



**The Influence of Cultural Products Consumption on Customers'
Perceptions and Intentions towards a Country and its Products:**

A field study on Turkish Cultural Products in the Middle East and North
Africa Region

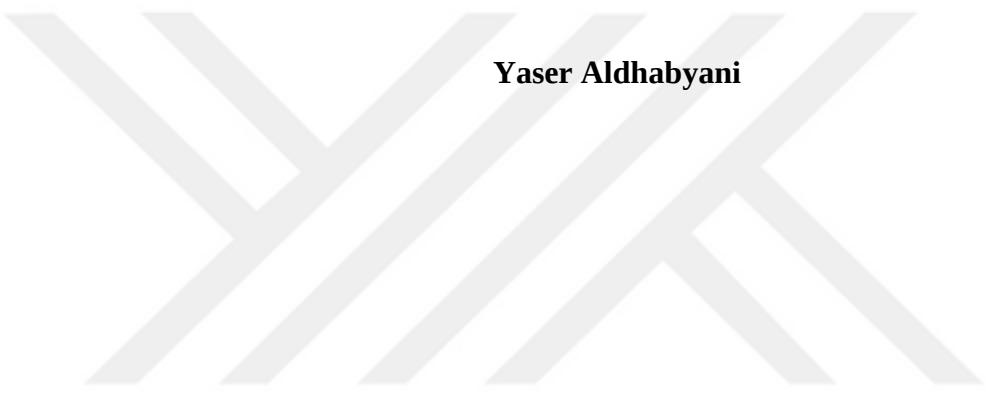
(Ph.D. Thesis)

Yaser Aldhabyani

Eskişehir, 2019

**The Influence of Cultural Products Consumption on Customers'
Perceptions and Intentions towards a Country and its Products:**

A field study on Turkish Cultural Products in the Middle East and North
Africa Region



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Ph.D. THESIS

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FINAL APPROVAL FOR THESIS

This thesis titled "The Influence of Cultural Products Consumption on Customers' Perceptions and Intentions towards a Country and its Products: A field study on the Turkish Cultural Products in the Middle East and North Africa Region" has been prepared and submitted by Yaser Abdulhameed Naji Ahmed AL DHABYANI in partial fulfillment of the requirements in "Anadolu University Directive on Graduate Education and Examination" for the PhD. Department of Business Administration Program in Marketing has been examined and approved on 01/08/2019.

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ÖZET

Kültürel Ürün Tüketiminin bir Ülke ve Ürünlerine Yönelik Müşterileri Algı ve Niyetlerine Etkisinin İncelenmesi:

Ortadoğu ve Kuzey Afrika Bölgesindeki Türk Kültürel Ürünleri
Üzerinde bir Araştırma

Yaser Aldhabyani

İşletme Anabilim Dalı

Anadolu Üniversitesi, Sosyal Bilimler Enstitüsü, Ağustos 2019

Danışman: Prof: Gulfidan Baris

Bu araştırmada, Türk kültürel ürünleri tüketiminin, MENA (Ortadoğu ve Kuzey Afrika) bölgesindeki tüketicilerin Türkiye'yi ziyaret etme ve Türk ürünlerini satın alma niyeti ile Türkiye'nin ülke imajı ve sahip olduğu ulusal stereotip yargıları ve algılar üzerindeki etkisinin araştırılması amaçlanmıştır. Araştırma, kültürel ürün tüketimine değişkenleri, ülke marka imajı ve ulusal stereotip, ziyaret ve satın alma niyeti değişkenleri arasındaki ilişkileri araştırmak için tasarlanmıştır.

Bu çalışmada araştırmanın değişkenleri arasındaki nedensel ilişkilerin araştırılması için nicel araştırma tekniği olan Yapısal Eşitlik Modellemesi kullanılmıştır. Analiz için SPSS 24 ve Amos 24 istatistiksel paketleri kullanılmıştır. Veriler, 12 Aralık 2018 ve 7 Şubat 2019 tarihleri arasında internet üzerinden (değişik sosyal medya platformları aracılığıyla) toplanmıştır. Toplanan 865 yanıtın tamamı analiz için kullanılmıştır.

Bu çalışmanın bulguları, *Türk Sanatı ve mirası kültürel* ürünleri (miras, el sanatları, mimarlık sanatları ve moda) tüketiminin, tüketicilerin Türkiye'yi ziyaret etme ve Türk ürünlerini satın alma niyetlerini ve aynı zamanda Türkiye'nin ülke imajına ve Türkiye'nin ulusal stereotipine yönelik algılarını etkilediğini ortaya koymuştur. Ayrıca, Türk medya-kültürel ürünlerinin (diziler, filmler, müzik ve ünlüler) tüketicilerin Türkiye'yi ziyaret etme niyetlerinin yanı sıra, Türkiye'nin ülke imajı ve Türkiye'nin ulusal stereotip konusundaki algılarını da etkilediği verilerine ulaşılmıştır. Bununla birlikte, Türk medya-kültürel ürün

tüketiminin tüketicilerin Türk ürünlerini satın alma niyetlerini önemli ölçüde etkilemediği sonucuna varılmıştır.

Çalışmada elde edilen analiz sonuçları, Türkiye'nin ülke marka imajının, tüketicilerin Türkiye'yi ziyaret etme ve Türk ürünlerini satın alma niyetleri üzerinde olumlu bir etkiye sahip olduğunu göstermektedir. Öteyandan, çalışma bulgularımız, ülke marka imajının, Türk kültürel ürünleri ile Türkiye'yi ziyaret etme niyeti arasındaki ilişkide aracı role sahip olduğunu, ayrıca Türk kültürel ürünleri ile Türkiye ürünlerini satın alma niyeti arasındaki ilişkide de aracı bir rol oynadığını göstermiştir.

Çalışmanın sonucu, Türkiye'nin sahip olduğu ulusal steriotiplerin, MENA bölgesi tüketicilerin Türkiye'yi ziyaret etme ve Türkiye ürünlerini satın alma niyetlerini ve aynı zamanda Türkiye'nin ülke imajına ilişkin algılarını önemli ölçüde etkilediğini göstermiştir. Öteyandan, çalışma bulgularımız, ulusal steriotipin bir yandan Türk kültürel ürünleri ve Türkiye'yi ziyaret etme niyeti arasındaki ilişkide, bir yandan da Türk kültürel ürünleri ile Türkiye ürünlerini satın alma niyeti arasındaki ilişkideki aracı rolünü desteklemektedir.

Anahtar Sözcükler: Kültürel Ürünler, Ülke Marka İmajı, Ulusal Steriotip, Ziyaret Niyeti, Satın Alma Niyeti.

ABSTRACT

The Influence of Cultural Products Consumption on Customers' Perceptions and Intentions towards a Country and its Products:

A field study on Turkish Cultural Products in the Middle East and North Africa Region

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Department of Business Administration

Anadolu University, Graduate School of Social Sciences, August 2019

Supervisor: Prof. Gulfidan Baris

This study aimed to investigate the impact of the consumption of Turkish cultural products on the MENA region's consumers' intention to visit Turkey and purchase Turkish products as well as on their perceptions of Turkey's country brand image and Turkey's national stereotype. The study designed to investigate the relationships between cultural products consumption variables, country brand image variable, national stereotype variable, and visit and purchase intentions variables.

In order to investigate the causal relationships between the variables of the study, the Structural Equation Modeling (SEM) as a quantitative research technique was used. SPSS 24 and Amos 24 statistical packages were used for the analysis. The data was collected via the internet (via various social media platforms) between the 12th of December 2018 and the 7th of February 2019. All 865 answers collected has been used in the analysis.

The research findings revealed that Turkish art and heritage cultural products (heritage, crafts, architecture arts, and fashion) consumption significantly influence consumers' intentions to visit Turkey and purchase Turkish products as well as their perceptions toward Turkey's country brand image and Turkey's national stereotype. Further, the results indicated that consumption of Turkish media cultural products (Series, movies, music, and celebrities) significantly influence consumers' intentions to visit Turkey as well as their perceptions toward Turkey's country brand image and Turkey's national stereotype.

However, the consumption of Turkish media cultural products does not significantly influence consumers' intentions to purchase Turkish products.

The results of this study indicated that Turkey's country brand image has a significant positive effect on consumers' intentions to visit Turkey and purchase Turkish products. Moreover, the findings revealed that country brand image has a mediational role in the relationship between Turkish cultural products and intention to visit Turkey and has a mediational role in the relationship between Turkish cultural products and intention to purchase Turkish products.

The findings demonstrated that Turkey's national stereotypes significantly influence MENA region consumers' intentions to visit Turkey and purchase Turkish products as well as their perceptions toward Turkey's country brand image. Further, our study findings support for the mediational roles of national stereotype in the relationship between Turkish cultural products and intention to visit Turkey. Also, the national stereotype has a mediational role in the relationship between Turkish cultural products and the intention to purchase Turkish products.

Keywords: Cultural Products, Country Brand Image, National Stereotype, Visit Intention, Purchase Intention.

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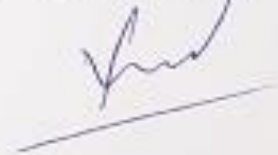
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I want to thank my family: my parents and to my brothers and sisters for supporting me spiritually throughout writing this thesis and my life in general. Finally, a sincere thanks go out to all my friends who provided support, inspiration, and motivation along the way.

01/08/2019

STATEMENT OF COMPLIANCE WITH ETHICAL PRINCIPLES AND RULES

I hereby truthfully declare that this thesis is an original work prepared by me; that I have behaved in accordance with the scientific ethical principles and rules throughout the stages of preparation, data collection, analysis and presentation of my work; that I have cited the sources of all the data and information that could be obtained within the scope of this study, and included these sources in the references section; and that this study has been scanned for plagiarism with "scientific plagiarism detection program" used by Anadolu University, and that "it does not have any plagiarism" whatsoever. I also declare that, if a case contrary to my declaration is detected in my work at any time, I hereby express my consent to all the ethical and legal consequences that are involved.

Yaser Aldhabyani
.....


LIST OF ABBREVIATIONS

CP = Cultural Products

MCP= Media Cultural Products

ACP= Art-heritage Cultural Products

CBI= Country Brand Image

NS= National Stereotype

VI = Visit intention

PI = Purchase Intention

SEM= Structural Equation Modeling

EFA= Exploratory Factor Analysis

CFA= Confirmatory Factor Analysis

CR: Composite Reliability

AVE: Average Variance Extracted

MSV: Maximum Shared Variance

MaxR(H): Maximal Reliability

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CHAPTER ONE

1. INTRODUCTION

People share their experiences and knowledge that they get from their lives. Some of the lively activities people do include; watching a soap opera, discussing the role of the characters, arguing about the results of recent sporting events, reminding each other a famous song, debating political statements, discussing political situation and businesses, and protesting against injustice and economic inequalities caused by globalization (Arisoy, 2016). While doing these activities, people share thoughts and experiences. These thoughts carry values, and while sharing these values, people essentially share their cultures (Arisoy, 2016).

