be any country in the world

Twenty eight different reasons were found, and the list of reasons is illustrated in table 4. And, the reasons for each country is listed next to that country. Furthermore, the

score for each reason was indicated on the right side of the reason (Table 3). The question was, how to cluster these countries based on the reasons where SPSS and similar programs doesn't operates with these reasons, i.e., the number of common reasons? An attempt for the first time.

A simple solution was is to give each reason a number and use a simple program, associated with Microsoft excel 4.0, for children that assists them for finding the similarities between to groups. However, software has it drawbacks. First, it combines similar groups which have similar variables more than three within them. The second, it can take only pairs, that is to say that it cannot combine three groups in one time even if these groups have the same number of common variables (common reasons). Thus, some other solution should be found, something that is more sophisticated to solve this problem. Moreover, some solution were the current and available past data could applied without the need to enter these data again.

The solution was right there, Microsoft excel 4.0 or 5.0, the only difference is that the latter works much faster and easier. The process goes as follows. Since we already have the list of countries with their reasons, by using replace command (from the edit menu), which searches and replaces a chosen text with another or with numbers to be specified. A number was coded for each reason. And by using the "replace" command the above process was completed.

The second step was to make a table with which one can compare the countries based on their common reasons. It should be noted that this table should be in binary system in order to make the later work much easier. Here the function "IF" comes to the picture. This function operates as follows. It compare two, or more, cells with each other. Its format is " $=If(and(cell_{(i)} = cell_{(j)}),1,0)$ ". This function was applied to the table of numbers instead of reasons (Table 3). Comparison between the first row entries, which

are the reasons numbers, with the B column, the entries in this column are the reasons for each country. In the comparison if the two numbers in the cells chosen are similar then it would place 1, and if not it will place 0 in the cell under the reason column in front of the that country. Finally, this function is copied for the other countries as well.

After making a binary matrix of the countries, in columns, and the reasons, in the rows, the clustering process starts (Appendix 6). The clustering process works with the "IF" and the "AND" functions together, as described above. The function format is the nearly the same " =If(and(cell$_{(i)}$ >0,cell$_{(j)}$ >0),1,0)". This function compares the country in the second row with the country on the third row, and places 1s and 0s similarly if the reasons are similar. And then it compares the country in the third row with the country on the fourth and so on. Then same function for comparing the second row's country with the country on the fifth row and so forth. In the end of this comparison, the summation of the similar reasons is shown on the far right end column. With the summations and the countries, one can sort them in a descending order, also using sorting application in Microsoft excel 5.0. After sorting the highest pair is chosen and the former process is applied again between the countries excluding the pair countries and replacing them in one cell. After four trials a relations were found and the clusters that are combined (Table 5), and the results of this process are shown in appendix 6.

IV.B. Results:Image of Turkey

IV.B.1. Similarity Perceptions

The hierarchical cluster analysis, for the countries in the first page of the *Similarity Perceptions, attitudes, and Association* questionnaire, indicates the Turkey was categorized with Egypt, both were clustered with Portugal and Italy (figure 1). Moreover, Morocco

and Tunisia were categorized together, whom were clustered with Algeria, France and Greece. And, because Syria's bad reputation in Jordan and its government's activities, it was clustered with the latter group. It should be noted here that Syria could have been clustered with the first group as well.

Categorizing Morocco with Tunisia then clustering them with Algeria and France, is basically because of several reasons. First, Algeria, Morocco and Tunisia are North African neighbor countries, and their people share the same tradition and culture. Second, grouping France with these countries was due to the colonial relations between France and them, and its effect on these countries culture, language and life style. Furthermore, the relation between Morocco and Tunisia is supported in the reasons indicated in the open-ended questions (table 3). However, clustering Greece with this group have different reasons. First, is their common agriculture products, namely olive oil is seen next to the Moroccoan and the Tunisian ones on the Jordanian markets' shelves. Of course being a Mediterranean country is another aspect as well.

The second cluster of Egypt, Italy, Portugal and Turkey. First Egypt and Turkey were categorized together for a set of reasons. On of which, is the life styles of the different layers in the society. Another reason is the industry. Quality of products and dependence on assembly rather than manufacturing, and textiles and cotton. And, last but not least, both of them have important doors to and from the Mediterranean, Suez Canal between the Mediterranean and the Red Sea, and the Bosphorus between the Black Sea and the Mediterranean. Portugal also join them in this aspect of being close to Gibraltar, but it is was perceived similar to Turkey and Egypt based on location, climate, nature, the relations among people, and the countries' products quality and reputation. In addition, Portugal was reported to be similar to Turkey due one special reason, which is, in all the European economic reviews Turkey and Portugal come next to each other or are listed together. Very interestingly Italy is similar to Turkey and Egypt on the people's behavior

towards tourists, cheating them is normal and expected in these countries, as the Jordanians perceive it. Another important issue is both Turkey's and Egypt's automotive industries had the start with the Italian Fiats. Finally, corruption and "Mafia" activities in Turkey and Italy played a great role in the mind of Jordanians, which made them perceive Turkey and Italy to be similar.

On the other hand, the countries which were listed to be similar to Turkey in the open-ended questions, which included several Middle Eastern countries - India, Iran and Lebanon- and East European countries- Bulgaria and Romania, gave a different clustering results (figure 2). Egypt was categorized with Greece this time, both of which was clustered with India and Lebanon. The reasons behind this clustering is Greece and Egypt have old relations between them. Alexandria, the second major city in Egypt, is the best example. Till our present day lots of Greeks live in Alexandria and vise versa, lots of Egyptians live in Greece. Another aspects are tourism, climate, food, economic situation and industry. Then India is clustered with this pair. It was indicated to be similar to Egypt on the basis of over population, history, and narrow and crowded streets. Meanwhile India was said to be similar to Lebanon on the basis of different living standards between the layers of the society, entertainment industry, tourism, and different nationalities and religions. Whereas, Lebanon was said to be similar to Egypt and Greece based on being a kind of mid point between the east and west, music, food, relations among people, and life style.

In this same cluster, we find Syria was clustered with Iran. The Kurdish problem was one of the main reasons. Along this, there is the climate, religion and religious groups, climate, and again the relations between people, which seems to be the common reason between these countries and Turkey. We also see that Morocco was clustered with Tunisia for the same reasons above. An unexpected group was two countries from the eastern bloc of Europe, Bulgaria and Romania. These countries shared the same reasons

of being similar to Turkey. Cheapness, economy, living standards and the political situation were those reasons.

In summary, Jordanians perceived Turkey to be economically struggling, highly effected by corruption, its industry being dependent on Europe, and its products' quality being not good or high enough.

IV.B.2.   Attitudes

Based on the Factor Analysis results (appendix 4), a comparison of averaged evaluative rating between the ten countries indicated that Turkey was rated sixth (Table 6). It was rated significantly higher than Egypt, Greece, Syria and Algeria, and lower than Italy, Morocco, France, Tunisia and Portugal. If we look at (table 6) from a different perspective, Turkey doesn't fall between European and non-European countries. That is to say, the countries in the European cluster were not rated higher or more favorable than those in the North African cluster. Turkey's rating was not significantly lower than Portugal. Italy's ratting was not significantly higher than Morocco's, and it is the same for Fancy and Tunisia, and Syria and Algeria. But Egypt was higher than Greece.

In summary, Turkey is a country better than those that have a bad reputation in the world arena due to the negative media coverage.

IV.B.3.   Association

The thoughts and feelings about Turkey were content and categorized. These categories of thoughts were determined on the bases of how frequently the came to the minds of the participants. The categories where: Sights and Sites; Economic, Political and Social Situation; Representative thing; Representative products; History; and Region, all had different aspects within them as shown in table 7. The comments were not so

original or descriptive, respondents preferred writing one or a couple of words to indicate what flashes in their minds when they think about Turkey. Furthermore, the mean association indicated that the thoughts listed were closely related to "Turkey". The lowest mean was over 4 and the positive thoughts were higher than the negative ones (table 7). That is to say, the Jordanians remembered the positive thoughts about Turkey more frequently.

IV.B.4. Turkey as a Person

The sketches and the descriptions pictures Turkey as a female, brunette and/or blond, tanned body, not tall, colored eyes. Most of the respondents mentioned that she is nice looking and have a strong personality which is expressed in her voice. Nearly all of the respondents mentioned that she is between 28-34 years old, not married, living in places close to the Mediterranean, only two mentioned her family, one said her father is "ATATÜRK" and the other said that she comes from the old well known families and her father was a "PASA". She was presumed to have a university degree, most of the respondents specified it to be a business/international relations degree. Her linguistic abilities are limited, she might know German. Her general knowledge is limited but she is willing to learn. She is portrayed in "modern or fashionable", elegant, but her clothes are not signeé. She uses a middle class car, a car which is not expensive, and she is a reckless driver, or she doesn't drive at all and uses taxies for transportation (it is to noted here that taxis in Jordan are not expensive and they are the substitutes of buses). Lives in an apartment, but nothing was mentioned about the house appliances she has, except one who commented that they are up to date, while two noted that her furniture is a mixture between old/classic and modern, and own some Turkish and Persian carpets. She is characterized to be friendly, social, caring, prejudice, doesn't like anybody to interfere with her personal life, and exaggerates when describe an event she went through or her success in a business. Despite of the above, she doesn't know anything about her neighbors. However, she was also characterized as honest, semi/not conservative, open

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minded, hard worker, tries to act like Europeans which puts her in conflict with her middle eastern culture, and not innovative. She socialize with everyone, Muslim only in the ID card. Finally she is good but not perfect, but "nobody is perfect".

Some comments are as follows:

"She imitates the European life style and thinks that living this way is the right way."

"Tries to minimize the gap with the west, but sometimes she exaggerates and falls in some big mistakes."

"She has some conflicts within her personality, some contradictions between her eastern culture and the European culture that she tries to adopt as we say "she lost both ways"(it is an old Arab saying taken from the following story: once a vulture felt that no one likes him anymore, and all the others like the goose. So he tried to walk like a goose but the animals started laughing at him because he couldn't do it as good as the goose. An because he tried his best to copy he just forgot the way that a vulture walks and he was stuck in the middle, can't walk like a goose and can't walk the old way)."

"Tries to live like the west, but her other neighbors believe tat this is wrong. But because her strong personality with others none of them advise her, or may be they believe that she won't listen to them."

"Tell everybody she works with, that her work is her hobby."

"She looks like the actress Hülya, I don't know her last name. She cries a lot, and she laughs a lot."

"She is like a painting of a girl done by an amateur, good work but not perfect."

"I can describe her life as an Indian film, everything happens and everything is mixed up, all of sudden a relative person comes into the picture."

"She is bound by the western world, but she was always deceived by their promises which they didn't do any of them."

"Drives a Nissan sunny '88, there are some parts that should be replaced in the car after she had the normal monthly crash, she is reckless driver."

Respondents said they would be happy if they are friends, but not close one, for one reason or another, and they will respect her feelings since she is a sensitive person. Some of the respondents who are between 45-55 said that she might be their children's friend since they are older and their children are about her age. Only two said that their relation with her would be based on greeting in the neighborhood only. Sharing the same group of friends or they are in one group of her friends. Most of respondents pointed out that they would invite her to their house for dinner and/or cup of tea and coffee and chat with her. And, nearly all the participants perceived her as a their, or one of their family member's, friend. Some of the comments were:

"Definitely she would be a person that I would invite to my place. That is because I feel that we think the same way and we have shared mutual

interests. However, I might not like all her friends, because she makes friends with everybody. "

"I also might try not to hurt her feelings because she might be upset and not look me in the face anymore. But one cannot guess, she might get angry for one hour and go back normal, but if I want to keep her as a friend, which I prefer to, I wouldn't push my luck. "

"She might be my friend but not the only close friend. We might visit each other once a while and talk on the phone. I will invite her for some gatherings but not all of them because she might not go along with other friends that I have. "

"She is someone I know but I can not say she is my friend, but she might be one of my children's friend. "

"No strong relation between us. However, we meet every day and our relation is good, may we'll invite her over to our place once, me and my wife thought about it. "

"She might be a person that lives in my street, we greet each other in the morning when going to work....... "

IV.C. Impact of Familiarity on Image

Familiarity, based on have been in Turkey or not and claimed knowledge or not did not change the number of thoughts. Participants seemed to be bound by the number of blanks available for this purpose. Moreover, these blanks were numbered till seven which may limited their responds as well. Thus, the number of thoughts did not retrieve

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knowledge structure. Association shows how closely related the thoughts are to Turkey, and the valance of the thoughts is indicated by positive thoughts. Interestingly, respondents whom are not familiar with Turkey had a closer of, or even higher mean of association than those who claimed that to be knowledgeable. While all the respondents had the same number of thoughts, the number of positive thoughts is higher for the ones whom are unfamiliar than those familiar with Turkey (Table 8).

In summary, familiar respondents have less favorable associations in their memory, and also less positive evaluations about Turkey. This brings us to the point that Jordanians who visited Turkey had a sort of bad experience, or their trip left a significant negative impression on them.

V. CONCLUSION AND DISCUSSION

V.A. *Image of Turkey*

Turkey was perceived as a country struggling with its internal and external economy, with a dependent industry, where business and social conducts are effected by corruption, and as a medium quality products producer.   There was a tendency that the imagery view to Turkey in the Arabs mind to see it as a female rather than a male. The reason was that Turkey sounds feminine in the Arabic language. Which limited the participant to think that Turkey could *only* be a female.

Along with the previous, there is another point that we should stop at "Thoughts and their associations". As mentioned before, Jordanians who didn't visited Turkey had a better impression on Turkey than those who did. One explanation might be they had higher expectations in terms of showing greater interest in them and higher level of honesty, which most it seems that they didn't find when they came to Turkey.

Another point is that the Turkish products quality that Jordanians see in their markets are not high or good enough to leave a better impression on them. Coverage of media is another factor. The new fashion in Jordan is satellite dishes (an average of one satellite dish per three houses) makes everybody aware of what is going on in the world. And, unfortunately that these channels show only the bad or sad parts of news. Additionaly, Turkish channels have the other effect of pornography and nationalistic people (these channels are only in Turkish and the films that they were showing before were not censored). The positive effect on Turkey's image in the area is the result of the old relations between the Turks and Arabs, along with sharing the same religion. Moreover, being categorized between east and west is another factor that influenced Turkey's good image in the minds of Jordanians.

Finally, an overall picture of Turkey's image shows us that it had what is called "a mixed image" affected by Turkey's negative parts in its image, nevertheless its image is fairly good. Further, the attitudes towards Turkey and some of its products is above average. The better part of the picture is that respondents remembered more positive thoughts than negative ones.

V.B. Jordanians versus European: Differences in Perceptions, Attitudes and Associations

On contrary for those Americans or Europeans who have seen the films MIDNIGHT EXPRESS and YOL, whom think that Turkey is a country that violates human rights (Kotler, Haider and Rein 1993), very interestingly, Arabs are more effected by Turkish films and entertainment industry not the American or the Western ones. Thus, it gave them the sad ending stories and "arabesque" songs, which are close to the Arabic films and stories. Moreover, they completely forgot to think about human rights, since nobody told them about their normal rights in the first place.

When Europeans perceived religion as a negative thought, Jordanians' thoughts were mainly positive. On the contrary of European perception of Turkey of being an underdeveloped country and closed (Ger 1995), Jordanians saw Turkey as a developing and open country.

As mentioned before, Jordanians described Turkey as a Female, a person who exaggerates, stubborn, but friendly and caring. Thus, she was perceived as a friend, but not a close one. Whereas, Europeans personified Turkey as a male who is honest, straightforward, and helpful. But, the latter approached the person Turkey with suspicion, distance, and distrust (Ger 1995).

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V. C. Recommendations

In the light of the above, to change an attitude that has evolved primarily from affective sources and so has considerable cognitive supports, may require methods different from those needed to change attitudes based on cognition, and one of these methods is psychotherapy. However, there is no suggestion of using psychotherapeutic methods in the advertising and marketing procedures for Turkey.

What Turkey should really do is emphasize on its positive elements and try to reduce of advertise that the negative elements are changed. Make a better choice in selecting what will be exported to Jordan next. Try to overcome the high expectation of people, may be by mentioning to visitors what kind of behaviors they might face in their trip, and this behavior does not reflect the behavior of the majority.

V. D. Limitations

This survey on the attitudes towards countries was involved in four scales, that is, the scales of "Good/Bad", "Nice/Awful", "Like/Dislike" and "Willing to visit/Unwilling to visit" about the countries were the only information given to respondents on which they based their evaluations. However, these scales overlap in the mind of the Jordanians, and Arabs in general. They did not see any significant difference between them. This result is supported by the unclear results of the FACTOR ANALYSIS.

The language effect, on the other hand, played a major role in the personification task. As mentioned before, the Arabic language has either feminine sounds or masculine sounds, thus when the participants were asked to imagine and describe Turkey as a person, all the participants perceived Turkey as a female due to the latter effect. Instead, may be, they should have been asked to describe Turkey's personality only which might combine feminine and masculine characteristics together.

NOTES

[1] A multiple comparison procedure that is used for examining all possible linear combinations of group means, not just pairwise comparison. It is conservative for pairwise comparison of means that is, it requires larger differences between means for significance than most other methods.

[2] The values in the questionnaires were modified and changed, i.e., the very similar 7 was changed to 1 the least similar and vice versa, and so on for the other values in order to be simply implied and computed by SPSS software.

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APPENDIX 1
TABLES AND FIGURES

Table 1. *Jordanian Imports Market Size[2]*

ITEM	TOTAL IMPORTS (000 USD)	IMPORTS FROM TURKEY (000 USD)	TURKISH SHARE OF THE IMPORTS MARKET (%)
Equipment, Raw Material and Industry Goods Products[1]	2,233,603.2	53,259.9	2.4
Consumer Goods	1,407,343.2	28,856.7	2.0

[1] Oil and Petroleum products are not included.
[2] *SOURCE:* H.K of Jordan Department of Statistics.

Table 2. *The Three Jordanian Cities at which the Survey was Conducted and the Number Of Participants*

AGE	CITY	NO. OF PARTICIP. IN QUESTIO-NNAIRE	NO. OF PARTIC IN TASK	NUMBER OF PARTICIPANTS	UNIVERSITY GRADUATES/ STUDENTS	%	HAS A HIGH-SCHOOL DIPLOMA ONLY	%
20-30	Amman	14	4	18	18	100	0	0
31-40	Amman	8	3	11	10	90.9	1	9.1
41-above	Amman	6	5	11	8	72.7	3	27.3
20-30	Irbid	11	4	15	15	100	0	0
31-40	Irbid	5	3	8	8	100	0	0
41-above	Irbid	2	5	7	7	100	0	0
20-30	Aqaba	4	0	4	4	100	0	0
31-40	Aqaba	2	0	2	2	100	0	0
41-above	Aqaba	2	0	2	1	50	1	50
Total		*54*	*24*	*78*				

The original number of participants was 90. However, about 12 of the questionnaires were excluded because it did not contain sufficient information.

Table 3. List of Countries that were Indicated to be Similar to Turkey and Their Reasons

Country[1]	Reason Number[2]	Reasons	Score[3]	%[4]	% of Total Reasons[5]	Total Score[6]	%[7]
BULGARIA	3	Cheap	12	86%	26.22%	14	25.93
	7	Economic situation	13	93%	27.78%		
	10	Industry	11	79%	31.48%		
	12	Low living standards	6	43%	11.11%		
	20	Political situation	4	29%	7.41%		
EGYPT	19	Combination between the past, present and future	8	67%	8.08%	12	22.22
	7	Economic situation	12	100%	12.12%		
	8	Food, the Egyptian kitchen is based on the Turkish one	9	75%	9.09%		
	9	History and historic places (mosques)	11	92%	11.11%		
	10	Industry	10	83%	10.10%		
	2	Old Bazaars	8	67%	8.08%		
	21	Population, over populated	11	92%	11.11%		
	22	Products' quality	6	50%	6.06%		
	14	Streets, crowded and narrow	12	100%	12.12%		
	27	Tourism	12	100%	12.12%		
FRANCE	4	Climate	5	56%	26.32%	9	16.67
	8	Food, both have a traditional kitchen	6	67%	31.58%		
	9	History, both had a great empire once	5	56%	26.32%		
	18	Nature	3	33%	15.79%		
GREECE	4	Climate	12	75%	9.52%	16	29.63
	7	Economic situation	10	63%	7.94%		
	8	Food	13	81%	10.32%		
	9	History	15	94%	11.90%		
	10	Industry	5	31%	3.97%		
	14	Music	8	50%	6.35%		
	17	Nationalities and Ethnic groups, many	7	44%	5.55%		
	18	Nature and geography	11	69%	8.73%		
	20	Political situation	9	56%	7.14%		
	23	Relations among the people	12	75%	9.52%		
	27	Tourism	11	69%	8.73%		
	28	Tradition	13	81%	10.32%		
INDIA	6	Culture, rich culture	13	68%	11.61%	19	35.19
	8	Food, both have traditional kitchens	8	42%	7.14%		
	9	History	16	84%	14.29%		
	12	Living standards, large difference between the society layers	11	58%	9.82%		
	13	Movies	12	63%	10.71%		
	15	Streets, narrow and very crowded	8	42%	7.14%		
	17	Nationalities and Ethnic groups, many	10	53%	8.93%		
	21	Population, over population	12	63%	10.71%		
	27	Tourism	13	68%	11.61%		
	28	Tradition	9	47%	8.04%		
IRAN	4	Climate	10	71%	13.51%	14	25.93
	25	Many religious groups	9	64%	12.16%		
	16	Nationalistic people, very bound to their nationality	13	93%	17.57%		
	17	Nationalities and Ethnic groups, many	11	79%	14.86%		
	18	Nature	12	86%	16.22%		
	20	Political situation, Kurdish problem	6	43%	8.10%		
	23	Relations among the people	7	50%	9.46%		
	24	Religion	6	43%	8.10%		

		Table 3 Cnot'd					
ITALY	4	Climate	5	63%	23.08%	8	14.81
	5	Craftsmen works	2	25%	19.23%		
	9	History and historic places	2	25%	7.69%		
	18	Nature	3	38%	7.69%		
	26	Sense of design (in all areas)	1	13%	11.54%		
	15	Streets, busy	6	75%	3.85%		
	27	Tourism	7	88%	26.92%		
LEBANON	1	Agriculture, Famous in some fruits	14	61%	13.46%	23	42.59
	11	Life style, modern life style	19	83%	18.27%		
	0	Meeting point between the east and west, Europe of the middle east	17	74%	16.35%		
	14	Music, different types, between western and eastern	15	65%	14.42%		
	17	Nationalities and Ethnic groups, many	12	52%	11.54%		
	23	Relation among people	10	43%	9.62%		
	27	Tourism	19	83%	18.27%		
MOROCCO	1	Agriculture	6	35%	13.04%	17	31.48
	4	Climate	8	47%	17.39%		
	9	History, and historic places	10	59%	21.74%		
	24	Religion	9	53%	19.57%		
	27	Tourism	13	76%	28.26%		
ROMANIA	3	Cheap	10	67%	32.26%	15	27.78
	7	Economy	9	60%	29.03%		
	10	Industry	8	53%	25.81%		
	20	Political situation	4	27%	12.90%		
SPAIN	1	Agriculture	7	70%	16.28%	10	18.52
	9	Historic places	9	90%	27.91%		
	10	Industry	8	80%	18.60%		
	2 s	Old bazaars	6	60%	13.95%		
	27	Tourism, resort areas	10	100%	23.26%		
SYRIA	4	Climate	8	62%	8.88%	13	24.07
	9	Historic cities	10	77%	11.11%		
	15	Streets, narrow and crowded	11	85%	12.22%		
	17	Nationalities and Ethnic groups, many	6	46%	6.66%		
	18	Nature	7	54%	7.77%		
	2	old bazaars	10	77%	11.11%		
	20	Political situation, problems with the Kurds	5	38%	5.55%		
	23	Relations among the people	10	77%	11.11%		
	24	Religion	11	85%	12.22%		
	28	Tradition	12	92%	13.33%		
TUNISIA	9	Historical places	5	38%	10.64%	13	24.07
	18	Nature	10	77%	21.28%		
	22	Products and its quality	9	69%	19.15%		
	24	Religion	11	85%	23.40%		
	27	Tourism	12	92%	25.53%		

1 The countries that below 20% of the participants listed are not included in the cluster analysis.

2 The numbers in this column represent the number of the reason in the third column.

3 The numbers of this column indicates how many times participants, who said that this country is similar to Turkey, stated this reason for that country.