Culture shapes the way we see the world. It, therefore, has the ability to bring about the change of trends needed to ensure peace and sustainable development which, we know, shape the only possible way forward for life on our land (UNESCO, 1998). Understanding a specific country's culture and how it affects people in other countries is critical for the future of this country and its business environment. Through culture, many countries influence the people's attitudes in other countries towards their culture and heritage. Culture also can provide an excellent reputation for a country and give it a competitive advantage. Thus, as a result of good reputation, countries could promote their brands and products more easily on international markets.

Culture industries have been more and more integrated into the policy agenda of both developed and developing countries. In early May 2007, the European Commission stated its decision to adopt a strategy on the role of culture to economic development and intercultural dialogue. Culture is progressively finding a way to the market, which is leading to radical transformations in the way people consume, create, and enjoy cultural products (Yischai Beinisch & Paunov, 2005).

Some products of certain brands are available almost in every place around the world (red labeled, caffeine-containing, sweet, brownish fizzy drinks, for example). Many of these international products are often evaluated to be of normal quality by experts (the sugary fizzy drinks are condemned by nutritional specialists, for instance). On the one

hand, these products are promoted in a way that on the one hand, they will be acceptable in the specific cultures in which they are retailed or going to be marketed (Meinhold, 2002). However, on the other hand, the marketing strategies also transport features of the culture in which the consumer product was initially marketed. Many consumer products are immediately linked to features of popular culture and lifestyle (Meinhold, 2002). For instance, Turkish coffee has also become popular in many countries around the world and has been adopted as a culture in some countries, all due to the influence of other cultural products such as Turkish series and films. Many consumers link their consumption to a particular product with a lifestyle or culture that they want to adopt or experience and seek to buy and consume anything associated with this culture or lifestyle.

Cultural diplomacy generally refers to governmental strategies for the achievement of 'soft power' through cultural means. The scope of cultural diplomacy has been expanded and influenced by certain recent trends in 'public diplomacy' to place greater emphasis on the fostering of mutuality and cultural exchange strategies. This focuses on projecting a selected national image by exporting appealing cultural products such as animation, TV programs, popular music, films and fashion (Honda, 1994; Iwabuchi, 2015, p. 419). The purpose of soft power, following the argument by Nye (2004), is to make people in other countries more receptive to a country's position through the spreading of the country's culture and values. Traditional culture, language, education, intellectual exchange, and people-to-people exchange programs, for example, have been the key tools employed. However, the use of cultural products has attracted even more attention among foreign policymakers (Iwabuchi, 2015, p. 420).

In many governments, the cultural industry policy with the uses of media cultures for enhancing national interests was firmly instituted. For example many Asian countries became keen to promote their own cultural products and industries internationally in order to boost their country image (Iwabuchi, 2015, p. 423). South Korean government has sought to build on the sweeping popularity of South Korean culture industry known as the 'Korean Wave.' The Korean success stimulated neighboring countries to extend their cultural activities, thereby contributing to the soft power competition that has been

intensifying across the whole of East Asia in the 21st century (Huat, 2012; Iwabuchi, 2015, p. 423).

The existing literature discusses three major agents that can change a country image formation process: organic, induced, and autonomous agents. Pop-culture has been considered an autonomous agent that creates a general perception of a country through such factors as news media, articles, and movies. While numerous studies have attempted to examine the role of autonomous agents in forming a country image (Gartner, 1994; S. J. Lee & Bai, 2016, p. 161), the literature already shows a country's cultural products such as TV drama series positively influence the perceptions of the country. Given the contrary findings in the impacts of cultural products on country image formation, research is needed to further study the role of cultural products on country image formation from various perspectives of cultural products and covering all of the cultural products (Kim, Agrusa, Chon, & Cho, 2008, p. 166; S. J. Lee & Bai, 2016, p. 162). This need for research is also advocated by the fact that cultural products affect the visit intention of foreign customers as a powerful travel motivation tool. More importantly, cultural products induced tourism, makes destinations more attractive, thus enhance the destination image. As autonomous agents, movies or dramas have proved to be effective in influencing destination image, generating a perception of the country, affecting the decision-making process, and actual visitation to the country (S. J. Lee & Bai, 2016, p. 162).

"Culture is the complex of beliefs of human societies, their roles, their behavior, their values, customs and traditions" (Yakup, Mucahit, & Reyhan, 2011, p. 109). Culture, a vital concept to understand buyers' behavior, needs to be examined. Cultural products and their effects could be an important strategy for changing consumer behavior, lifestyle trends, demographic trends, education and so forth. Cultural products are a useful governmental strategy due to their tendency to foster generalization and stereotypization. From the economic point of view also, they are not only unavoidable but essential to reinforce the economic situation, fiscal, consumer, and social trends.

The previous studies and literature which investigated the impact of the cultural industry as well as cultural products on foreign customer are limited. Also, most of these studies discussed the impact of American or Western cultural products in the context of

Globalization, Americanization, and Internationalization. All these terms express the American culture or at least Western culture. However, there are many countries active in cultural production, and they are affecting their surroundings and the world as a whole. For example, Japanese or Korean culture projects have been given little academic attention. Researching for the impact of Turkish culture and Turkish cultural products worldwide, we see that there is little research, although the Turkish production is active and has a noticeable effect internationally. Therefore, this study seeks to shed a light on the Turkish cultural products and the extent of their potential impact on foreigners.

There are many components of the culture that could be called 'cultural products' as a marketing term. These products have an impact on the people who experience them, either expose to them, purchase, watch, or consume them. Therefore, this study focuses on the impact of cultural products on the people who are consuming them.

At first, Turkish cultural products and their effects on foreign customers drew our attention to these effects and their role in marketing. The study, in general, tries to understand these effects in terms of the country marketing. Also, do these effects have an economic benefit to the country that produces the cultural products? The study assumed that the cultural products of a country influence the customers in other foreign countries in terms of creating strong intention to visit the country and also to purchase the products that relate to this country. Simultaneously, the study seeks to find out the extent to which cultural products affect the stereotype of the country. In addition to that, the study investigates the impact of cultural products on the country brand image of the producer of cultural products.

The researcher seeks to study Turkish cultural products and their impact on the customers in the Middle East and North Africa (MENA) region. This is due to the diversity of Turkish cultural products, and the growing interest towards Turkish cultural products in the countries of the MENA region as well as the increasing of their interests to visit Turkey and buy Turkish products. Thus, it is imperative that this study is conducted to gain insights into; how cultural products along with 'country brand', and 'national stereotype' influence consumers' intentions to purchase foreign (Turkish) products and their intention to visit a foreign country (Turkey).

‘Creative industries’, ‘culture industry’, ‘cultural industries’, ‘creative economy’, and ‘cultural products industries’ (Chuluunbaatar, Luh, & Kung, 2013, p. 6) ‘popular culture’ ‘mass media/culture’ and so on, are the most commonly used terms in the literature review of the field of cultural products. The present study discusses all the terms above and other terms that are related to cultural products. At the same time, the study emphasizes the term cultural products which include all the terms frequently found in the official reports and the academic articles related to cover the issue of ‘cultural products industry’ and similar concepts.

Since this study falls within the field of Marketing, the concepts of customer and consumer are used simultaneously to define the individuals who are exposed to cultural products. However, the reader will notice some other terms such as individual, audience, and masses since they were used in the previous studies and the literature review in the field of cultural products.

Cultural products vary in nature. Therefore, the interaction with them varies depending on the nature of the cultural product such as movies, music or arts, etc. This interaction may occur in many forms such as ‘exposure to cultural products,’ ‘experience with cultural products,’ ‘engaging cultural products’, ‘involvement with cultural products,’ or ‘consumption of cultural products. This study highlights these terms according to the nature of the cultural product while trying to generalize ‘the consumption of cultural products’ as a term that expresses all the terms mentioned above.

1.1. Problem Statement

The emergence of the economy of cultural products is increasing. It currently plays a considerable role in GDP, income, and employment in a wide range of countries and provides valuable opportunities for the economic development of countries (Aiello & Cacia, 2014). This is the reason why cultural products have to be taken into account by researchers in the marketing field and their effects studied by marketers, scholars, and policy-makers. Also, for its ability to create value for enterprises and the development for countries as well as allow different sources to be involved in various ways in the countries' economy (Aiello & Cacia, 2014).

Every country wants to promote its history, culture, values, and traditions in order to create an attractive and easily recognizable image among people of other countries. Nations are keen to promote their cultural products and industries internationally to enhance their national images. In general, the primary purposes of a country are: developing tourism and other business sectors, enhancing investment, generating positive perceptions and attitudes on the target foreign markets (Albu, 2013, p. 9). According to the literature review, exposure to foreign cultural products tends to affect people's perceptions, attitude, and behaviour in favour of the countries that produce them. Based on the social science research findings, culture can have a remarkable impact on human thought and behaviour.

In the past two decades, Turkey has become one of the most important exporters of cultural products to many countries around the world. On the one hand, Turkish cultural products have given Turkey a competitive advantage in improving its image, attracting more visitors, attracting investment, attracting immigrants, and selling more Turkish products in the foreign markets (Akgün, Gündoğar, Levack, & Perçinoğlu, 2010; Artun, 2009). On the other hand, there is a need for research on the subject of Turkish cultural products with a deeper concentrate and an aim to reveal exactly whether Turkish cultural products are really affecting the perceptions of consumers in other countries toward Turkey as a brand, toward Turkish people, and toward Turkish products. The primary goal and the central problem statement of this thesis is to investigate whether exposure to cultural products of a country creates intentions to visit the country and purchase its products in foreign markets.

The study also seeks to explore whether exposure to a country's cultural products in foreign countries could improve the perceived country brand image and national stereotype. The thesis also investigates the following relationships:

- The effect of perceived country brand image on the intention to visit the country and intention to purchase its products.
- The effect of perceived national stereotype on country brand image, purchase intention of the country's products', and intention to visit the country.

1.2. The objective of the Thesis

The world becomes progressively more globalized, all countries are indeed experiencing superior knowledgeable cultural exchanges with the other countries in the world and, therefore, exposing themselves to foreign influences (Xiaoming & Leng, 2004). Exposure to foreign media and other cultural products tend to affect people's perception, attitude, as well as behavior in favor of the countries that produce them (Xiaoming & Leng, 2004). Consequently, this thesis investigates whether cultural products consumption does affect people's perception of a country, its brand image, and its national stereotype. Moreover, it also investigates people's behavior towards the country that produces cultural products, and towards the products that are produced in the country in a favorable way.