4 Same as the above but in terms of percentages.

5 The ratio (Score of the reason/Total summation of scores of that country's reasons) in terms of percentages.

6 Number of participants who stated that the specific country is similar to Turkey.

7 The number of participants who indicted that this specific country is similar to Turkey out of the total number of participants in terms of percentages.

Table 4   List of Reasons in col.3, table 3, as Indicated by the Participants,

Reason Number	Reasons	100-91	90-81	80-71	70-61	60-51	50-31	30 and below
1	Agriculture				Spain Lebanon	Morocco		
2	Bazars			Syria	Egypt	Spain		
3	Cheapness		Bulgaria		Romania			
4	Climate			Greece Iran	Italy Syria	France	Morocco	
5	Craftsmen							Italy
6	Culture				India			
7	Economic Stiuation	Egypt Bulgaria			Greece	Romania		
8	Food		Greece	Egypt	France		India	
9	History and historic places	Greece Egypt	Spain India	Syria		Morocco	France	Tunisia Italy
10	Industry		Egypt	Spain Bulgaria		Romania	Greece	
11	Life style		Lebanon					
12	Living standards					India	Bulgaria	
13	Movies				India			
14	Music				Lebanon		Greece	
15	Narrow streets	Egypt	Syria	Italy			India	
16	Nationalistic	Iran						
17	Nationalities and ethnic groups, many			Iran		India Lebanon	Syria Greece	
18	Nature		Iran	Tunisia	Greece	Syria	Italy France	

Table 4		*Cont'd*				
19	Past, Present and Future		Egypt			
20	Political situation			Greece	Iran	Bulgaria
				Syria	Romania	
21	Population, over populated	Egypt	India			
22	Quality of products		Tunisia		Egypt	
23	Relations among people		Syria		Iran	
			Greece		Lebanon	
24	Religion	Syria				
		Tunisia		Morocco	Iran	
25	Religious groups		Iran			
26	Sens of design					Italy
27	Tourism	Egypt	Italy	Morocco	Greece	
		Spain	Lebanon		India	
		Tunisia				
28	Tradition	Syria	Greece		India	

This table is to be read as follows: For the Agriculture reason, around 60%-70% of the participant whom indicated that Spain is similar to Turkey stated that agriculture is one of the reasons of similarities.

Table 5.   *Pairing Stages of Countries' Grouping Based on Similarity Reasons*

Atteration	Country(ies)	With Country(ies)	Coefficient[1]
1	Iran	Syria	6[2]
2	Egypt	Greece	5
3	Bulgaria	Romania	4
3	Egypt-Greece	India	4
4	Morocco	Tunisia	3
4	Egypt-Greece-India	Lebanon	3
5	Egypt-Greece-India-Lebanon	Iran-Syria	2
6	Egypt-Greece-India-Lebanon-Iran-Syria	Morocco-Tunisia	1

[1] Number of common reasons scored.
[2] Higher values indicates closer relation.

Table 6.   *Comparison of Means of Attitudes Indicated by the Respondents Towards the Ten Mediterranean Countries*

COUNTRY	GOOD/BAD	LIKE/DISLIKE	NICE/AWFUL	WILLING TO VISIT/ UNWILLING TO VISIT	ATTITUDE
Italy	6.22[1] a[2]	5.89 a	5.87 a	6.50 a	6.12a
Morocco	6.00 a	6.35 a	5.74 a	5.63 a	5.93a
France	5.69 a	5.43 ab	5.79 a	5.19 ab	5.53ab
Tunisia	5.69 a	5.67 ab	5.17 ab	5.52 a	5.51ab
Portugal	5.22 ab	5.83 ab	5.31 ab	4.93 ab	5.32ab
Turkey	4.54 ab	5.20 ab	5.74 a	5.37 a	5.21ab
Egypt	4.70 c	4.35 c	4.5 c	4.72 ab	4.57c
Greece	4.70 c	4.09 cd	4.74 abc	3.67 c	4.30c
Syria	3.24 d	3.54 d	3.94 c	3.19 d	3.48d
Algeria	3.28 d	3.70 d	2.93 d	3.96 c	3.47d

[1] Higher values indicate more favorable rating
[2] Means with the same letter are not significantly different from each other according to Scheffé's test with p = 0.05

Table 7	Percentages of Different Categories of Thoughts Listed by Jordanians, and Valence and the Closeness of Association of Each Type of Thought Towards Turkey.		

CATEGORIES OF THOUGHTS LISTED	% OF ALL THOUGHTS	VALENCE (% POS.)	MEAN ASSOCIATION
Sights and Sites (Aegean sea; Bosphorous; Historic Places, Mosques and Monuments; Resorts in the South of Turkey and beaches; Sightseeing and relaxing; Istanbul.)	*37.64%*	*94.66%*	*6.13*
Representative Products (Carpets; Leather products; Silverware; Agriculture, Fruits and Olive oil; Delicious food.)	*24.14%*	*100.00%*	*6.19*
Economic, Social, Political Situation (Developing Country; Industry; Cheap; Dirty country; Friendly (or not) people; Terror.)	*22.70%*	*60.76%*	*4.83*
Representative things (Markets and bazaars; Media, TV, Cinema, Art and Music being not conservative and nice; Sexism and Pornography; Turkish Language, Hard to communicate with Turks.)	*17.24%*	*58.33%*	*4.55*
History Ottoman Empire, after W.W.II	*4.89%*	*58.82%*	*6.29*
Region Between the East and the west	*2.01%*	*71.43%*	*4.29*

The table is to be read as follows: 37.64% of all thoughts listed were in he category "Sights and Sites". 94.66% of these where rated to be positive, and the mean closeness of association of these thoughts to Turkey was 6.13 (higher values indicates greater association on a scale of 1-7).

Table 8. *Means of Cognitive Responses and Attitudes Across Familiar[1] versus Unfamiliar Respondents*

Dependent Measure	Been n=27	Not Been n=27	Know n=27	Don't Know n=27
Total No. of Thoughts	7	7	7	7
No. of Pos. Less Neg. Thoughts	5.35	6.00	5.62	6.14
Mean Association of All thoughts[2]	5.89	5.93	5.58	5.62

[1] Familiarity was operationalized in two ways:
   a)   has versus has not been in Turkey
   b)   median split on a 7-point scale measurement of claimed knowledge about Turkey
[2] Higher values indicate greater association

Figure 1 *Clusters of Countries Based On the Similarity Rating of All Respondents*

CASE Label	Num.	1	2	3	4	5	6
MOROCCO	6						
TUNISIA	9						
ALGERIA	1						
FRANCE	3						
GREECE	4						
SYRIA	8						
EGYPT	2						
TURKEY	10						
PORTUGAL	7						
ITALY	5						
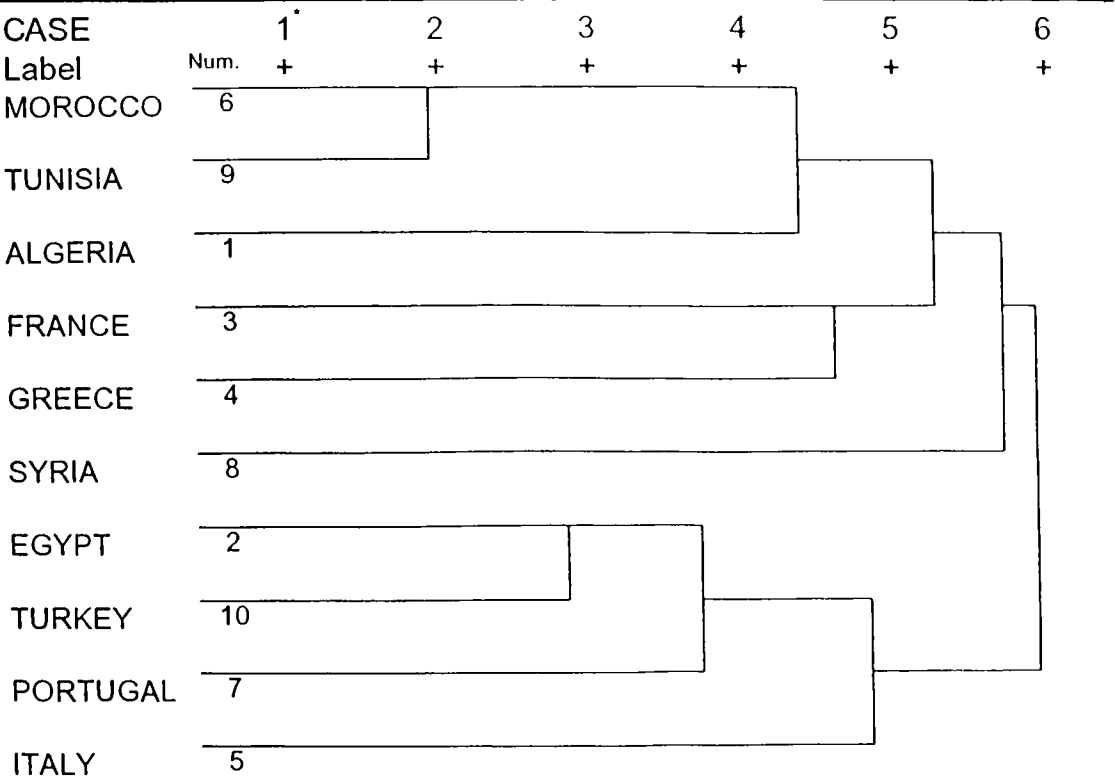
• Smaller values indicates greater similarity.

Figure 2. *Groups of Countries Based On Common Reasons Indicated by All Respondents.*
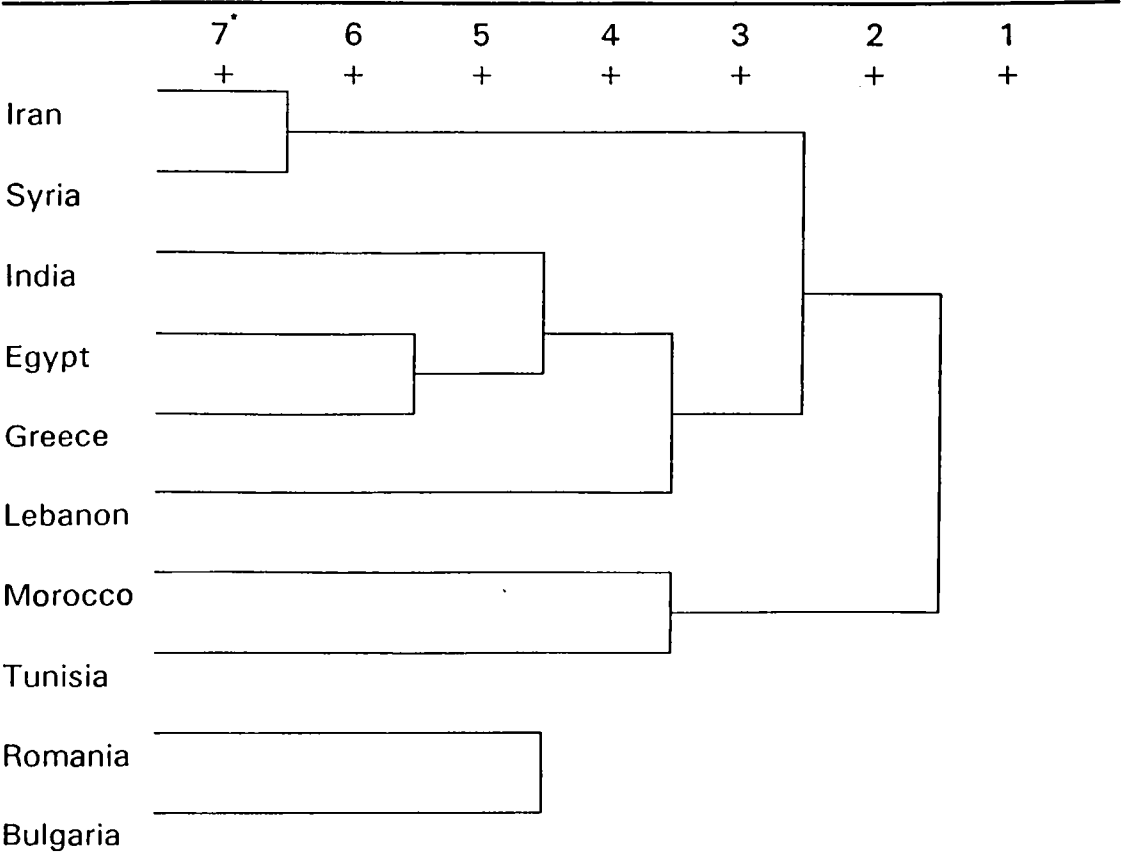
Higher values indicates greater similarity.

APPENDIX 2
SIMILARITY PERCEPTIONS, ATTITUDES AND ASSOCIATIOS QUESTIONNAIRE

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.

If you are interested in the results, write down your name and address and we'll contact you as soon as we get the full results.

Thank you very much for participating in this study.

Similarity of Countries

Compare each 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 overall similarity to the country in each row.

Reference scale:

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

	Morocco	Tunisia	Algeria	Greece	France	Syria	Italy	Egypt	Turkey	Portugal
Morocco										
Tunisia										
Algeria										
Greece										
France										
Syria										
Italy										
Egypt										
Turkey										
Portugal										

Please check that you have filled out all the cells and then turn to the next page.

Now, please evaluate each of the following countries with respect to how you like or how favorable 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				
Tunisia				
Algeria				
Greece				
France				
Syria				
Italy				
Egypt				
Turkey				
Portugal				

Please check that you have filled out all the cells and then turn to the next page.

Please go to the page
after you have completely filled out
the previous pages

Now, I would like to find out all the thoughts and 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 with Turkey;
   personal values or you feelings about Turkey;

When writing your thoughts, please pay attention to following:

a) Separate your thoughts into individual ideas to be written down separately.
b) Use one of the numbered lines below per idea.
C) 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 *naturally* 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 back to the beginning of your list and rate the thoughts you wrote down. Use the space at 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*

General

1. Age:_____

2. Nationality:_____

3. Sex: Male ☐   Female ☐

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 way are the countries you just listed closely associated with or very similar to Turkey?

Country 1 :_____

_____

_____

Country 2 :_____

_____

_____

Country 3 :_____

_____

_____

7. Have you been in Turkey?   Yes ☐   No ☐

8. 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 3
PERSONIFICATION TASK

In this study, we are interested in your impressions and mental imagery. This make-believe exercise is about the country Turkey. We are concerned with your top-of-the-head reactions, feelings, and ideas. *Please imagine the country Turkey as a person.* If the country "Turkey" were a person, what kind of a person would s/he be? Please write your responses on a separate sheet, and turn it in along with this one. This task will take 20-30 minutes; you may take more time if you wish.

1. Draw a picture of this person.

2. Describe him/her as vividly and concretely as you can. This description should involve the following aspects:

a) Physical features
b) Demographic characteristics: age, gender, occupation, education, income, place of residence, etc., and socioeconomic status
c) How is s/he dressed? What products does she use? What kind of a car does she drives? Where does s/he go for vacation? Etc.
d) What are the needs, motives, values of this person? What kind of a personality does s/he have?
e) What are his/her activities, interests, attitudes, beliefs, opinions? What kind of a life style does she have?

3. Then, please imagine who this person would be like. That is, if the person "Turkey" were a celebrity/musician/artist/spokesperson/etc., who would s/he be?

4. How would you relate to this person? What would be your interaction with him/her? That is, would you avoid or be friend, talk to, invite to your home, have dinner with, date, etc., him/her?

The above is suggestive list of questions; modify and organize as you see fit. Please be sincere, reflect on you impressions. And write as you feel.

Please answer the following questions too:

Your age:

Your sex:

Do you know any one from Turkey?   Yes [   ] no   [   ]

Have you ever been in Turkey?   Yes [   ] no   [   ]

How knowledgeable, or familiar would you consider your self to be about Turkey?

Very [   ] somewhat [   ] A little [   ] Not at all [   ]

Person number:	1
Age:	40
Sex:	female

II.

. She is brunette, about late 20s or around thirty years old.

. Definite, strong, and bright. In other words she knows what she wants.

. Elegant but not conservative in clothes, more over her clothes are up to date fashion.

. Seldom she goes after labels and signee clothes.

. Works in the foreign affairs field, earn as the average employee in an embassy.

. Drives a Hyundai, lives either in Beirut and/or Istanbul.

. Friendly and social person, interactive with people, certainly not a cold blooded person.

Attends Discos and Bars. She take her lunch break at a cafe-bar next to her working place, in which she can have wine on lunch or a diet Coke. Moreover, she never miss the "Kebab" after a nice evening.

When she invites someone over, she always make sure that there is a cold meal made with olive oil.

Her apartment is between post modern designed with a mixture of one oriental classic products. Not more than one "Hereke or Kashan" carpet, some silvery vases.

III.

Her hobby is archeology, and modern and classic western music.

IV.

☐ Definitely she would be a person that I would invite to my place. That is because I feel that we think the same way and we have shared mutual interests. However, I might not like all her friends, because she makes friends with everybody.

☐ I also might try not to hurt her feelings because she might be upset and not look me in the face anymore. But one cannot guess, she might get angry for one hour and go back normal, but if I want to keep her as a friend, which I prefer to, I wouldn't push my luck.

V.

. *Do you know anything about Turkey?*   Yes

. *Have you ever been in Turkey?*   Yes

. *Knowledgeable rating:*   somewhat.

Person number:	2
Age:	53
Sex:	female

II. I should note here that my first trip was to Istanbul when I was 8 and what I would say here will be due to the nice memory I have about that city. Of course I visited Turkey, Istanbul later and I began searching for the "hanım Efendi".

- ☐ Turkey will be 100% that young "hanım efendi", Safiya Aylı at her early years.
- ☐ A young lady with a strong voice, tanned body, wearing a dress with no sleeves or strapless.
- ☐ However she has the look of a middle aged (around mid thirties) on her face.
- ☐ Strong personality, again a power voice that embraces the whole middle east with its tone.
- ☐ She is from the old Turkish royal family or at least a child of one of the very well known families in the area. Her father and grand father as well were "Paşa".
- ☐ Although she lives now in an apartment in Ankara or Istanbul, or somewhere similar like Alexandria in Egypt or in Casablanca in Morocco but she misses the old big house the had in Istanbul which belonged to her grandfather, it is now a building on "bağdat Caddesi".
- ☐ She works just for the fun, most probably she would be a post modern painter, and work for public relations in a hotel to make her living.
- ☐ She uses taxis fro transportation, she will never try to own a car.
- ☐ I think she might be divorced or separated, what I'm trying to say she is living alone with her child who is around 5 to 6 years old.
- ☐ She like to have her Turkish coffee with her friends in a cafe on a Sunday morning.

III.
If she might be a celebrity, which I don't think she is, she might be known for her strong voice. A Turkish, or some one with Um Kelthum (a very famous Arab singer lady, in the mid forties till late sixties, who sings classic Arabic songs).

VI.
This person will be definitely some one who I respect a lot. I would be happy if she would be my friend and we visit each others.

V.
.	*Do you know anything about Turkey?*	Yes
.	*Have you ever been in Turkey?*	Yes
.	*Knowledgeable rating:*	between somewhat and very.

Person number:	3
Age:	51
Sex:	female

II.
- She is elegant, fashionable, semi-conservative, or to be precise she is conservative on the occasions were it is needed and not on the occasions were she does not need to be conservative.
- In fact, she exaggerates both of the above.
- She is about 29-30 years old, engaged but not dependent. She does not care and she can end her relationship immediately. However that does not rule out that she is sentimental and honest.
- If she is able to go on a holiday she might prefer France or Italy. She likes foreigners.
  She pays attention to the social gatherings activities, support her fellow citizens when she wants to, and expects that they might give it back when she needs them.
  Look at European as role models for her life.
  Lives in an apartment, not new one, classic furniture belongs to her family. All other house appliances are up to date, however she does not own every item that an American or a European house might see as a necessity.
  Always looking to the top, and future based on her history. She always wants more.
- Might have a car, and it would be one of those coupe ones. But cheap.
- She loves singing or playing music.
- She lives a live in the middle, neither European style not oriental. She tries to be or live like the people from the west live but she is so bound to her culture that some times she faces a controversy and can not decide which way to act.
- Unfortunately she imitates others a lot.
- She knows what she wants.
- Caring about the others.

III.
Being a celebrity is not her life style. However, she might be a good artist.

IV.
She might be my friend but not the only close friend. We might visit each other once a while and talk on the phone. I will invite her for some gatherings but not all of them because she might not go along with other friends that I have.

V.
- *Do you know anything about Turkey?*   Yes
- *Have you ever been in Turkey?*   Yes
- *Knowledgeable rating:*   very

54

Person number:	4
Age:	28
Sex:	male

II.

. She would about my age.
. Lovely, brunette or had her hair blond.
  Nice figure, not conservative. However she is not open to different ideas which contradicts with her culture a lot.
  Lives in the middle east, like Tehran in the sixties. My be she is living in Beirut now. She finished social science studies and always talks about a masters degree for some reason.
. Likes or love somebody from a different level of her society.
. She was living with her parents till last year but she moved because of her new job, and she respect her family and have some fear from making them angry.
. Care about soccer, I don't remember what was the club's name something-saray but she supports only that team.
. She is working for some multinational company, but she is not hard working.
. Stubborn, rock-headed, and believes that she is always right.
. Have an older brother of whom she is watching her steps.
. Very friendly, or at least tries to be.
. Thinks that no one knows about her life style and whether she is a likable person because she doesn't know anything about her neighbors. May be she doesn't know what language her cross door neighbor on the same floor talks just because she didn't dare to ask.
. She has lots of friends from her work but it is hard to be close to her if your are someone from a different group.
  She goes to the same bar on weekends with the same friends.
  For holiday, I believe she always visit her parents and once in each two years goes to a resort.
. She is always having the dream of studying in somewhere abroad, may be the U.S.
. she comes and goes by a taxi.

IV.

She might be one of my close friends that I meet every day. I don't think that I have to say something more. I mean, how far from me could be a person that I meet everyday.

V.

.	*Do you know anything about Turkey?*	Yes
.	*Have you ever been in Turkey?*	No
.	*Knowledgeable rating:*	very little

Person number:	5
Age:	25
Sex:	female

II.

- If Turkey was to be a person, I believe that she would be a she. The reason behind that is it basically sounds like it.
- About 1.60 m tall, had her hair turned to blond color most probably. She would be in her late twenties, not married, nice looking, closer to be sweet. After 6 years of studying in the university she started working. She is working as an assistance, more specifically, she is doing a job that doesn't need a lot of thinking and no decision making. She likes to be asked to perform a job. On the other hand she doesn't like anybody to interfere with her personal life (after work). She just started to have a relationship with a person who is older than her.
- She doesn't drive, may she even did not think of owning a car because she might not afford what she is looking for.
- Hates Greeks. Each time I think about turkey the first thing that flashes in my mind is the tens relation with Greece.
- She lives on her own in a apartment, my be located close to down town, at least it is a place where I don't want to stay at.
  She imitates the European life style and thinks that living this way is the right way.
  From out side she might be nice looking but from inside she is totally different person.
- Lives at a distance from her parents but they talk on the phone every day, and she always visits them on holidays.
- She knows about the entertaining part of her religion, celebrates the feasts but she doesn't fast.
- She does only what she wants to do.
- Care about her friends.
- She might be a good sister, but not a wife.
- Elegant, fashionable in her wearing. Selective in this matter.
- She has lots of friends, but in each period she don't have more than 4 people that she hangs out with.

III.

I doubt if she would be a celebrity, however, being an artist might suits her.

IV.

I would be one of her friend in one of the groups that she was close to them two years ago, but may be we'll be in touch all the time.

V.

- *Do you know anything about Turkey?*   Yes
- *Have you ever been in Turkey?*   No
- *Knowledgeable rating:*   little

56

Person number:	6
Age:	23
Sex:	male

II.

- A young lady, about 30 years, brunette, not thin, medium height, lets say about 1.60 to 1.70 tall.
- Nice, caring, not self-centered, thinks about others.
- Lives in a apartment on the Bosphoros.
- Works as PR, I believe that she is suitable for that position.
- Always there is someone who gives her advises, my be shows her what to do.

Tries to minimize the gap with the west, but sometimes she exaggerates and falls in some big mistakes.

Imitates things, acts, behaviors, etc., but not perfectly. In other words when you look close to what she copied you immediately see some differences.

She don't know anything about us (Arabs). Maybe she looks at us as indecent people and have money to spend.

- Europeans are her ideals, German is the only foreign language she might know.