The main objective of this thesis is to create a deeper understanding of the impact of cultural products of a specific country on consumers' purchasing and visit intentions. Furthermore, some sub-aims of the research can be summarized as follows:

- Outline a conceptual framework of cultural products and their influence in creating intention of visiting the country and buying the products made in this country. Through integrating the knowledge from the social sciences literature with the knowledge from marketing, and via a field study on consumers of Turkish cultural products in the Middle East and South Africa (MENA) region, the study aims to explore whether the cultural product of a country (Turkey) helps in marketing its products and getting more visitors to it.
- Study the effect of Turkish cultural products consumption on the country brand image and the national stereotype of the country.
- Investigating the effect of Turkey's country brand image on the consumers' intentions (MENA region consumers) to visit Turkey and to purchase Turkish products.
- Investigating the effect of Turkey's perceived national stereotype on Turkey's country brand image, the intention to visit Turkey and intention to purchase Turkish products.

- Studying indirect effect of Turkish cultural products on the intentions to visit Turkey and purchase Turkish products through the mediator variables (perceived country brand image of Turkey and national stereotype of Turkey).

Moreover, the thesis will evaluate the extent of dissemination of Turkish cultural products in the MENA region and evaluate the MENA region's customers' interests in Turkish cultural products. It will also reveal the customers' perceptions in the MENA region towards Turkey's country brand image and Turkey's national stereotypes. Table 1.1 summarizes the study's main objectives with the relationships and the hypotheses that planned to be tested.

Table 1.1. *The Hierarchical Flow of the Research Objectives, Relationships, and Hypotheses*

Research Objectives	Relationships	Hypotheses
Objective 1. To investigate the impact of Turkish cultural products consumption on the consumers' intentions to visit Turkey and purchase Turkish products.	The effects of cultural products consumption on: ▪ Visit Intention ▪ Purchase Intention	H1a* H1b
Objective 2. To identify the effect of Turkish cultural products consumption on the country brand image and the national stereotype.	The effects of cultural products consumption on: ▪ Country Brand image ▪ National Stereotype	H1c H1d
Objective 3. To clarify the effect of Turkey's country brand image on the intention to visit Turkey and intention to purchase Turkish products.	The effects of Turkey's country brand image on: ▪ Visit Intention ▪ Purchase Intention	H2a H2b
Objective 4. To investigate the effects of Turkey's perceived national stereotype on Turkey's country brand image, the intention to visit Turkey and intention to purchase Turkish products.	The effects of Turkey's national stereotype on: ▪ Visit Intention ▪ Purchase Intention ▪ Country Brand Image	H3a H3b H3c
Objective 5. To investigate the indirect effect of Turkish cultural products consumption on the intention to visit Turkey and purchase Turkish products through the mediator variables (Perceived country brand image of Turkey and national stereotype of Turkey).	The mediator role effects of the country brand image between the following relationships: ▪ Cultural Products consumption and Visit Intention ▪ Cultural Products consumption and Purchase Intention	H2c H2d
	The mediator role effects of the national stereotype between the following relationships: ▪ Cultural Products consumption and Visit Intention ▪ Cultural Products consumption and Purchase Intention	H3d H3e

*For a detailed description of hypotheses statements please see page 70

1.3. The Importance of the Thesis

Cultural subjects have become one of the prevalent issues of this century among others that they are increasing in importance internationally, which could lead to political and economic consequences. Since cultural products could affect and influence customers' perceptions and attitudes in other target countries, all developed countries are giving culture industry more attention. Deinema (2008) discusses the status of exporting cultural products as they have not received much attention in the economic literature because of the systematic focus on producers and production only. He also argues that there is a lacking in the adequate theory of the cultural dimensions of the consumption of cultural products. Since this study focuses on the consumption of cultural products and its effects on other concepts relating to marketing the country and its products, it contributes significantly to bridging the gap in the literature on the notion of cultural products industry.

Providing an overview of the main approaches to understanding the role of culture in impacting the economy of a country is an important aspect which helps the countries to use their cultural products as a useful strategy that could help them in marketing the country and reinforce the competitive capability of their products in foreign markets. The research contributes to the marketing literature by focusing on the term 'cultural products' as a marketing term. The research also highlights this term and reveals the state of ambiguity around this term and prevents it from being confused with other terms such as 'cultural industries', 'creative industries', 'creative economy' and 'popular culture'.

1.4. Definitions of Constructs

1.4.1. Cultural products

Cultural products are defined as "goods and services that include the arts (performing arts, visual arts, architecture), heritage conservation (museums, galleries, libraries), the cultural industries (written media, broadcasting, film, recording), and festivals" (Aiello & Cacia, 2014, p. 8). In this research, we define cultural products as : “any components; items; events; activities; programs; goods or services; tangible and intangible that is cultural in nature, represent the culture; have cultural content or refer to attitudes; ideas; images and

perspectives that are within the mainstream of a given culture; which offering high value to the consumer more than utilitarian purposes".

1.4.2. Country brand image

Country brand image is defined as "the sum of all opinions and impressions which people have about the country" (Albu, 2013, p. 9). Dinnie (2008) defines the country brand as "the unique, multi-dimensional blend of elements that provides the nation with culturally grounded differentiation and relevance for all of its target audiences". In this research, we defined the country brand image as: "the sum of people's perceptions of a country across six areas of national competence (investment and immigration, tourism, export, people, cultural and heritage, governance)" (Anholt, 2005).

1.4.3. National stereotype

The stereotype is "a generalization about a particular cognitive social category that brings together members of a group with a particular attribute" (Albu, 2013, p. 6). Stereotyping is "the process of generalizing to an entire class of objects from a limited number of observations"(Papadopoulos & Heslop, 2002). Stereotypes represent individuals' cognitive associations and expectations about any societal (i.e. national) group (Chattalas, Kramer, & Takada, 2008), while national stereotypes are qualities (whether accurate or not) perceived to be associated with a nation's people.

In this research, we define the national stereotype as : The sum of perceptions about people of a country across two main dimensions: competence (the target group's perceived ability to be successful in tasks) and warmth (the target group's perceived socioemotional orientations toward others) (Fiske, Cuddy, Glick, & Xu, 2002), in our thesis context the target group is Turkish people.

1.5. The Organization of the Thesis

This doctoral thesis consists of six chapters: Introduction, Literature Review, Hypothesis Development, Research Methodology, Data Analysis, and Discussion. Figure 1.1 presents an overview of the organization of the thesis by giving the general topics discussed in each chapter.

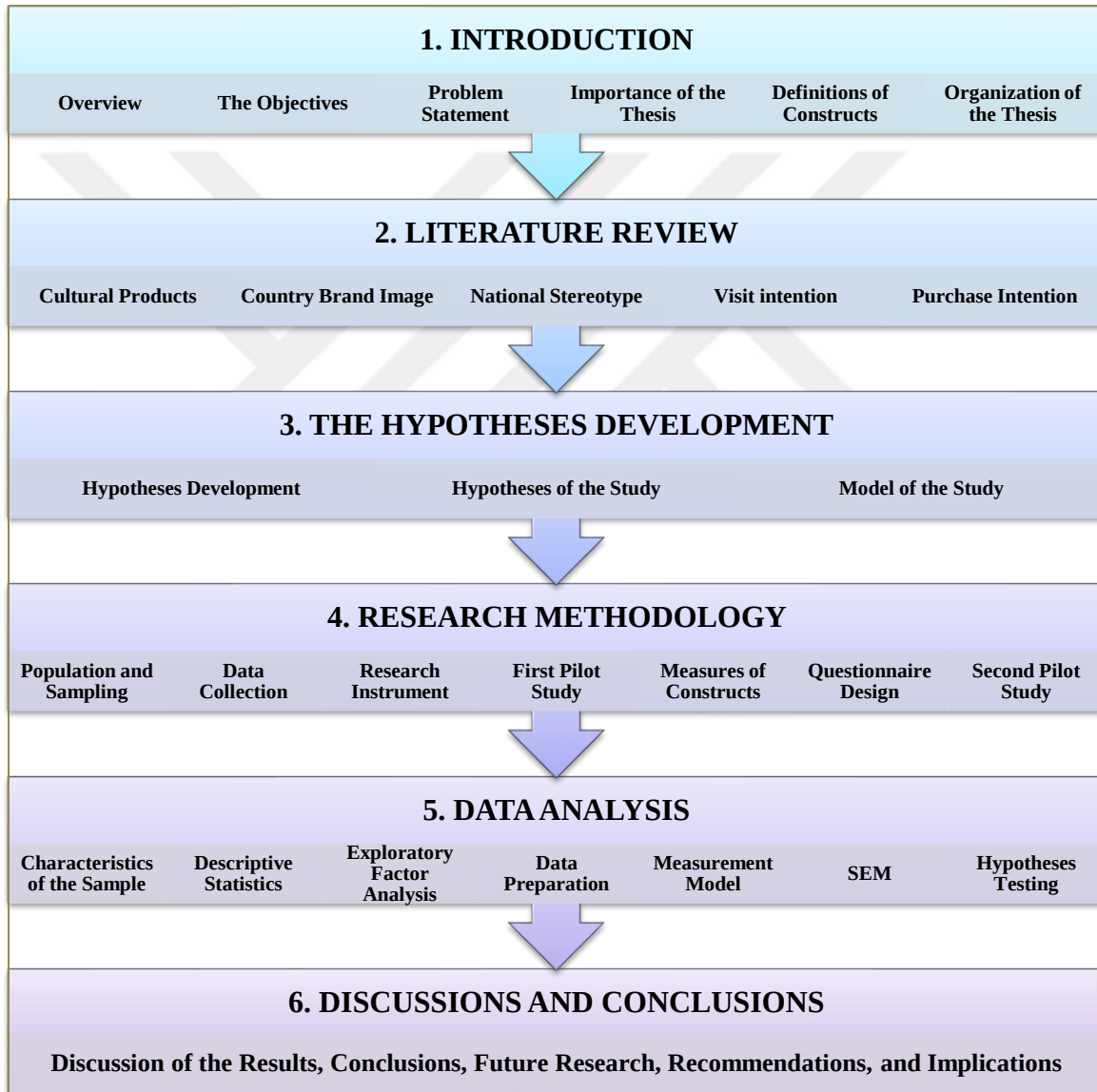


Figure 1.1. The Organization of the Thesis

CHAPTER TWO

2. LITERATURE REVIEW

2.1. Introduction

This research investigates the impact of cultural products consumption on consumers' purchase and visit intentions with consideration of some other affecting themes: national stereotype and country brand image. In this chapter, the literature which is relevant to the research's primary constructs: cultural products, country brand image, national stereotype, visit intention, and purchase intention is reviewed. A detailed picture of cultural components and its importance in marketing and international markets are made by focusing on the cultural products concept and its influence on the attitudes and perception of consumers. This section also provides the terms and concepts related to cultural products such as cultural industry, creative industry, popular culture, cultural diplomacy, and soft power.

2.2. Cultural Products Construct

2.2.1. Overview

Culture refers the complex beliefs of human societies, their roles, their behavior, their values, customs, and traditions. Culture is a fundamental concept used to understand consumer behavior and what needs to be examined (Yakup et al., 2011, p. 109). Culture is also used as a term to encompass all the activities that distinguish one particular group of people from another, as in a tribal culture, a national culture or an office culture. More narrowly, the word culture is also used as a synonym for the arts (Holden, 2013, p. 8). On the other hand, cultural relations affect a wide range of activities, in particular, tourism and trade are affected by building trust among people from different cultures positively. Cultural products are as a result of the commodification of cultural, artistic values theoretically, which are sold and distributed as commercial goods (Fahmi, 2014, p. 19).

In the past, countries viewed the cultural industry ideologically. However, with the development of the private sector and international trade, countries have begun paying great attention to the economic benefits derived from the commodification of culture. Governments are currently seeking to invest in the cultural industry sector as a national

strategy to promote other areas such as trade and tourism. Previously, governments used cultural policies to emphasize and promote nation-building and its links to prevent foreign cultures which were deemed harmful or politically dangerous, from infiltrating (Beng-huat, 2002, p. 12). However, later governments gradually realized the economic advantage of the cultural industry, and governments began to find new ways to market and disseminate their cultures. This has led to a relatively new relationship between industrial and cultural policies where culture has been associated with the idea of national economic development by encouraging the export of cultural products (Otmazgin, 2011, p. 313). The shift in national cultural policies has led to a change in priorities.

There is, thus, a growing interest in cultural relations by emerging market economies countries such as Brazil, India, Turkey, and Russia, and more widely across Asian countries such as China, Korea, and Japan. Western powers face stiff competition from emerging economies with high growth in the subject of cultural influence, which the rate of exporting their cultural products abroad increasing (Holden, 2013, pp. 3–4). In many countries, cultural products have become one of the economic resources. Thus, these countries politicize and control the subject of culture through the use of technological and political channels to serve their national economic goals (Otmazgin, 2011, p. 313). The developed countries, which are facing a decline in their manufactural sectors, are no longer trying to attract commercial and manufacturing companies. Instead, they have focused on the cultural industry sector, hoping this sector will grow and flourish.

In light of this, governments' positions must be more dynamic to complement a more pronounced approach that takes into account the unique and organizational structure of the cultural industry (Otmazgin, 2011, p. 307). Many governments have been explicit in their attempts to utilize culture and art in the service of national goals. For example, the added value of culture is a key driver for Europe's tourism that cannot be underestimated. In Europe, the creative and cultural sector is one of the most successful sector, accounting for 5.5% of Europe's GDP with Europe owning a 55% share of the international market. As a result, Europe is the most visited touristic destination in the world. (ECCE Innovation, 2010, p. 17). In actual terms, governmental efforts help in supporting the infrastructure needed for the expansion of the cultural product industries. This includes supporting the technology required for distributing and consuming cultural content such as internet infrastructure,

cable TV or satellite broadcasts infrastructure, promoting human resources for the industry through upholding universities, cultural centers, and education centers, as well as ensuring there is availability of investment capital for making films, music albums, television programs, computer games, animation, etc. Both governmental and private agencies side, routinely produce highly optimistic projections for the cultural industries, with more governmental interest and involvement (Otmazgin, 2011, p. 313).

Technology and new forms of media have also played a significant role in favoring export-oriented production, thus expanding markets for cultural industries, which have begun to flow heavily from one country to another, leading to the elimination of local traditional cultural products and the tendency to consume foreign cultural products. This has been through the great diversity of cultural products that are transmitted, communicated, transformed, or exported using many of the means available today from print to digital technology. The export of cultural content has contributed immensely in increasing awareness and enhancing knowledge about other cultures, which has led to a change in the attitudes, perceptions, and ideas of consumers towards others (UNESCO, 2009, p. 150).

For the audiences in general and especially young people, cultural products consumption could be more than a nice way to spend one's leisure time. They could be necessary for the individuals' development capabilities, which may greatly expand self-determination potentials, seek strategies for life satisfaction, and as well express lifestyle choices, including adopting them. Given the effects of cultural experiences, current evidence seems to confirm its importance by fostering the well-being of societies (European Union, 2012, p. 37). As such many countries have begun to focus on popular culture rather than traditional or classical culture in country branding (Valaskivi, 2013, p. 493). The countries shift their focus with the assumption that young people tend to consume popular cultures due to the characteristics of popular cultures which meet their needs and wants.

2.2.2. Cultural products concept

The term "cultural products" is used in this study because first, some of the cultural products in the ethnographies are categorized under 'pop culture', 'subculture', 'culture industry products', 'creative industry', 'mass culture', or under 'culture diplomacy'. However, this study seeks to include all the products related to the culture under one

category which is cultural products category. The second reason is that no expression can cover all the cultural products contained in this study.'

Referring to the sectors that produce services, goods, and products with more assurance on providing high value than the utilitarian value to the consumer, Scott (2004) suggests the term 'cultural-products industries' (Chuluunbaatar et al., 2013, p. 6; Scott, 2004). The cultural economy can be broadly represented through the cultural products sector, where its goods and services represent a sign-value for the consumer instead of utilitarian value (Scott, 2004, p. 462). The Cultural-products industry can thus be identified in concrete terms as an ensemble of sectors offering (1) service outputs that focus on entertainment, edification, and information (e.g., motion pictures, recorded music, print media, or museums) and (2) manufactured products through which consumers construct distinctive forms of individuality, self-affirmation, and social display (e.g., fashion clothing or jewellery) (Scott, 2004, p. 462).

With the definition of cultural products, we point at the complex problems of the term since there is no adequate definition exists. We attempted to come up with an explanatory definition through which the reader could get a clear picture of what cultural products are. In the absence of a uniformly accepted definition; cultural products could be defined as "any components, items, events, activities, programs, goods or services tangible and intangible that is cultural in nature, represent the culture, have cultural content or refer to attitudes, ideas, images, perspectives, and other phenomena that are within the mainstream of a given culture; with offering of high value to the consumer more than utilitarian purposes".

2.2.3. Concepts related to cultural products

A review of the theoretical and previous literature on the concept of cultural product indicates that there is a lack of literature and academic references that explain this concept. However, it was found that many concepts and themes that are related to and have relationship with the concept of cultural products. This relationship vary in size of correlation and conformity with the concept of this thesis (cultural products concept). Therefore, these different concepts have been described and explained in this study to make the reader fully aware of the theoretical framework of the cultural products concept and the

other concepts that are associated with. Table 2.1 shows these concepts and their components with more details.

Table 2.1. Related Concepts to Cultural Products

Concept	Definition	Components (Cultural Products)	Authors
Cultural industry	According to the UNESCO, cultural industry is "combining the creation, production, and distribution of goods and services that are cultural in nature and usually protected by intellectual property rights."	▪ Film, ▪ Music, ▪ Book and Magazine publishing, ▪ Theatre and Opera, ▪ TV and radio, ▪ The fine arts, ▪ Advertising, ▪ architecture, ▪ Design, ▪ New media, ▪ Heritage and Crafts, ▪ Fashion, ▪ Video games, ▪ Photography, ▪ Festivals, ▪ Jewelry, ▪ Furniture, ▪ Tourism, ▪ Toys, ▪ Perfume	(Cowen 2000; Hirsch 1972; Lampel et al. 2000; Throsby 1994; Hesmondhalgh 2002; Scott 1999; Towse 2003; DeFillippi et al. 2007; Power 2002) (Peltoniemi, 2015)
Creative industry	UNCTAD definition: "Comprise tangible products and intangible intellectual or artistic services with creative content, economic value, and market objectives." "The creative industries refer to a range of economic activities which are concerned with the generation or exploitation of knowledge and information. They may variously also be referred to as the cultural industries".	▪ Advertising and marketing ▪ Architecture ▪ Crafts ▪ Design: Product, Graphic and Fashion Design ▪ Film, TV, video, radio, and photography ▪ IT, software and computer services ▪ Publishing ▪ Museums, Galleries, and Libraries ▪ Music, performing and visual arts ▪ Toys and Games (John Howkins add them to this list) ▪ Gastronomy (got added too) ▪ Sport (was listed too by Symbolic texts model) ▪ Museums and libraries (were listed by Concentric circles model)	(Howkins, 2001) (Throsby, 2008)
Popular culture (Mass Culture)	"The entirety of attitudes, ideas, images, perspectives, and other phenomena that are within the mainstream of a given culture." "Popular culture is the accumulation of cultural	Music, art, literature, fashion, dance, film, cyberculture, television, and radio (Crossman Classifying). ▪ Entertainment (movies, music, TV, games), ▪ sports,	(Ashley Crossman, 2016)

Concept	Definition	Components (Cultural Products)	Authors
	products such as music, art, literature, fashion, dance, film, cyberculture, television, and radio that are consumed the majority of a society's population. Popular culture has mass accessibility and appeal”.	▪ news (referring to people/places in news), ▪ politics, ▪ fashion/clothing, ▪ technology ▪ Slang	
Cultural diplomacy	▪ Cultural diplomacy has been defined as "a series of acts and institutions which have the purpose of increasing influence abroad, both commercially and politically." (Hurn, 2016, p. 80) ▪ It can also be defined according to Cummings (2007) as the "exchange of ideas, information, art and other aspects of culture among nations and their peoples to foster cultural understanding."	▪ Language, ▪ Cultural and trade missions, ▪ Broadcasting, ▪ Social media, ▪ Tourism, ▪ National airlines, ▪ Promotion of the arts, ▪ Gastronomy, ▪ Science and technology, ▪ High-profile national heroes and icons, ▪ Olympic games	(Hurn, 2016) (Cummings,2000)
Soft power	Joseph Nye defined soft power as "the ability to get what you want through attraction rather than coercion or payments."	▪ Country's culture (in places where it is attractive to others). ○ Cultural products (Cinema Films, TV and Radio Broadcasts, TV, food Series, fashion and so on. ○ Sport ○ Publishing ▪ Education exchange programs ▪ Country's political values ○ foreign immigrants ▪ Country's foreign policies	(Nye, 2004)
Cultural-products industries	“Cultural-products industries that produce goods and services whose subjective meaning, or, more narrowly, sign-value to the consumer, is high in comparison with their utilitarian purpose.” “Cultural-products industries can thus be identified in concrete terms as an ensemble of sectors offering (1) service outputs that focus on entertainment, edification, and information (e.g., motion pictures, recorded music, print media, or museums) and (2) manufactured products	Scott's Classification (2004): ▪ Resort complexes (Heritage, Natural attractions, Theme parks) ▪ Cultural precincts (Museums, art galleries, and performing arts complexes. ▪ Entertainment districts (theaters, clubs, etc.) ▪ Craft and Artisanal industries (Clothing, Furniture, jewelry, Toys, Leather goods, Cosmetics/perfumes, Ceramics and glass, Eno-gastronomic products) ▪ Design services (Graphic design, Industrial design, Web design, Architecture) ▪ Fashion	(Scott, 2004)

Concept	Definition	Components (Cultural Products)	Authors
	through which consumers construct distinctive forms of individuality, self-affirmation, and social display (e.g., fashion clothing or jewelry)” (Scott, 2004).	▪ Cultural agglomerations (Festivals, Conventions, Sports events, etc.) ▪ Media and Related industries: ○Film and Television program production ○Motion pictures ○Music industry ○Publishing of books, magazines, newspapers, comic books, and so on. ○New media ○Advertising, Public relations	

Source: Summarized by the author

2.2.3.1 *Cultural industry:*

The first appearance of the term "culture industry" in the post-war period. The term was in the form of thorough criticism of the mass entertainment done by the members of the Frankfurt School which were led by Max Horkheimer and Theodor Adorno then afterward other writers followed, e.g., Herbert Marcuse (UNCTAD, 2010). During this time, the intention of the concept of culture industry was to shock, whereas industry and culture argument was that they were opposite. Later, Critical theorists such as Max Horkheimer and Theodor Adorno defined culture industry within a critical perspective of this term. Their proposition was the culture industry is similar to the cultural goods which are standardized and produced by a factory. The goods include magazines, programs, films, etc. which are used in manipulating the mass society into nonparticipation (Adorno & Horkheimer, 2013). This term was used in the modern cultural life limitations in polemics. The term still used as a contempt expression for the renowned movies, newspapers, music, and magazines which distract the masses (UNCTAD, 2010).