She has some conflicts within her personality, some contradictions between her eastern culture and the European culture that she tries to adopt as we say "she lost both ways"(it is an old Arab saying taken from the following story: once a vulture felt that no one likes him anymore, and all the others like the goose. So he tried to walk like a goose but the animals started laughing at him because he couldn't do it as good as the goose. An because he tried his best to copy he just forgot the way that a vulture walks and he was stuck in the middle, can't walk like a goose and can't walk the old way).

- She doesn't know anything about the Arab Islamic Empire, and believes that we are nothing.
- Stubborn, don't accept her mistakes.
- She nice, friendly, social.
- Use an old Turkish made "Fiat".
- Laughs a lot.
- Always end her stories with sad endings.
- She likes to sing.
- Once somebody knows her well he or she will like her personality.

IV.

Most probably she would be one of the people that I meet once in a while in a cafe. I might invite her to our place with some friends.

V.

- *Do you know anything about Turkey?*   Yes
- *Have you ever been in Turkey?*   No
- *Knowledgeable rating:*   little

57

Person number:	7
Age:	48
Sex:	male

(A young girl sketch)

II.

- Someone who exaggerate in everything she does.
- Nice, caring, and social.
- Prejudice and have wrong judgment about people.
- Sometimes no one listen to her, thus she feels neglected. Forgets her friends, and run after others.
- Copies everything she believes is right to her whether it is right or wrong.
- Flexible in some areas. All the time she changes her life style.
- Her father is "ATATÜRK". May be her GODFATHER.
- Family oriented.
- She faces a lot of sad ending relations, as I watched in one or two movies.
- Never thinks twice before doing something, that's why she makes unforgivable mistakes.
- Lives in an apartment, which is full of foreigners.
- Tries to live like the west, but her other neighbors believe tat this is wrong. But because her strong personality with others none of them advise her, or may be they believe that she won't listen to them.
- Doesn't have a car.
- She is about 27 years old, and just finished one of the social sciences fields in the university.
- She was working while studying.
- Have lots of friends with whom she goes out every weekend.
- Wears strange clothes, may because it is fashion among some young groups.
- She might have been a good architect.
- She has these strange ideas about life and politics.

IV.

Because she is not at my age, I don't think she would my friend. However, may twenty years ago she might have been one of the people that I knew and visited once in a while. She might have been one of my friend's friend.

V.

- *Do you know anything about Turkey?*   Yes
- *Have you ever been in Turkey?*   Yes
- *Knowledgeable rating:*   somewhat

Person number: 8
Age: 38
Sex: Female

II.
. Elegant.
. About 30, she is an artist with high income, lives in Paris.
. Fashionable person, semi-conservative, classic furniture, drives a sport car.
. She owns a fur coat, independent, sentimental, appreciates honesty.
. Visits art galleries, goes to fashion shows, participates in social activities, and she is interested in antiques.

III.
An artist.

IV.
As a friend like to talk to and invite her to my home.

V.
. *Do you know anything about Turkey?*   Yes
. *Have you ever been in Turkey?*   Yes
. *Knowledgeable rating:*   somewhat

Person number: 9
Age: 27
Sex: male

II.
. Blond, elegant, tough (strong), and bright.
. years old, diplomat, she has a Korean car.
. Goes to France for holiday, middle level income, lives in Istanbul.
. Dresses nicely, fashionable, not conservative.
. Uses normal products, friendly person.
. Modern life style.

III.
Architect.

IV.
I would be her friend, and invite her over to my home.

V.
. *Do you know anything about Turkey?*   Yes
. *Have you ever been in Turkey?*   Yes
. *Knowledgeable rating:*   somewhat

Person number:	10
Age:	32
Sex:	Male

II.
She wants to know about every thing, she believes that this is power.
She thinks that charm comes next, however she will never hesitate to use it when she needs to.
Along with doing her job, she wants to be know in other field or that she can do more than one thing at a time, even if she can not do these tasks perfectly.
Very original person, she is a mix between the east and the west.
Imitates or copies some behaviors or acts from other people.
She is 31 years, engaged may be.
She thinks that others are trying to keep her, and her effort, in the shadow of others.
Tell everybody she works with that her work is her hobby.

III.
She is a TV speaker.

IV.
Most probably she would be my fiancee's friend.

V.
.	*Do you know anything about Turkey?*	Yes
.	*Have you ever been in Turkey?*	No
.	*Knowledgeable rating:*	somewhat

Person number:	11
Age:	34
Sex:	Female

II.
She acts freely, doesn't care about the consequences.
She is not a negative person, she is subjective sometimes.
She is an effective member in the women's liberation association, or something similar.
She claims that she is simple, but people have some doubts about this.
With her limited experience in her field, she still have this strong self confidence.
I think she is good in her work but she is not innovative.
She has big eyes, and her smile is charming.
She is not thin enough, as she claims. May be because she is not tall which makes her fell this way.
She is well educated, knowledgeable about lots of things, but she knows only the surface of the subject not the inside of it.
She has a tanned body, and she is brunet.
Finally she is 28 years old.

III.
She works in the PR department in one of the multinational companies as she claims.

IV.
I would be her friend, since I have all types of friends from different nationalities why not her as well.

V.
. *Do you know anything about Turkey?*   Yes
. *Have you ever been in Turkey?*   No
. *Knowledgeable rating:*   very

Person number:	12
Age:	22
Sex:	Female

II.

She has this mixed look on her, she is neither a real middle eastern girl nor a real European girl, she is something in between.
She like rock music.
She 29, not tall, blond hair, but not real blond.
She is certainly different from us.
She has a boyfriend, but she always looks at other guys.
She lives in Shemsani (Shmesani is an area in Amman, once was the high class district, now it is a shopping area with lots of cafés but still at a higher level.)
She does not drive.

III.
She doesn't work, or she works in some office just for the fun of it.

IV.
If I can describe her like this she must be my friend.

V.
. *Do you know anything about Turkey?*   Yes
. *Have you ever been in Turkey?*   No
. *Knowledgeable rating:*   little

Person number:	13
Age:	35
Sex:	Male

II.

I believe that she has different personality from those who appeared in the movie "Midnight Express".

She looks like the actress Hülya, I don't know her last name.

She cries a lot, and she laughs a lot.

She abandoned everything original in herself. She changed her personality.

She is not that flexible.

Very sentimental.

She is three years older than me.

Brunet, not tall, nor very thin.

III.
She was one of my the students in our sound lab.

IV.
I am not her friend. My relation with her is better than my relations with the other students.

V.
. *Do you know anything about Turkey?*   Yes
. *Have you ever been in Turkey?*   Yes
. *Knowledgeable rating:*   somewhat

Person number:	14
Age:	52
Sex:	Male

II.
She is the nice girl in the office next door.

I think she is the assistant sales director.

She just finished her masters may be, or some courses she was talking, in summary, she was going to some institute for the last 2 years before she was promoted to her present position.

She is not tall. Blond, nice and friendly.

Respectable person, but I don't like her way of thinking about us (Arabs).

She has a '85 Honda-civic.

She is in her late twenties.

III.
May be she would be a good sales manager.

IV.
She is someone I know but I can not say she is may friend, but she might be one of my children's friend.

V.
. *Do you know anything about Turkey?*   Yes
. *Have you ever been in Turkey?*   No
. *Knowledgeable rating:*   little

Person number:	15
Age:	55
Sex:	Male

II.

She is like a painting of a girl done by an amateur, good work but not perfect.
She is sweet but not charming.
Sensitive, friendly, and hard working.
I wonder why she only knows German with some communication ability in English, that's how we communicate.
She really dresses like an artist may just to prove she is a graphic artist.
About 30 years, every day with a different hair color. Normally blond.
She has some nice works, she misses Izmir and always talks how nice Izmir is, although I had a bad experience there.
I don't know whether she drives a car or not, but if she had a car it would be one of these new Ladas.

III.

She is the person that works in our graphic design workshop. But she needs some extra experience to be a good one.

IV.

No strong relation between us. However, we meet every day and our relation is good, may we'll invite her over to our place once, me and my wife thought about it.

V.

.	*Do you know anything about Turkey?*	Yes
.	*Have you ever been in Turkey?*	Yes
.	*Knowledgeable rating:*	very

Person number:	16
Age:	28
Sex:	Female

II.

About my age.
A nice person, sentimental, she like to have her friends around her all the time.
She can not work with someone who doesn't have a good relation with her.
Not real blond, not tall, nor thin.
She Knows German and some English, two or three word in Arabic.
She wants to know everything around her.
She always listen to these slow, sort of sad melodies and Turkish song.
I can describe her life as an Indian film, everything happens and everything is mixed up, all of sudden a relative person comes into the picture.
She drives this old beetle Volkswagen.

III.

She might be a good writer, she can express her self clearly and has nice thoughts. Unfortunately, nobody listen to her.

IV.

She is somebody that I see one in a while, there is some kind of friendship between us.

V.

. *Do you know anything about Turkey?*   Yes
. *Have you ever been in Turkey?*   No
. *Knowledgeable rating:*   somewhat

Person number:	17
Age:	45
Sex:	Female

II.

Some one who looks like the Turkish prime minister Çiller.
She younger than Çiller, may be early thirties.
She wants to be involved in politics.
She is vertically nationalistic, Turkey is the greatest.
She is bound by the western world, but she was always deceived by their promises which they didn't do any of them.
Not rich, but not poor.
She is between 25-35 years old.
She works good, her work is nice but not good quality.
Her car is a '90 Subaru.
She changes her boyfriends more than she changes her clothes.

III.

Typical person who has big ambitions that will not come to reality, she can not bring herself to the ground.

IV.

She might be a person that lives in my street, we greet each other in the morning when going to work, but I don't like her life style.

V.

. *Do you know anything about Turkey?*   Yes
. *Have you ever been in Turkey?*   No
. *Knowledgeable rating:*   somewhat

Person number:	18
Age:	46
Sex:	Male

II.
She is Hülya in the Turkish movies.

Sometimes she acts as if she is filthy rich, and sometimes she is very poor.
Loves someone who would write and sings for her.
There is sad ending in here life.
Blond, nice looking.
Not tall.
She is a secretary or a little above that.
She speaks German, but not that good.
Tries to live an European life, in a very strict middle eastern culture.
Friendly, and sentimental.

III.
She might be a good actress.

IV.
She is our friend from school but not that close, we just see each other in "EAD"(bayram).

V.
.   *Do you know anything about Turkey?*   Yes
.   *Have you ever been in Turkey?*   Yes
.   *Knowledgeable rating:*   somewhat

Person number:	19
Age:	32
Sex:	Female

II.
She is friendly, social and sentimental.
Not conservative, but not totally careless.
She is 31 years old, 5' 7", between brunet and blond, green eyes, tanned body.
She attends cocktails, opening parties.
She might have a boyfriend.
She exaggerates in everything.
Tries to live like the Europeans.
Listen to new pop music.
She changes her taste in clothing frequently.
Drives a Nissan sunny '88, there are some parts that should be replaced in the car after she had the normal monthly crash, she is reckless driver.
Doesn't play laud music in order not to disturb anybody.

III.
She might be a artist.

IV.
I believe that we make good friends, may be I will invite her over to my place.

V.
.   *Do you know anything about Turkey?*   Yes

Person number: 20
Age: 21
Sex: Female

II.
She is the girlfriend of our French teacher (he is around 40 and handsome).
She doesn't drive a car.
Makes delicious food.
Dark eyebrows, with a blond hair!
She knows something about the countries she visited, which is Germany and France, but she doesn't know anything about Jordan yet.
She plays tennis (tennis used to be the high society game but now snooker for boys and step for girls), and says that she is a good player.

III.
May be she would be a good computer engineer.

IV.
I would be her friend if she wishes, after knowing her well I might invite her to my home.

V.
. *Do you know anything about Turkey?*   Yes
. *Have you ever been in Turkey?*   No
. *Knowledgeable rating:*   somewhat

Person number: 21
Age: 21
Sex: male

II.
She is beautiful, brunet or dark hair, not straight hair, with colored eyes.
She is model,one can see her photos in the car repair garages.
Late twenties, and doesn't like evrybody, specially normal and not cool guys.
She drives a Suzuki Samoria (the old version of Vitara)
not conservative.