By the 1980s, the term cultural industry was no longer carrying the judgmental suggestions of the earlier term, and it began being used in policymaking as well as in academic circles as a positive label. This includes the cultural consumption and production forms mainly from an expressive or a symbolic element. In the 1980s, UNESCO propagated it globally and from then covered a wide range of fields that include art, music, fashion and design, writing, and media industries which include publishing, radio, television and film

production. It covered a wide range including production, which is technology-intensive since crafts-intensive production is a great deal in developing countries for cultural production (UNDP, 2013).

Later, Sinclair's (1992) defined the cultural industry as "an industry whose production of goods and services are somewhat expressive on the way of life of the society, e.g., television or film" (McFadyen, Hoskins, & Finn, 2000). This industry gives custom to social life through the use of sound, image, pictures, and words. The industry uses symbols, and terms the society thinks and uses in communicating through the various social difference patterns, groups' aspiration for identity and recognition, challenging and affirming social values and ideas together with the social change experience (McFadyen, Hoskins, & Finn, 2000).

The cultural industry is at times referred to as 'copyright industry,' 'creative industry' or 'content industry.' These industries provide practical and conceptual convergence on the creativity and art of the consumer-oriented economies (Otmazgin, 2011). Recently, in France, the cultural industry has been defined as the set of economic activities which combine different functions commencing from conception stage, creation and the production of culture in which more industrial functions are in the commercialization and the large-scale manufacture of cultural products (Scott, 1997, UNCTAD, 2010). This definition indicates the initiation of a process which leads to a broad interpretation of the cultural industry rather than the implications of the cultural sector from the traditional notions (UNCTAD, 2010).

The cultural industry located in countries which have large domestic markets together with border-crossing spheres on the cultural influence is less limited by the cultural product consumption logic. The intercultural consumption barriers are of less weight on the exporting ambitions of the cultural producers in these countries since the adoption of the producers' culture is common among foreign audiences. However, the culturally-exclusiveness of the cultural products has remained difficult in the markets abroad for these producers (Deinema, 2008). Therefore, they are at an advantage concerning the producers in the cultural industry in most parts of the world. However, where there is more influence, familiarity abroad, or too ubiquitous from a region's or a country's culture, there may be an opportunity for increased competition from abroad on its cultural industry in their territory

(Deinema, 2008). This why Turkey got the ability to become one of the cultural products exporting world leaders instead of other countries. The Turkish national culture has been provoked and disturbed dramatically through the use of contemporary global developments, which include both the political sphere on the introduction of the new world order and the economic trans-nationalization (Aksoy & Robins, 1997).

2.2.3.2 *Creative industry:*

Of late, there has been an emergence of a new term 'creative industry' which arises from the mix which exploits the boundaries' fuzziness existing between cultural industries and creative arts. It partly involves the situation of democratizing culture with commerce (Hartley, 2005, p. 18). The term creative industry is used in a wide range of rich set which includes cultural goods and services. The term creative industry also includes innovative products and research and software development outcomes (UNDP, 2013).

Creative industry phrase got its first use in policymaking, e.g., Australia's national cultural policy in the early 1990s. Later then followed by the transition on the influential United Kingdom Department for Culture, Media and Sport. After that transited from the cultural to the creative industry. Furthermore, its usage got established through the linkage of creativity to urban economic development together with city planning. This formed the first remarkable improvement done by Charles Landry, who was a British Consultant in the "creative city" (UNDP, 2013). Many other countries then followed the use of this strategy after the UK had declared the sectors' economic value (Best, 2010, p. 17).

The creative industry creates new imagery that is an attraction to tourist activities. As a result, the creative industry is taken to be a supporting system for tourism or commodities. The creative industry, better referred to as a cultural industry, might lack interest in any new knowledge due to the assumption that innovation is unnecessary in producing exotic cultural products (Fahmi, 2014). Creative or cultural industry development, as a field of studies, go hand in hand with a government's decision of the strategy in reforming the country's image.

2.2.3.3 *Popular culture:*

Popular culture is the combination of several cultural products that include art, music, literature, dance, fashion, cyber culture, film, radio, and television which are used by most of the population in a society (Crossman, 2016). It has mass appeal and accessibility. The

term popular culture was coined in the early 19th century. Following the end of World War II, the advent of mass media led to the major social and cultural changes. Scholars identify the roots of popular culture rise from the middle-class through the Industrial Revolution hence its association with poor education and lower classes in comparison to the “official culture,” which was considered for the upper class (Crossman, 2016). With its rise, popular culture meaning initiated the linking with that of consumer culture, mass culture, media culture, image culture, and the culture for mass consumption (Crossman, 2016).

Popular culture has spread everywhere. People come into contact with it when using the internet, watching television, listening to music, gaming in apps, or when they get to a concert, movie or a stage show (West, 2013). People usually know the actors and actresses, artists, personalities in sports and the games each play. Anything that attracts popular attention is considered as popular culture today. Popular culture is a collection of ideas, thoughts, perspectives, attitudes, and images; that is desired by the mainstream population, which is the common denominator in all the different types of pop culture. Some of the common categories of pop culture include news (places/people in the news), sports, entertainment (music, movies, TV), technology, fashion/clothes and politics (West, 2013).

2.2.3.4 Cultural diplomacy:

Cultural diplomacy refers to the governmental strategies for using culture as a means of attaining ‘soft power’ (Iwabuchi, 2015). The cultural diplomacy argument on mass peer-to-peer cultural contact is that there was an extra layer in the cultural relations. Initially, cultural contact had been elite-to-elite (through ambassadors and royal courts), and also elite-to-many (through cinema and broadcasting), and now getting into a new phase of people-to-people (through migration, travel and the internet) (Holden, 2013). This approach used by countries on cultural relations with different ways did not involve governments. Moreover, their role became essential in cases where there were hands-off, giving restrictions to themselves into facilitating the independent bodies activities instead of trying to enforce control (Holden, 2013).

Cultural diplomacy strategies focus on projecting a national image that is selected through exporting cultural products (language, cultural and trade missions, broadcasting, social media, promotion of the arts, gastronomy, science, and technology, high-profile national heroes and icons, and Olympic games) (Hurn, 2016 & Cummings, 2000) which are

appealing. These also may include television programs, animation, films, popular music, and fashion (Iwabuchi, 2015). The cultural policy field is widened to accommodate more technology and capital-intensive areas in cultural production such as (multimedia, film, fashion, design, architecture), among other leading managerial-professional categories (Aronczyk, 2008).

2.2.3.5 *Soft power:*

Soft power is a notion coined to address the cultural dimensions of today's international power relations. The concept of "soft power," which Joseph Nye first began to use in the 1980s, is rooted in the idea that alternative power structures exist in international relations alongside economic and military power (Kahn, 2011). Unlike hard power that encourages changes in behavior through either inducements or threats (Matthew, Mcadam, & Weber, 2010), soft power is "the ability to get what you want through attraction rather than coercion or payments" (Nye, 2004, p. x). Nye's concept of soft power refers to some soft power resources such as an attractive culture, ideology, and international institutions. There are many resources such as ideas, theories, images, knowledge, discourses, traditions, education, culture, national or global symbols, etc. which represents the sources of soft power (G. Lee, 2009).

Due to globalization and communication, especially after the cold war, the concept soft power has blossomed, and the using of the concept is becoming more critical day by day. Nye (2004) states that: "Winning hearts and minds has always been important, but it is even more so in a global information age. Information is power, and modern information technology is spreading information more widely than ever before in history". Thus, soft power is a form of power based on a country's cultural resources. It is intangible, relative, context-based, and mainly controlled by non-state actors. The relevance and ultimate effectiveness of soft power depend on the perception and response of its target audience (Fan, 2008).

Countries always care about their image; therefore, they are attempting to develop tools that could be used to manage and build their reputation. The idea of soft power is one of the crucial tools that illustrate the interaction between foreign policy and cultural products of a country and how it can form and as well be able to create new perspectives among foreign audiences (Berg, 2017). Hence, the globalized world makes countries compete for all types of resources that raise and strengthen their international profile.

Considering this, soft power holds a vital key to win this "world contest." Though it draws heavily from the public diplomacy and international relations realms, this notion is increasingly about the sphere of international marketing as states are using it as a tool to enhance their country image and influence the audiences in foreign markets with guiding their attitudes positively towards the country. The interaction of consumers with soft power activities of a foreign country might result in adopting a liberal viewpoint of social and religious issues, particular cultural views, as well as the changing of the cultural markets, regional discourse, the different views of the world, the modernity, and the international system (Berg, 2017). Ateşoğlu and Andaç (2015) argues that the concept of soft power could use sport, culture, and art as soft power elements which could help in the international marketing efforts of the country. Accordingly, the concept of soft power is defined as the international marketing of a country's brand, country's tourism, products, or services with the helping of soft power elements (Ateşoğlu & Andaç, 2015).

Soft power and country branding are two closely linked concepts. Country branding refers to how a nation as a whole presents and represents itself to other nations, whereas public diplomacy is a subset of nation branding that focuses on the political brand of a nation. A nation brand can be defined as the total sum of all perceptions of a nation in the mind of international stakeholders which may contain some of the following elements: people, place, culture/language, history, food, fashion, famous faces (celebrities), global brands, etc. These also form the potential sources of soft power (Fan, 2008; Holden, 2013).

There are many factors that could be the tools of soft power to influence the others include: education exchange programs, arts, print and visual media, film, poetry, literature, architecture, higher education (universities, research centers, etc.), non-governmental organizations, science and technology, the capacity for innovation, tourism, platforms for economic cooperation and diplomacy. Soft power appears like a mixture of these elements, and this gives us a general idea of a country's social capital and cultural richness (Kalin, 2011). Hence, the combination of these elements indicate the ability of one country to influence the international arena and the other audience in the targeted countries.

2.2.4. The impact of cultural products industry

There are pervasive effects as well as roles played by culture towards human behavior as well as in buyer. In the context of this study, culture influences the views of people about other places, and these views find their way into their interpersonal relations and their politics and, of course, into their business and marketing activities as sellers or buyers (Papadopoulos, Elliot, & Nisco, 2013, p. 43). In a policy handbook on cultural industry, a group of experts argue that the core cultural and artistic expressions as well as the cultural industry products provide great potential for local, regional and national development and spill-over effects in the broader economy. Moreover, these spill-over effects are embodied in tourism and branding, social innovation and well-being, innovation and productivity, education and lifelong learning, regional development, and environmental sustainability (European Union, 2012). Further, the potential impact of cultural products on a sector of the population is not only the active absorption of foreign media content and consuming foreign cultural products but also a representation of the future of a country. Mihlals (2005) indicates that cultural products affect young people's perception and feelings towards the countries that produce them and towards their products.

Cultural products are always confronted as national cultural objects which have a role in the people's life. In the 20th century, advertising was introduced into people's lives all over the world to market products as a result of industrialization. To persuade people to buy marketed products, the values and assumptions of the target group are always determined primarily, and the advertising campaign is organized accordingly (Artun, 2009, p. 2). Cultural products can be used about products, people, spaces, ideas, activities, organizations, and even societies. Countries can use it to provide international support, attracting more tourists and foreign investors to the country.

Cultural-products industries generate positive externalities insofar as they contribute to the quality of life in the places where they are situated and enhance the image and prestige of the local area (Scott, 2004, p. 477). There has also been a significant breakthrough in the tourism sector, which has played an essential role in the outward opening of the country: all this development has also been reflected in urbanization and democratization. One of the most critical effects of economic development has been the opening to the outside world. Because of cultural, economic, and political exchanges with the world, there has been an

increase in exports, imports, and tourism, which inevitably reflects on foreign politics (Artun, 2009). External promotion through cultural products is essential in terms of tourism and to attract people's attention to the goods and services of a specific region, and give them information and knowledge about this area, to create an image in memory by suggestions, and by bringing a belief in masses' minds.

In this view, the researcher seeks to study the extent of Turkish cultural products to achieve a beneficial effect in the country by influencing the consumers of Turkish cultural products by generating of positive stereotypes towards Turkey and persuasion to visit Turkey as well as to purchase Turkish product.

2.2.5. Turkish cultural products

It is impossible to deny the apparent power of Western domination, particularly the American, on the international media scene and the cultural industry sector and its continuing control of global trends. It is impossible also to ignore the presence of new soft powers in the international arena that could compete and influence through their cultural products. Turkey, for example, owns the tools of cultural production. Turkey in the last two decades has been able to export its cultural products regionally and globally. Therefore, Turkish cultural products have given rise to a clear impact on the audiences in foreign countries. Consequently, attracting their attention to Turkey and its culture.

Over the past 20 years, Turkey has gone beyond its traditional foreign policy and increased its economic, cultural, and political weight. Cultural interest has also been fully-fledged with Turkish soap operas becoming ever more popular (Akgün et al., 2010). The rise in cultural interest towards Turkey is accompanied by a general trend among the masses of the Middle East towards Turkish culture and its various products. As a result of this trend, the public in the MENA region countries looked at Turkey as a right destination and could compete with European countries as a tourist destination and an industrialized country. Turkish cultural products have been massively disseminated and consumed throughout MENA region countries. A wide range of products, such as music, TV drama, comics, television programs, fashion magazines, and films, has been endorsed by local popular culture markets, and they now constitute an integral part of the cultural lives of many people in this region.

The result is that in many cities in MENA region countries, young people are routinely exposed to images of Turkey through cultural consumption. Through exposure to cultural products, these young people have been acquiring new images and ideas about Turkey and a peculiar fascination toward certain contemporary aspects of Turkey. Moreover, young people begin to associate Turkey to a dynamic and prosperous cultural industry. This implies that the massive dissemination of cultural products not only introduces a multitude of consumption options but has an impact on the way young consumers imagine and think about Turkey. They form new positive images about Turkey, and anything related to Turkey.

In terms of government role, Turkish government's emphasis on cultural industries to promote its economic and political interests has resulted in turning it to a Turkey nation brand that reminiscently pronounces a Turkey that is Islamic, European, politically moral, influential, and economically prosperous. Several TRT-7-al-Turkiyya programs focus on Turkey's economic successes and endorse Turkish businesses and tourism. For instance, to enhance the Turkey brand image breaks between movies, series, or news programs are full of segments promoting tourism in Turkey (Al-Ghazzi & Kraidy, 2013). The Turkish government has thrived in creating a positive image of Turkey as an economically rising power. Al-Ghazzi and Kraidy (2013) contend that this success depends on the Turkish government's various strategies of using culture industries, rhetoric, broadcasting, and economical branding techniques in a soft power push that aims to boost Turkey's regional geopolitical and economic clout.

2.2.5.1 TV (*Movies and Drama*):

Television is a social media element that can address many people in society in a common language and can guide people where it tends. Television presents people with a beautiful and entertaining imaginary world and attracts them. Television is a liberal media between traditional culture and modern culture, including popular culture founded on economic and political base (Cereci, 2015, p. 13).

Television is not only a technological tool, but it is also a more effective tool than other means of communication because it is widely used in the process of changing society. Additionally, television plays a vital role in shaping social identity. Today, popular culture makes weak the cultural structure of societies while making traditional culture forgotten as

well as updating the culture produced by industrialized societies in the name of universality. However, culture is born from the values of a society such as a language, education, and art, and then it is processed into the lifestyle of that society (Artun, 2009).

In the last two decades, the international attraction of the Turkish series has grown enormously. Before that, the production of Turkish soap operas was aimed primarily at national audiences, but in recent times Turkish television production has proven to be a major player in the production and distribution of international television content. In 2014, Turkey became the second-highest ranking of television drama production internationally, after the United States, with an export income of US\$200 million (Dickens, 2014; Yanardağoglu & Alankuş, 2016). Turkish drama combined to reach 400 million viewers worldwide in 2014, across Eastern Europe, Scandinavia, Central Asia, Latin America, North Africa, and the Middle East. (Özdemir, 2015; Yanardağoglu & Alankuş, 2016, p. 3615).

In a speech during a ceremony that was held by the TUROB Association (2013), Culture Minister Ertuğrul Günay praised those in the culture and tourism sectors. He stated that "in 2012, despite problems at our southern borders, everyone in the sector tried to promote the country to the world. The most effective promotion was that of culture and arts". He added that Turkish drama promotes Turkey around the world on its own. Turkish television drama has become world-class, and we feel proud to see the Turkish drama being broadcast in many foreign channels. "This drama promotes Turkey to millions of foreigners" (Anatolia News Agency, 2013). In 2011, Turkey hosted some 32 million foreign tourists to become the sixth-highest number of tourists holding foreign passports and brought in nearly \$25 billion in revenue from tourism. Due to their popularity abroad, Turkish dramas prompt tourism in Turkey. Actors and producers contribute to the country's promotion, highlighting Turkey's beauty and richness to the world (Anatolia News Agency, 2013).

One of the side effects of Turkish movies and TV drama sector is in enhancing, not only in tourism, but also in fashion, textile, home decoration, and construction sectors as well. Consequently, the sector still enjoys the benefits of its continuing charm for customers by drawing international and regional players into the Turkish market (Yanardağoglu & Alankuş, 2016, p. 3627).

Television and film may result in apparent benefits (or positive externalities). In effect, external benefits can be thought of as positive side effects resulting from viewing. For example, current affairs, news, and documentary programs or films may promote a population more informed on international events, issues, touristic destination, fashion trends, foreign cultures, and so on. Television, movies, and series are one of the cultural products of a particular country which at the same time may contain other cultural products. In other words, they may offer or display different cultural products, such as food, lifestyle, celebrations, art, fashion, etc.

2.2.5.2 Music:

Music is one of the central products of the cultural industry that has countless cultural and economic values in all cultures. Everywhere in the world, music is the universal language to give expression to our aspirations and feelings (UNCTAD, 2010, p. 143). Sharing a musical experience is an action that goes beyond the limits and goes beyond existing divisions. For a long time, singers, and musicians have been booming their traditional music across topographical borders, contributing to the combination of music styles among many nations even if the lyrics relay a face of cultural diversity. Music is a vital tool of intercultural discourse (UNCTAD, 2010).

It could be argued that music, as a core element of national identity, has been hugely underutilized in country's nation-branding campaigns. Some countries, however, have been receptive to the potential power of music to communicate the nation's identity in a positive, celebratory way. These days and after the technological development, local music has become accessible to everyone in the world and reaches very quickly to the audiences in other countries and cultures (UNCTAD, 2010). Digital technologies also change the way music is created, produced, marketed, and consumed in international markets. The music trade has become associated with the marketing of other products such as fashions, furniture, cosmetics, and accessories products. As a result, the global music market has adapted to changing business models resulting from new forms of production, marketing, and distribution of musical goods and services. This also has gone further to changing marketing models for music-related products that have benefited from the accessibility and acceptance of the music to target audiences.

2.2.5.3 Arts:

Arts funding schemes often play a role as assists in programs. These schemes have grown rapidly, and they have been particularly concerned with upgrading and redeveloping local cultural resources, including historical and artistic attractions of all varieties. One objective of art as cultural products is to attract increased numbers of visitors from other areas (Scott, 2004, p. 464). Another is to enhance the image and prestige of particular places to draw in upscale investors and the skilled high-wage workers who follow their train. Also, the illustration of the conversion of local cultural peculiarities into visitor attractions is provided by Kinmen. Taiwan as another objective, where a long-standing arts and crafts tradition has been turned into a magnet for tourists (Scott, 2004, p. 464).

2.2.5.4 Heritage:

Cultural heritage is identified as "the origin of all forms of arts and the soul of the cultural industry" (Sümer, 2018). Turkish heritage brings together cultural aspects from the anthropological, ethnic, historical, aesthetic, and societal viewpoints. It then influences creativity and is the origin of several heritage services and goods as well as cultural events (Sümer, 2018). Additionally, heritage as a cultural product includes other sub cultural products such as celebrations, traditional cultural expressions, festivals, art crafts, and cultural sites (museums, archaeological sites, exhibitions, libraries, etc.) (Pratt, 2013).

Dinnie (2008), McLean and Cooke (2003) study the role of museums as a means of expressing national identity, and they suggest that museums, as sites of representation, are significant discursive places where images of the nations are shaped and consumed. The history and style of life of the nations are presented in museums by collecting, interpreting and presenting the material culture that attracts visitors to interact with the culture of these nations and looking forward to learning more (Dinnie, 2008; Mclean & Cooke, 2003). The critical role played by museums in the projection of national identity, therefore, requires to be acknowledged in the development of nation-branding campaigns.