III.
A model

IV.
I wish if she is my friend.

V.
. *Do you know anything about Turkey?*   Yes

66

Have you ever been in Turkey?   No

Knowledgeable rating: somewhat

APPENDIX 4
FACTOR ANALYSIS
RESULTS
*SPSS FOR MICROSOFT WINDOWS
RELEASE 5.0*

FINAL RESULT

| COUNTRY | FACTOR LOADINGS | | | | PCT OF VAR. |
	GOOD/BAD	LIKE/DISLIKE	NICE/AWFUL	WILLING TO VISIT/ UNWILLING TO VISIT	
Algeria	.51157	.54286	.46098	.23614	20.6
Egypt	.35236	.33360	.44264	.44628	15.8
France	.50653	.36097	.45623	.38326	18.5
Greece	.42276	.68140	.49353	.59105	30.9
Italy	.22600	.36851	.36224	.51458	14.6
Morocco	.36154	.54199	.64204	.39618	24.8
Portugal	.61687	.55654	.73464	.53934	38.0
Syia	.62757	.60471	.44284	.52517	30.8
Tunisia	.22343	.50626	.33480	.41770	14.8
Turkey	.34708	.14311	.25342	.21715	6.3

INITIAL RESULTS

Egypt

Analysis number 1   Listwise deletion of cases with missing values

	Mean	Std Dev	Label
GOOD	4.70370	1.36851	-.-
LIKE	4.35185	1.58003	-.-
NICE	4.50000	1.31393	-.-
WILLING	4.72222	1.47196	-.-

Number of Cases =   54

Initial Statistics:

Variable	Communality	*	Factor	Eigenvalue	Pct of Va	Cum Pct
GOOD	.81056	*	1	1.86104	46.5	46.5
LIKE	.82295	*	2	1.01846	25.5	72.0
NICE	.75695	*	3	.58624	14.7	86.6
WILLING	.75369	*	4	.53426	13.4	100.0
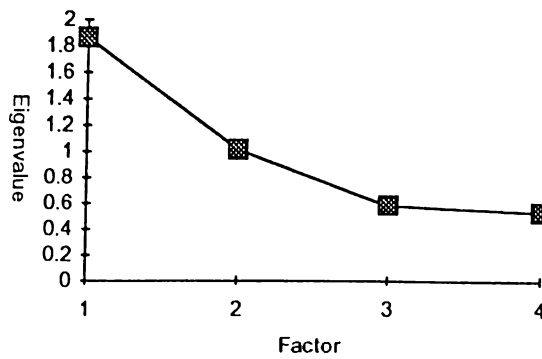
IMAGE extracted 1 factor(s).

Factor Matrix:

	Factor 1
GOOD	.35236
LIKE	.33360
NICE	.44264
WILLING	.44628

Final Statistics:

Variable	Communality	*	Factor	SS Loadings	Pct of Var	Cum Pct
GOOD	.12416	*	1	.63054	15.8	15.8
LIKE	.11129	*				
NICE	.19593	*				
WILLING	.19916	*				

VARIMAX rotation 1 for extraction 1 in analysis 1 - Kaiser Normalization.
>Warning # 11310
>Only one factor was extracted. The solution cannot be rotated.

Algeria

Analysis number 1, Listwise deletion of cases with missing values

	Mean	Std Dev
GOOD	3.27778	1.30914
LIKE	3.70370	1.25337
NICE	2.92593	1.07899
WILLING	3.96296	1.57771

Number of Cases = 54

Extraction 1 for analysis 1, Image Factoring (IMAGE)

70

Initial Statistics:

Variable	Communality	*	Factor	Eigenvalue	Pct of Var	Cum Pct
GOOD	.69285	*	1	1.99060	49.8	49.8
LIKE	.64700	*	2	.93483	23.4	73.1
NICE	.75385	*	3	.62854	15.7	88.8
WILLING	.91773	*	4	.44603	11.2	100.0
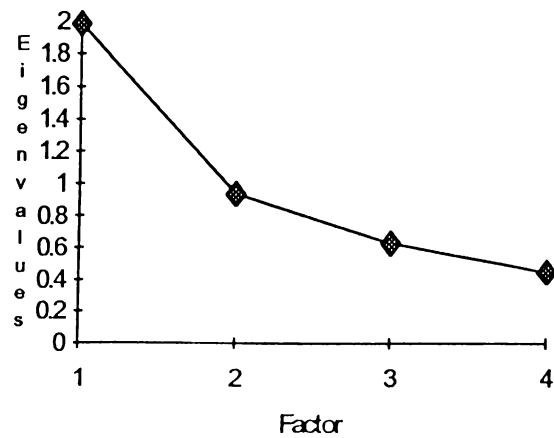
IMAGE extracted 1 factor(s).

Factor Matrix:

	Factor 1
GOOD	.51157
LIKE	.54286
NICE	.46098
WILLING	.23614

Final Statistics

Variable	Communality	*	Factor	SS Loadings	Pct of Var	Cum Pct
GOOD	.26170	*	1	.82466	20.6	20.6
LIKE	.29470	*				
NICE	.21250	*				
WILLING	.05576	*				

VARIMAX rotation 1 for extraction 1 in analysis 1 - Kaiser Normalization.
>Warning # 11310
>Only one factor was extracted. The solution cannot be rotated.

France

Analysis number 1   Listwise deletion of cases with missing values

	Mean	Std Dev
GOOD	5.68519	1.07850
LIKE	5.42593	1.43543
NICE	5.79630	.95916
WILLING	5.18519	1.45465

Number of Cases =   54

Extraction   1 for analysis   1, Image Factoring (IMAGE)

Initial Statistics

Variable	Communality	*	Factor	Eigenvalue	Pct of Var	Cum Pct
GOOD	.64634	*	1	1.87657	46.9	46.9
LIKE	.77547	*	2	.98450	24.6	71.5
NICE	.67801	*	3	.79044	19.8	91.3
WILLING	.72901	*	4	.34848	8.7	100.0
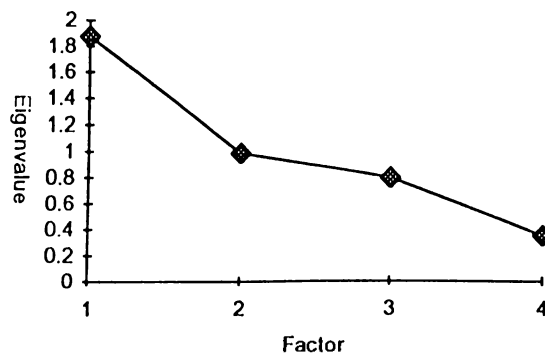
IMAGE extracted   1 factors.

Factor Matrix:

	Factor 1
GOOD	.50653
LIKE	.36097
NICE	.45623
WILLING	.38326

Final Statistics:

Variable	Communality	*	Factor	SS Loadings	Pct of Var	Cum Pct
GOOD	.25657	*	1	.74190	18.5	18.5
LIKE	.13030	*				
NICE	.20815	*				
WILLING	.14689	*				

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VARIMAX   rotation   1 for extraction   1 in analysis   1 - Kaiser Normalization
>Warning # 11310
>Only one factor was extracted. The solution cannot be rotated.

Greece

Analysis number 1   Listwise deletion of cases with missing values

	Mean	Std Dev
GOOD	4.70370	1.38223
LIKE	4.09259	1.75121
NICE	4.74074	1.15228
WILLING	3.66667	1.54187

Number of Cases =   54

Extraction   1 for analysis   1, Image Factoring (IMAGE)

Initial Statistics:

Variable	Communality	*	Factor	Eigenvalue	Pct of Var	Cum Pct
GOOD	.68498	*	1	2.22837	55.7	55.7
LIKE	.46594	*	2	.98483	24.6	80.3
NICE	.65409	*	3	.47198	11.8	92.1
WILLING	.61563	*	4	.31482	7.9	100.0
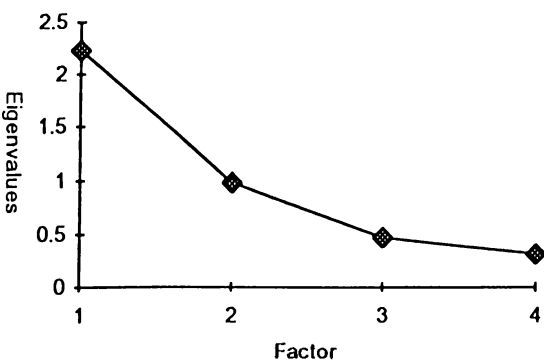
IMAGE extracted   1 factors.

Factor Matrix:

	Factor 1
GOOD	.42276
LIKE	.68140
NICE	.49353
WILLING	.59105

73

Final Statistics:

Variable	Communality	*	Factor	SS Loadings	Pct of Var	Cum Pct
GOOD	.17872	*	1	1.23595	30.9	30.9
LIKE	.46431	*				
NICE	.24358	*				
WILLING	.34934	*				

VARIMAX   rotation   1 for extraction   1 in analysis 1 - Kaiser Normalization.
>Warning # 11310
>Only one factor was extracted. The solution cannot be rotated.

Italy

Analysis number 1   Listwise deletion of cases with missing values

	Mean	Std Dev
GOOD	6.22222	.71814
LIKE	5.88889	1.04008
NICE	5.87037	1.15000
WILLING	6.50000	.63691

Number of Cases =   54

Extraction   1 for analysis   1, Image Factoring (IMAGE)

Initial Statistics:

Variable	Communality	*	Factor	Eigenvalue	Pct of Var	Cum Pct
GOOD	.93838	*	1	1.74697	43.7	43.7
LIKE	.77869	*	2	.95011	23.8	67.4
NICE	.78316	*	3	.88683	22.2	89.6
WILLING	.65396	*	4	.41608	10.4	100.0

IMAGE extracted   1 factors.

Factor Matrix:

74
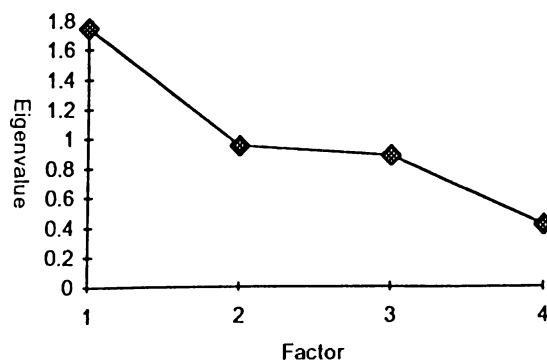
	Factor 1
GOOD	.22600
LIKE	.36851
NICE	.36224
WILLING	.51458

Final Statistics:

Variable	Communality	*	Factor	SS Loadings	Pct of Var	Cum Pct
GOOD	.05108	*	1	.58288	14.6	14.6
LIKE	.13580	*				
NICE	.13122	*				
WILLING	.26479	*				

VARIMAX   rotation   1 for extraction   1 in analysis   1 - Kaiser Normalization.
>Warning # 11310
>Only one factor was extracted. The solution cannot be rotated.

Morocco

Analysis number 1   Listwise deletion of cases with missing values

	Mean	Std Dev
GOOD	6.00000	.91115
LIKE	6.35185	.67733
NICE	5.74074	.82839
WILLING	5.62963	1.08673

Number of Cases =   54

Extraction   1 for analysis   1, Image Factoring (IMAGE)

Initial Statistics:

Variable	Communality	*	Factor	Eigenvalue	Pct of Var	Cum Pct
GOOD	.77102	*	1	2.04823	51.2	51.2
LIKE	.63029	*	2	.94626	23.7	74.9
NICE	.50834	*	3	.67581	16.9	91.8
WILLING	.82846	*	4	.32970	8.2	100.0
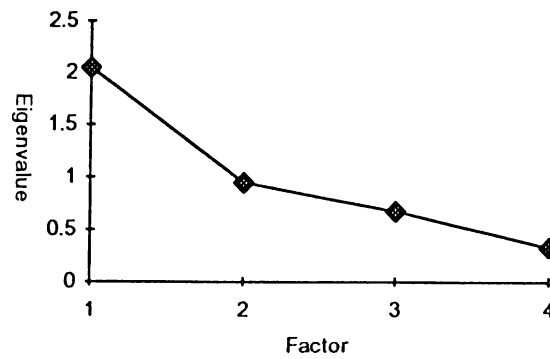
IMAGE extracted   1 factors.

Factor Matrix:

	Factor 1
GOOD	.36154
LIKE	.54199
NICE	.64204
WILLING	.39618

Final Statistics:

Variable	Communality	*	Factor	SS Loadings	Pct of Var	Cum Pct
GOOD	.13071	*	1	.99364	24.8	24.8
LIKE	.29375	*				
NICE	.41222	*				
WILLING	.15696	*				

VARIMAX   rotation   1 for extraction   1 in analysis 1 - Kaiser Normalization.
>Warning # 11310
>Only one factor was extracted. The solution cannot be rotated.