2.2.5.5 Food:

Cultural products as a part of the tourism industry have to turn out to be a powerful strategy in contemporary international trade. Food is one of the unique products, which popularly have been brought to represent the country and the culture of its peoples. Food as

a cultural product in the tourism industry today displays the intellectual inheritance of the country (Study Moose, 2019). Food is one of the main parts of people's lives and culture. The role of food is not limited to satisfying their needs, but it also may be considered a means to represent communities, families and even heritage as well as they're their culture in other places by providing a significant impression of who they are (Shah, 2018). Food also plays a significant role in influencing others through its influence on social and cultural issues (Stajcic, 2013).

The Meaning of food is "an exploration of culture through food: what we consume, how we acquire it, who prepares it, who is at the table, and who eats first is a form of communication that is rich with meaning" (Stajcic, 2013, p. 5). The kind of food we eat and with whom we eat could inspire and reinforce the bonds between individuals, societies, and even countries. Food plays a significant part in defining rules and traditions. It helps in discovering attitudes, performance, and rituals surrounding food, it, on the other hands, sheds light on our fundamental beliefs about ourselves and others (Stajcic, 2013).

Food is social constructions that vary across nations, and one of the ways we remember various cultures and nations is through their food. Who hears 'Italian food' and does not think of pasta, or Turkish food of Kebab or American food of hamburgers? Each nation or country's cuisine reflects its beliefs, lifestyle, and history (Shah, 2018). The diversity of national foods embodies the cultural diversity of the population and their culture, as well as the economic, social, cultural, and biological factors. All these play a role in creating the identity surrounding food consumption (Shah, 2018). Few components of national identity could be more expressive of the nation than its food and drink. This is reflected in the proliferation of food and drink-related promotions that have occurred over recent years. These promotions may be at a national or a regional level (Dinnie, 2008).

2.2.5.6 Celebrities:

Celebrities are cultural products and symbols in societies driven by mass culture. Scientists have tried to understand the emergence of celebrities considering the cultural characteristics of modernity, such as narcissism. Narcissistic culture terms celebrities as famous people that people try to follow (Lee, Scott, & Kim, 2008). Celebrity in contemporary society within popular culture has been interpreted as a symptom of cultural change. Cultural change relating to celebrity is mostly about its defining characteristic of

being an essential cultural product, with the usage of the term being largely confined to the twentieth century and onwards (Penfold-Mounce, 2009). According to Giles (2000), fame is a process, which is a consequence of how the media treat individuals. This means, the reality of the modern age is that all famous people are treated like celebrities by the mass media, whether they be a political figure, campaigner, or an artist.

The idea behind celebrity as cultural products is to draw attention to the country and its culture and to match the desired image values. Celebrities are the favorite choice since they act as role models and are influential cultural, financial, and media figures as well as image creators of the country (Veen & Song, 2014, p. 211). After the exposure to cultural products such as TV program, movies or drama, the audiences start to follow the stars who had played roles in these products, and transforms them to beloved celebrities and create continuous interaction with them (Kim, Kim, & Han, 2018, p. 235). These celebrities, in turn, become cultural products in themselves that could create a significant effect on the audiences.

Celebrities play a significant role in stimulating travel and selecting destinations. Therefore, it is crucial that marketers maintain a halo of celebrities that help to create a favorable image their destinations and to make frequent use of celebrity's symbols in promoting the destinations (Lee et al., 2008). The involvement of celebrities in films are positively related to the destinations of the film and the cognitive and affective destination images (Kim et al., 2018). Marketing campaigns featuring celebrities are believed to have a tremendously positive influence on customers' attitudes and lead to positive behavioral intentions towards a country and its products. For instance, celebrity confirmation has played a prominent role in Australian tourism marketing as a successful strategy to attract potential tourists (Veen & Song, 2014, p. 211).

Leung and others (2017) argue that celebrity creation and endorsement cases across the world emphasize the multiple facets of celebrity power as a cultural product. The celebrities play a role in the construction of self-identity, consumer behavior, and embedded ideologies. Also, celebrity's activities have an effect on branding, society, and consumers in sociocultural contexts. The influence of celebrities on audiences are also examined for their empirical applicability and are contextualized to real-life scenarios (Leung, Cheng, & Tse, 2017). Celebrities are inevitable in our current knowledge, and it is impossible to evade

the influence of these celebrities in our lives and our attitudes. Movies, magazines, television, and social media show celebrities influencing fashion, food, destinations, consumer attitudes, and their purchasing intentions (Penfold-Mounce, 2009).

According to TESEV's survey, one of the essential factors that contribute to the positive image of Turkey in the MENA region is Turkish celebrities. According to the survey also the significant proportion of respondents named Turkish TV series and celebrities as the most basic indicator of awareness in the Turkish cultural field (Akgün & Gündoğar, 2012; Karlıdağ & Bulut, 2014).

Therefore, in a bid to support use of celebrities as a cultural product Aziz (2012) suggest that celebrities should be used in the country's marketing strategy to stimulate positive feelings that further will be transmitted to a destination. For instance, using Turkish celebrities to talk about Turkey will lead to the evolvement of positive feeling towards Turkey. To enhance positive feelings of visitors, it is essential to provide them with memorable experiences depicted by Turkish celebrities such as organizing events that provide direct interaction with celebrities. These experiences, in turn, will be associated with Turkey in the minds of visitors (Aziz, Kefallonitis, & Friedman, 2012).

2.2.6. Turkish cultural products in the MENA region

Alankuş and Yanardağolğlu (2016) argue that following the “golden period” of 2002–2011 (“golden” in terms of foreign, economic, political, and cultural relations with MENA countries), Turkey's positive political image in the region is now significantly declining. However, as the surveys and interviews referenced in Alankuş and Yanardağolğlu's study prove how the audience appeal of cultural products in MENA countries, which opens up the Turkish cultural products market to new articulations can bypass the harmful effects of its declining regional political image. Despite a decline in the political will, cultural and economic transactions seem to be self-sustaining, which is transforming not only the Turkish television drama sector but also the Arab one (Yanardağolğlu & Alankuş, 2016, p. 3627).

TESEV's public opinion surveys in the Middle East, which were conducted in 2009 and 2010 show that Turkey's attractiveness has been quite high in the countries of Middle East. This attractiveness is the reason for the positive perceptions of Turkish soft power

activities; the view of Turkey's economic transformation as a success story as well as Turkish cultural products. These characteristics point to the possibility of Turkey's soft power and Turkish cultural products influence in these countries (Altunışık, 2011, p. 1). Seventy-eight percent of the respondents of TESEV poll said yes to the question of whether they have ever watched a Turkish TV drama. The popularity of Turkish products in MENA region countries has led to an increase in the numbers of visitors to Turkey from these countries. Therefore, increase the interaction between people in MENA region countries and Turkey shape positive images of Turkey (Altunışık, 2011, p. 2).

Asia (2015) suggest that the popularity of Turkish Soap Operas and Films makes up the reason why Algerians are buying Turkish products. Asia says that the turnout of Turkish products began from Turkish clothes and then moved to Turkish food, where most people have become familiar with the different types of Turkish food. Asia (2015) questions the secret in the emergence of Turkey in the MENA region is and what makes it distinct from the rest of the world. Turkish products have invaded the MENA region markets after the entry of Turkish cultural products to these markets. Asia also adds a striking feature of home decoration used in Turkish films, which were also in the level of aspirations of the Arab and Algerian scenes in particular (Asia, 2015).

Turkish products such as Turkish clothes, Turkish furniture, and Turkish food are flooding the markets in every aspect. Today's youth are more inclined to Turkish fashion. The girls in MENA region wear the Turkish headscarf, which is very feminine, and the males find themselves wearing the classic Turkish costumes as well as the different costumes in the manner of the heroes of the series who succeeded in finding a place in the MENA region people's mentality.

Q. Hanan (2010) in her article, "Turkish Goods Invade Algerian Markets and Compete with Chinese Products," states that Algeria has recently opened a wide range of Turkish culture in all its forms, and many Algerians have traveled to Istanbul, either for tourism or for shopping. Perhaps Turkish films and series that were presented during the past two years have played a significant and fundamental role in informing the Algerians about this beautiful country and its customs, traditions, and ways of life (Hanan, 2010). Amin is the owner of a shop selling ready-made clothes at the market of BenAmmar in the dome; he said that the largest proportion of the clothes he presents is brought from Turkey.

Also, he added, these goods have already attracted the admiration and attention of the women in Algeria, he said too that they bring almost all the clothes that are shown through TV series and movies, as well as the latest models put on the Turkish market (Hanan, 2010).

Turkey's rising popularity among people in MENA region countries is due to the convincing effectiveness of cultural communication exertion (Al-Ghazzi & Kraidy, 2013). Turkey is seeking political and economic advantage out of the popularity of Turkish cultural products such as TV drama and movies. Moreover, Turkey is expressing its commitment to the region by launching a TV channel on par with other great powers (Al-Ghazzi & Kraidy, 2013). In this context, showing Turkish coffee as a Turkish cultural product in some cultural and branding videos is a representation of Turkish coffee as the symbol of Arab-Turkish relations. Therefore Turkey is framed in a soft sell to the region in a familiar, unthreatening and heartwarming way.

2.3. Country Brand Image

In order to highlight the crucial factors that lead countries to adopt such approaches, this part of the study discusses elements that are necessary for countries to successfully undertake this kind of country branding through stressing the importance of cultural production and using it in branding the country. This study also sought to examine the mediatorial role of the country brand image between cultural products consumption and the customers' behavior intentions towards a country.

2.3.1. Overview

Today, the world is one huge market. The rapid advance of globalization means that countries must compete with each other for their share of the world's consumers, visitors, investors, students, entrepreneurs, international sporting events, commercial and cultural events. Additionally, for the attention and respect of the international media as well as of other governments, and the people of other countries (Anholt, 2007, p. 1; Valaskivi, 2013, p. 489). In the globalized world, countries must manage and control their branding if they are interested in competing effectively with other countries.

Countries in order to get a competitive advantage and to get benefits through tourism and foreign investment seek to reposition themselves through branding. Country branding

efforts refer to a consistent and all-embracing national image strategy which determines the most compelling, most competitive and most realistic strategic vision for the country, and assures that this vision is reinforced, supported, and enriched by the interaction with the rest of the world (Anholt, 1998; Fan, 2008, p. 15,16). Country branding efforts seeks to apply communications techniques of branding and marketing in order to reshape the global public opinion about the country. Country branding efforts are a cross-cultural communication method which very much parallels the advertising efforts: preference, attraction, awareness (Fan, 2008, p. 16).

A country brand image represents and encompasses a variety of factors and associations. According to Fan (2006) these associations can be geography places, tourist attractions, natural resources, local products, history, culture, language, political and economic systems, social institutions, infrastructures, picture or image, and most importantly people (Fan, 2006, p. 7). Country branding is a metaphor for how effectively countries compete with each other to create convenient perceptions concerning country's governance, culture, and heritage, tourism, investment, and immigration, or people (Anholt, 2006, p. 186; Yousaf, 2016).