Potorgal

Analysis number 1   Listwise deletion of cases with missing values

	Mean	Std Dev
GOOD	5.22222	.94503
LIKE	5.83333	.84116
NICE	5.31481	1.07850
WILLING	4.92593	1.13023

Number of Cases =   54

Extraction 1 for analysis 1, Image Factoring (IMAGE)

Initial Statistics:

Variable	Communality	*	Factor	Eigenvalue	Pct of Var	Cum Pct
GOOD	.56809	*	1	2.45699	61.4	61.4
LIKE	.61053	*	2	.77980	19.5	80.9
NICE	.39721	*	3	.49097	12.3	93.2
WILLING	.67400	*	4	.27224	6.8	100.0
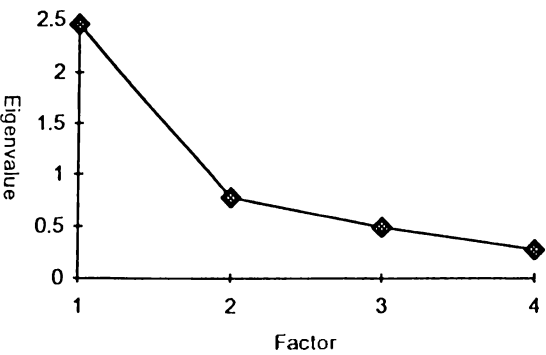
IMAGE extracted 1 factors.

Factor Matrix:

	Factor 1
GOOD	.61687
LIKE	.55654
NICE	.73464
WILLING	.53934

Final Statistics:

Variable	Communality	*	Factor	SS Loadings	Pct of Var	Cum Pct
GOOD	.38053	*	1	1.52085	38.0	38.0
LIKE	.30974	*				
NICE	.53970	*				
WILLING	.29089	*				

VARIMAX rotation 1 for extraction 1 in analysis 1 - Kaiser Normalization.
>Warning # 11310
>Only one factor was extracted. The solution cannot be rotated.

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Syria

Analysis number 1   Listwise deletion of cases with missing values

	Mean	Std Dev
GOOD	3.24074	1.37272
LIKE	3.53704	1.41038
NICE	3.94444	1.32347
WILLING	3.18519	1.34689

Number of Cases =   54

Extraction   1 for analysis   1, Image Factoring (IMAGE)

Initial Statistics:

Variable	Communality	*	Factor	Eigenvalue	Pct of Var	Cum Pct
GOOD	.56283	*	1	2.33372	58.3	58.3
LIKE	.59871	*	2	.72183	18.0	76.4
NICE	.79345	*	3	.53652	13.4	89.8
WILLING	.70334	*	4	.40794	10.2	100.0
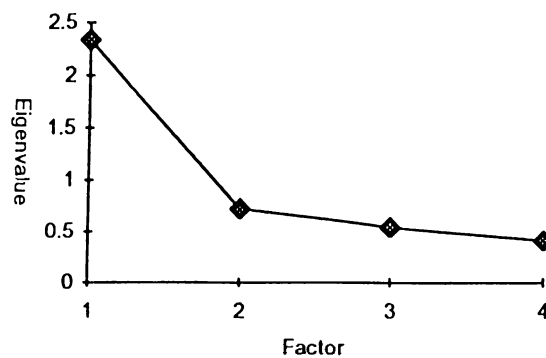
IMAGE extracted   1 factors.

Factor Matrix:

	Factor 1
GOOD	.62757
LIKE	.60471
NICE	.44284
WILLING	.52517

Final Statistics:

Variable	Communality	*	Factor	SS Loadings	Pct of Var	Cum Pct
GOOD	.39384	*	1	1.23142	30.8	30.8
LIKE	.36568	*				
NICE	.19610	*				

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WILLING	.27580	*

VARIMAX   rotation   1 for extraction   1 in analysis   1 - Kaiser Normalization.
>Warning # 11310
>Only one factor was extracted. The solution cannot be rotated.

Tunisia

Analysis number 1   Listwise deletion of cases with missing values

	Mean	Std Dev
GOOD	5.68519	1.22589
LIKE	5.66667	1.08158
NICE	5.16667	1.25518
WILLING	5.51852	1.14498

Number of Cases =   54

Initial Statistics:

Variable	Communality	*	Factor	Eigenvalue	Pct of Va	Cum Pct
GOOD	.89410	*	1	1.73674	43.4	43.4
LIKE	.65255	*	2	1.04170	26.0	69.5
NICE	.79136	*	3	.83064	20.8	90.2
WILLING	.72298	*	4	.39092	9.8	100.0
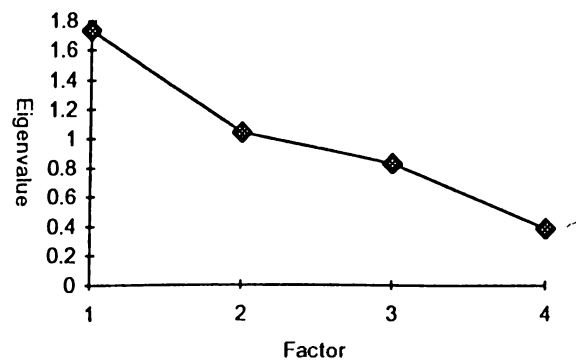
IMAGE extracted   1 factors.

Factor Matrix:

	Factor 1
GOOD	.22343
LIKE	.50626
NICE	.33480
WILLING	.41770

Variable	Communality	*	Factor	SS Loadings	Pct of Var	Cum Pct
GOOD	.04992		1	.59279	14.8	14.8
LIKE	.25630					
NICE	.11209					
WILLING	.17447					

VARIMAX   rotation   1 for extraction   1 in analysis 1 - Kaiser Normalization.
>Warning # 11310
>Only one factor was extracted. The solution cannot be rotated.

Turkey

Analysis number 1   Listwise deletion of cases with missing values

	Mean	Std Dev
GOOD	4.53704	1.38336
LIKE	5.20370	1.58268
NICE	5.74074	.95533
WILLING	5.37037	1.26336

Number of Cases =   54

Initial Statistics:

Variable	Communality	*	Factor	Eigenvalue	Pct of Va	Cum Pct
GOOD	.81964	*	1	1.46337	36.6	36.6
LIKE	.93962	*	2	1.18366	29.6	66.2
NICE	.86498	*	3	.79104	19.8	86.0
WILLING	.88375	*	4	.56193	14.0	100.0
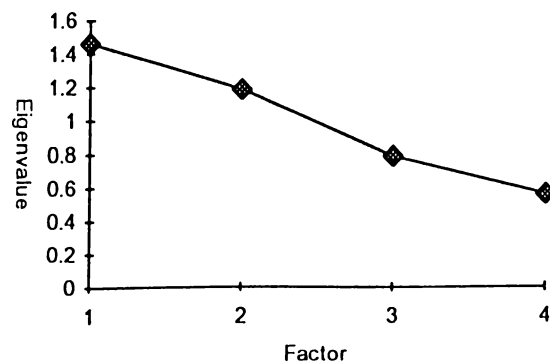
IMAGE extracted 1 factor(s).

Factor Matrix:

	Factor 1
GOOD	.34708
LIKE	.14311
NICE	.25342
WILLING	.21715

Final Statistics:

Variable	*Communality*	*	*Factor*	*SS Loadings*	*Pct of Var*	*Cum Pct*
GOOD	.12047		1	.25232	6.3	6.3
LIKE	.02048					
NICE	.06422					
WILLING	.04716					

VARIMAX   rotation   1 for extraction   1 in analysis 1 - Kaiser Normalization.
>Warning # 11310
>Only one factor was extracted. The solution cannot be rotated.

APPENDIX 5
CLUSTER ANALYSIS
SPSS FOR MICROSOFT WINDOWS
RELEASE 5.0

Data Information

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

Squared Euclidean measure used.

Squared Euclidean Dissimilarity Coefficient Matrix

Variable	ALGERIA	EGYPT	FRANCE	GREECE	ITALY
EGYPT	100.1044	0	0	0	0
FRANCE	40.4906	60.5028	0	0	0
GREECE	28.4899	70.6151	21.4343	0	0
ITALY	82.2471	25.1487	43.8043	55.6172	0
MOROCCO	32.7281	141.1427	61.9835	62.7066	121.3060
PORTOGAL	122.8005	25.8229	80.7007	92.3198	35.3282
SYRIA	78.4123	35.2913	33.2407	54.2430	41.4418
TUNISIA	20.7281	126.5827	52.9835	51.0666	106.3860
TURKEY	96.4838	8.9520	57.6104	66.4547	23.1623

Variable	MOROCCO	PORTOGAL	SYRIA	TUNISIA
PORTOGAL	160.5750	0	0	0
SYRIA	125.2988	65.9940	0	0
TUNISIA	4.0000	148.0150	109.8188	0
TURKEY	131.5167	15.0923	37.2969	119.8367

HIERARCHICAL CLUSTER ANALYSIS

Agglomeration Schedule using Single Linkage

	Clusters Combined		Cluster Stage	1st Appears	Next	
Stage	Cluster 1	Cluster 2	Coefficient	Cluster 1	Cluster 2	Stage
1	6	9	4.000000	0	0	4
2	2	10	8.952000	0	0	3
3	2	7	15.092300	2	0	6
4	1	6	20.728100	0	1	7
5	3	4	21.434299	0	0	7
6	2	5	23.162300	3	0	9
7	1	3	28.489901	4	5	8
8	1	8	33.240700	7	0	9
9	1	2	35.291302	8	6	0

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Vertical Icicle Plot using Single Linkage
(Down) Number of Clusters (Across) Case Label and number

	5	7	10	2	8	4	3	9	6	1
1										
2										
3										
4										
5										
6										
7										
8										
9										
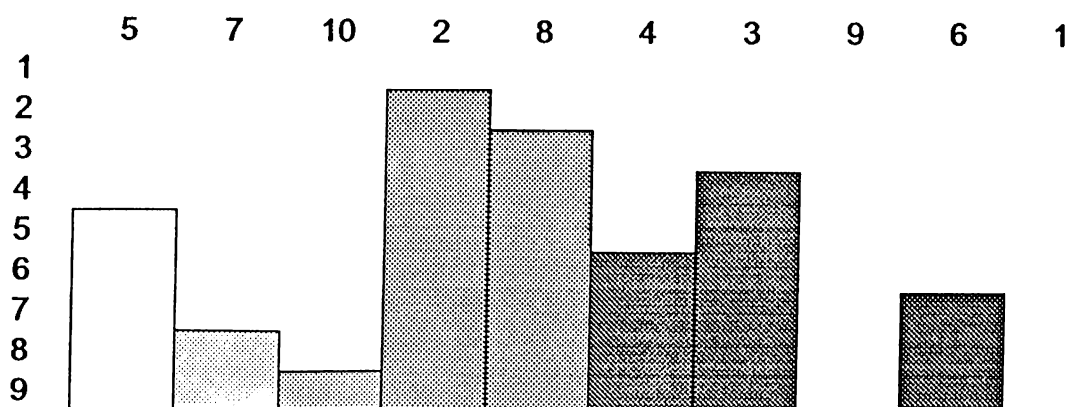
Dendrogram using Single Linkage

Rescaled Distance Cluster Combine

CASE		1	2	3	4	5	6
Label	Num	+	+	+	+	+	+

MOROCCO	6
TUNISIA	9
ALGERIA	1
FRANCE	3
GREECE	4
SYRIA	8
EGYPT	2
TURKEY	10
PORTOGAL	7
ITALY	5
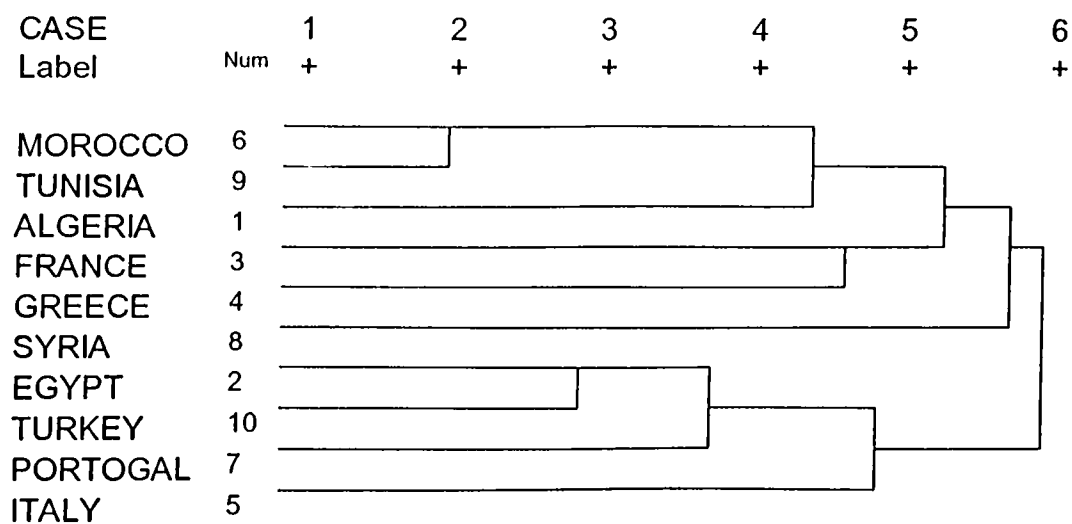
APPENDIX 6
COUNTRIES GROUPING
BASED ON REASONS
INDICATED BY RESPONDENTS

Reasons/Countries Binary Matrix

Countries	Reasons	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Bulgaria		0	0	1	0	0	0	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Egypt		0	1	0	0	0	0	1	1	1	1	0	0	0	0	1	0	0	0	1	0	1	1	0	0	0	0	1	0
Greece		0	0	0	1	0	0	1	1	1	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	1	1
India		0	0	0	0	0	1	0	1	1	0	0	1	1	0	1	0	1	0	0	0	1	0	0	0	0	1	1	1
Iran		0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	0	1	0	0	1	1	1	0	0	0
Lebanon		1	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	1	0	0	0	0	1	0	0	0	1	0	0
Morocco		1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0
Romania		0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Syria		0	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	1	1	0	1	0	0	1	1	0	0	0	0
Tunisia		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0

Comparison of Reasons

Compared	Pairs	Sum of common reasons of paired countries
Bulgaria	Egypt	2
Egypt	Greece	5
Greece	India	4
India	Iran	1
Iran	Lebanon	2
Lebanon	Morocco	2
Morocco	Romania	0
Romania	Syria	1
Syria	Tunisia	3
Bulgaria	Greece	2
Egypt	India	5
Greece	Iran	3
India	Lebanon	3
Iran	Morocco	1
Lebanon	Romania	0
Morocco	Syria	2
Romania	Tunisia	0
Bulgaria	India	1
Egypt	Iran	0
Greece	Lebanon	4
India	Morocco	2
Iran	Romania	1
Lebanon	Syria	2
Morocco	Tunisia	3
Bulgaria	Iran	1
Egypt	Lebanon	2
Greece	Morocco	2
India	Romania	2
Iran	Syria	6
Lebanon	Tunisia	1
Bulgaria	Lebanon	0
Egypt	Morocco	2
Greece	Romania	2
India	Syria	4
Iran	Tunisia	2
Bulgaria	Morocco	0
Egypt	Romania	2
Greece	Syria	5
India	Tunisia	3
Bulgaria	Romania	2
Egypt	Syria	4
Greece	Tunisia	3
Bulgaria	Syria	1
Egypt	Tunisia	3
Bulgaria	Tunisia	0

Reasons/Countries Binary Matrix

Countries	Reasons	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Iran-Syria		0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1	0	0	1	1	0	0	0	0
Bulgaria		0	0	1	0	0	0	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Egypt		0	1	0	0	0	0	1	1	1	1	0	0	0	0	1	0	0	0	1	0	1	1	0	0	0	0	0	0
Greece		0	0	0	1	0	0	1	1	1	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	1	0
India		0	0	0	0	0	1	0	1	1	0	0	1	1	0	1	0	1	0	0	0	1	0	0	0	0	0	1	1
Lebanon		1	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	1	1
Morocco		1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0
Romania		0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Tunisia		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0

Comparison of Reasons

Compaired	Pairs	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	Sum of common reasons of paired countries
Iran-Syria	Bulgaria	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Bulgaria	Egypt	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	2
Egypt	Greece	0	0	0	0	0	0	1	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	5
Greece	India	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	4
India	Lebanon	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	3
Lebanon	Morocco	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
Morocco	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Romania	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Iran-Syria	Egypt	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bulgaria	Greece	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Egypt	India	0	0	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2
Greece	Lebanon	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	4
India	Morocco	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	4
Lebanon	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
Morocco	Tunisia	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Iran-Syria	Greece	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	3
Bulgaria	India	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	3
Egypt	Lebanon	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Greece	Morocco	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	3
India	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
Lebanon	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Iran-Syria	India	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	1
Bulgaria	Lebanon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
Egypt	Morocco	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Greece	Romania	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
India	Tunisia	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Iran-Syria	Lebanon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	2
Bulgaria	Morocco	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Egypt	Romania	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Greece	Tunisia	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	2
Iran-Syria	Morocco	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	3
Bulgaria	Romania	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Egypt	Tunisia	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	4
Iran-Syria	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	2
Bulgaria	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Iran-Syria	Tunisia	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0	5

2nd alteration's results
Pairs of countries listed in a descending order of the total number of common reasons

5	Egypt	Greece
5	Egypt	India
4	Greece	India
4	Greece	Lebanon
4	Bulgaria	Romania
3	India	Lebanon
3	Morocco	Tunisia
3	Iran-Syria	Greece
3	Greece	Tunisia
3	Egypt	Tunisia
2	Bulgaria	Egypt
2	Lebanon	Morocco
2	Bulgaria	Greece
2	India	Morocco
2	Egypt	Lebanon
2	Greece	Morocco
2	Egypt	Morocco
2	Greece	Romania
2	India	Tunisia
2	Iran-Syria	Lebanon
2	Egypt	Romania
1	Iran-Syria	Bulgaria
1	Bulgaria	India
1	Lebanon	Tunisia
1	Iran-Syria	India
1	Iran-Syria	Morocco
1	Iran-Syria	Romania
0	Morocco	Romania
0	Romania	Tunisia
0	Iran-Syria	Egypt
0	Lebanon	Romania
0	India	Romania
0	Bulgaria	Lebanon
0	Bulgaria	Morocco
0	Bulgaria	Tunisia
0	Iran-Syria	Tunisia

Reasons/Countries Binary Matrix

Countries	Reasons	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Iran-Syria		0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1	0	0	1	1	0	0	0	0
Bulgaria		0	0	1	0	0	0	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	1	1	0	0	0	0
Egypt-Greece		1	0	0	0	0	1	1	1	1	1	0	0	0	0	1	0	0	0	1	0	1	1	0	0	0	1	0	1
Greece		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
India		0	0	0	0	0	1	0	1	1	0	0	0	1	1	0	1	0	1	0	0	0	1	0	0	0	0	1	1
Lebanon		1	0	0	0	0	0	0	1	0	0	1	0	0	1	0	1	0	1	0	0	0	1	0	0	0	0	1	1
Morocco		1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0	1	0	
Romania		0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Tunisia		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0

Comparison of Reasons

Compaired	Pairs	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	Sum of common reasons of paired countries
Iran-Syria	Bulgaria	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Bulgaria	Egypt-Greece	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	2
Egypt-Greece	Greece	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Greece	India	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
India	Lebanon	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	3
Lebanon	Morocco	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
Morocco	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Romania	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Iran-Syria	Egypt-Greece	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	2
Bulgaria	Greece	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Egypt-Greece	India	0	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	5
Greece	Lebanon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
India	Morocco	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	2
Lebanon	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Morocco	Tunisia	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	3
Iran-Syria	Greece	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bulgaria	India	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Egypt-Greece	Lebanon	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	3
Greece	Morocco	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
India	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Lebanon	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
Iran-Syria	India	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
Bulgaria	Lebanon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Egypt-Greece	Morocco	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
Greece	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
India	Tunisia	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
Iran-Syria	Lebanon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	2
Bulgaria	Morocco	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Egypt-Greece	Romania	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	2
Greece	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Iran-Syria	Morocco	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1
Bulgaria	Romania	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	4
Egypt-Greece	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Iran-Syria	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Bulgaria	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1
Iran-Syria	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1

3rd alteration's results
Pairs of countries listed in a descending order of the total number of common reasons

5	Egypt-Greece	India
4	Bulgaria	Romania
3	India	Lebanon
3	Morocco	Tunisia
3	Egypt-Greece	Lebanon
2	Bulgaria	Egypt-Greece
2	Lebanon	Morocco
2	Iran-Syria	Egypt-Greece
2	India	Morocco
2	India	Tunisia
2	Iran-Syria	Lebanon
2	Egypt-Greece	Romania
1	Iran-Syria	Bulgaria
1	Bulgaria	India
1	Lebanon	Tunisia
1	Iran-Syria	India
1	Egypt-Greece	Morocco
1	Iran-Syria	Morocco
1	Egypt-Greece	Tunisia
1	Iran-Syria	Romania
1	Iran-Syria	Tunisia
0	Egypt-Greece	Greece
0	Greece	India
0	Morocco	Romania
0	Romania	Tunisia
0	Bulgaria	Greece
0	Greece	Lebanon
0	Lebanon	Romania
0	Iran-Syria	Greece
0	Greece	Morocco
0	India	Romania
0	Bulgaria	Lebanon
0	Greece	Romania
0	Bulgaria	Morocco
0	Greece	Tunisia
0	Bulgaria	Tunisia

Countries Grouping Based on Similarity Reasons
Stage IV

Reasons/Countries Binary Matrix

Countries	Reasons	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Iran-Syria		0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1	0	0	1	1	0	0	0	0
Bulgaria		0	0	1	0	0	0	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Egypt-Greece-India		0	0	0	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Greece		0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0
India		0	0	0	0	0	1	0	1	1	0	0	1	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0
Lebanon		1	0	0	0	0	1	0	1	0	0	1	0	0	1	0	0	1	0	0	0	1	0	0	0	0	0	1	1
Morocco		1	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	1	0
Romania		0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0
Tunisia		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0

Comparison of Reasons

Compared	Pairs	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	Sum of common reasons of paired countries
Iran-Syria	Bulgaria	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Bulgaria	Egypt-Greece-India	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	2
Egypt-Greece-India	Greece	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Greece	India	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
India	Lebanon	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Lebanon	Morocco	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	3
Morocco	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
Romania	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Iran-Syria	Egypt-Greece-India	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bulgaria	Greece	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Egypt-Greece-India	India	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Greece	Lebanon	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
India	Morocco	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Lebanon	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
Morocco	Tunisia	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Iran-Syria	Greece	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	3
Bulgaria	India	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Egypt-Greece-India	Lebanon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Greece	Morocco	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
India	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Lebanon	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Iran-Syria	India	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	1
Bulgaria	Lebanon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
Egypt-Greece-India	Morocco	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Greece	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
India	Tunisia	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Iran-Syria	Lebanon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
Bulgaria	Morocco	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	2
Egypt-Greece-India	Romania	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Greece	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Iran-Syria	Morocco	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bulgaria	Romania	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1
Egypt-Greece-India	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	4
Iran-Syria	Romania	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bulgaria	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Iran-Syria	Tunisia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1

4th alteration's results
Pairs of countries listed in a descending order of the total number of common reasons

4	Bulgaria	Romania
3	India	Lebanon
3	Morocco	Tunisia
2	Bulgaria	Egypt-Greece-India
2	Lebanon	Morocco
2	India	Morocco
2	India	Tunisia
2	Iran-Syria	Lebanon
1	Iran-Syria	Bulgaria
1	Egypt-Greece-India	India
1	Bulgaria	India
1	Lebanon	Tunisia
1	Iran-Syria	India
1	Egypt-Greece-India	Romania
1	Iran-Syria	Morocco
1	Iran-Syria	Romania
1	Iran-Syria	Tunisia
0	Egypt-Greece-India	Greece
0	Greece	India
0	Morocco	Romania
0	Romania	Tunisia
0	Iran-Syria	Egypt-Greece-India
0	Bulgaria	Greece
0	Greece	Lebanon
0	Lebanon	Romania
0	Iran-Syria	Greece
0	Egypt-Greece-India	Lebanon
0	Greece	Morocco
0	India	Romania
0	Bulgaria	Lebanon
0	Egypt-Greece-India	Morocco
0	Greece	Romania
0	Bulgaria	Morocco
0	Greece	Tunisia
0	Egypt-Greece-India	Tunisia
0	Bulgaria	Tunisia