National branding efforts are mostly directed towards creating a global economic advantage. Each country might choose different fields and strategies in their paths towards this goal, nevertheless, the aims are similar. Areas of emphasis also tend to follow trends, and slogans resemble each other. All countries wish to appear innovative, creative, attractive, authentic and alluring (Valaskivi, 2013, p. 489). The practice of nation branding, therefore, is seen first and foremost as an effort to enhance the nation's competitiveness (Anholt, 2007). Country marketing practice (country branding) has become a form of public diplomacy, which aims to build, manage, and improve a country's image in the eyes of both domestic and foreign target audiences. Country branding efforts tend to be outward oriented efforts that transmit a particular image of a given country beyond its borders. In the past two decades, many countries have begun actively managing their national brand image, albeit with mixed results, in order to attract tourists, investment capital, and customers from around the world, as well as to compete with each other, economically and educationally, for cultural appeal (Allen, 2016, p. 215).

2.3.2. Country brand image concept

The image of a country brand, defined as the sum of all opinions and impressions which people have about the country, plays a significant role in the choice of destinations by tourists. This image is based on previous knowledge of the people, beliefs, or experiences on the stereotypes people of that country, but also the social, cultural, political and economic aspects (Albu, 2013).

Dinnie (2008) defined the country brand as "the unique, multi-dimensional blend of elements that provide the nation with culturally grounded differentiation and relevance for all of its target audiences'. The combination of the words 'nation' and 'brand' has so much resonance because there is an important truth here: the brand images of places are indeed central to their progress and prosperity. Today, the world is one market; the advance of globalization means that every country, city, and region must compete with each other for its share of the world's commercial, political, social and cultural transactions. In such an environment, as in any busy marketplace, the brand image becomes a critical factor; the necessary short cut to an informed buying decision (Anholt, 2009; Dinnie, 2008, p. 15).

2.3.3. Cultural products and country brand image

Culture and entertainment have a significant role to play in place and city branding, the emphasis on cultural events and festivals and cultural projects. Especially the organization of small or bigger scale art, sport and other types of events and festivals are seen as instrumental in establishing and reinforcing the place's brand (Mihalis, 2005, p. 1). Brand USA, the destination marketing organization for the United States, use three cultural products platforms to promote the country, partnering with television, film, and digital content producers to present engaging stories that would attract international tourists (Hudson & Tung, 2016). The cultural aspects of the nation brand are very closely linked with the country's tourism assets. Also, where there is strong consumer perception of cultural wealth, there is likely to be a strong tourist industry or at least the potential for building it. It also creates a background of warm, positive associations which benefit exports, inward investment, and even international relations (Anholt, 2006).

Dinnie (2008) state that, as the essence of any nation brand derives not only from the country's companies and brands but also from its culture in the broadest sense and its

cultural products such as language, literature, music, sport, architecture and so on all embody the soul of a nation. A deep and authentic nation brand must include the many elements and expressions of a nation's culture.

2.3.4. Stereotype and country brand image

The generally static ranking on such indexes suggests that smart promotion campaigns cannot merely shape national brands. Instead, national brands rest on deeply rooted perceptions of a country's character and identity, which often have much in common with popular stereotypes about the country (Allen, 2016, p. 215). In other words, our focus on building a strong country brand should not only depend on promotional campaigns but on the roots and causes that affect the nation brand image. These roots may be linked to stereotypical images of a country or its culture. Focusing on roots means focusing on sources (nation branding sources) that may be associated with culture, identity, and the general impression of one country. Building a strong brand linked to our cultural products and how they could make a change in the perceptions of the masses towards a country and how they could build positive stereotypes towards the country.

Like retail brands such as Apple, Toyota, and Walmart, the country brand takes decades to build and depend on the recognizability of the brand image being disseminated. This relatively long-time horizon explains why national stereotypes play such an essential role in branding and public diplomacy efforts, Julie Allen (2016) asked. Social scientists define national stereotypes as "belief systems which associate attitudes, behaviors, and personality characteristics with members of a social category (Allen, 2016)." As such, they can function as shortcuts to establishing a basic familiarity with a particular country, upon which branding campaigns can build. Utilizing positive stereotypes in branding efforts allows a country to trigger latent associations in viewers' minds that can facilitate, accelerate, and enhance the image of the country (Allen, 2016, p. 216,217).

Places with a reputation for being poor, uncultured, backward, dangerous or corrupt find that everything they try to achieve outside their neighborhood is hard; also the burden is always on their side to prove that they do not conform to the national stereotype (Anholt, 2009, p. 5). Therefore, working on reinforcing positive stereotypes is vital as the importance of nation branding. Besides, to enhance the positive national stereotype, we need to promote

the sources of these stereotypes that are represented in culture and its products, identity, customs, traditions, heritage, and impressions towards a country, which could show the beautiful positive side of this country.

The utilization of common positive national stereotypes in nation-branding has likely made it easier for a country to find common ground by establishing a basic level of brand familiarity that can serve as the foundation for future communicative cross-cultural endeavors (Allen, 2016, p. 217). This study investigates how positive national stereotype plays an effective role in enhancing country brand image and reinforcing building positive global perceptions of a country, which lead to attracting more tourists to the country.

2.3.5. The effect of country brand image

Country brand concerns a country's whole image, covering political, economic, social, environmental, historical, and cultural aspects (Fetscherin, 2010). A strong country brand can stimulate exports, attract tourism, investments, and immigration; The main objectives of country branding are to stimulate exports, attract tourism, investments, and immigration, and create positive international perceptions and attitudes (Fetscherin, 2010; Hakala & Lemmetyinen, 2011).

Aronczyk (2008) states that a country brand should "attract the right kinds of investment, tourism, trade, and talent." (Aronczyk, 2008; Fetscherin, 2010). The positive effects of branding the nation for the benefit of tourism development and the attraction of foreign investment (Mihalis, 2005).

2.3.6. Factors effect on country brand image

The brand image of a country results from its history, geography, art, music, celebrities, and other features. Specifically, culture, media, and entertainment industries are essential elements that shape people's perceptions of a specific place (Kotler & Gertner, 2002). For example, hosting sports events such as the Olympics and the FIFA World Cup is vital in building a strong country brand image (Ham & Jun, 2008).

The country brand image is sum of beliefs and impressions people hold about a country, which plays a significant role in the tourist's choice of destination. Hakala (2011) illustrates the sources of a national brand in five main points as follows:

- People's previous knowledge, beliefs, and experiences, or on stereotypes of its people and the social, political, and economic conditions.
- Natural resources and tourist infrastructure
- The place itself, its companies and products
- People and culture, its national characteristics, history, and traditions
- The country's intangibles that meet at the crossroads of identity and image.

People often think of a nation in terms of its people and their culture, and personal interaction is essential in building successful place relationships. Freire (2009) also emphasizes the role of local people in the image-building process: they may be an even more persuasive promotional tool than a beautiful landscape, and consequently should be purposefully used in the marketing (Freire, 2009; Hakala & Lemmetyinen, 2011)

The power of branding lies in the fact that it can indeed create powerful such associations, attributing to almost everything that takes place in the city a symbolic value, next to its functional value. Branding captures the energy of the symbolic economy, especially the media, fashion, and financial industries, that have proliferated in our times (Mihalis, 2005).

2.3.7. Country brand image measurements

While, there many country brand image measures, the most high profile existing measures which assess a country brand both come from private sources rather than the academic literature: the Country Brand Index from FutureBrand consultancy and the Anholt GfK Roper Nation Brand Index (NBI) (Fetscherin, 2010, p. 467).

2.3.7.1 *Anholt Nation Brands Index*

The Anholt Nation Brands Index measures the power and appeal of a nation's brand image and tells us how consumers around the world see the character and personality of the country brand (Anholt, 2005). Nation brands index, established by Simon Anholt, considers countries' general images from a branding-related aspect. Country brand value (hexagon) is determined by 1) export products 2) views on the government, 3) views on the investments and immigration, 4) the country's cultural and heritage, 5) the mentality of people and 6) the country's tourism.

Anholt's theory of "nation branding competitive identity" has been translated into an operational construct called the "Nation Brands Index", which is intended to measure nation-brand images. This index annually measures the images of 50 nations around the world by asking the respondents questions regarding the six dimensions of the hexagon (Hansen, 2010, p. 39).

This study uses the Anholt nation brands index to measure the power and appeal of Turkey's brand image by surveying the consumers in MENA region countries on their perceptions of Turkey's cultural, government, people, products, investment, potential, and tourist appeal.

2.3.7.2 Country Brand Index

The Country Brand Index was developed by FutureBrand consultancy and has historically studied perceptions of 118 countries around the world. It measures consumer perception and corporate brands across association dimensions. FutureBrand consultancy was among the pioneers of this approach, exploring that countries can usefully be understood as the sum of their reputation and identity. Weakness or strength of perception of a country can affect peoples' decisions to choose the places to live, visit, or invest in (Future Brand, 2015).

Futurebrand consultancy work in country branding has highlighted the increasing importance of 'country of origin' in understanding country brand strength. Its role as a driver of consumers' decisions became evident in Made In research. Consumers, in general, prefer products and services that come from specific countries. This means every time they buy specific product or brand; they can be intentionally consuming an aspect of the country that produces them.

Futurebrand consultancy is increasingly interested in the relationship between perception strength and behavior when it comes to country brand measurement. Futurebrand consultancy proves that strong perceptions of the country brand image lead to decisions to visit, live, and invest in a country. Countries that do not get advantages from country brand image associations are at a measurable disadvantage to their competitors. The nature of Futurebrand consultancy studies has always indicated that countries with higher rank position and stronger perceptions also have strong country brand image. However, that all countries qualify as brands by default. Futurebrand consultancy help in exploring the idea

of a minimum threshold of perception strength with determining the difference between a 'country brand' and a country (Future Brand, 2015).

2.4. National Stereotype

Numerous studies conducted around the world for the last fifty years have demonstrated consistently that perceptions of global products and brands are shaped by country images and stereotypes (d'Astous, Voss, Colbert, Carù, Caldwell, 2008). Stereotypical judgments are quite efficient when consumers' knowledge about a product or brand is limited, and when an objective assessment is difficult. For instance, evaluating a new electronic product is likely to be a complicated task for someone. Learning that this new product was manufactured in Japan would be useful in this particular situation given this country's image as a producer of high-quality electronic products (d'Astous et al., 2008).

2.4.1. Stereotype concept

The concept of stereotype was first discussed by Lippmann (1922) in his book 'Public Opinion' as a metaphor for everyday used superficial and oversimplified impressions associated with a particular group of people. The expression of stereotype refers to "pictures in our head or maps for dealing with the world" (Askegaard & Ger, 1997, p. 3; Hess, 2013, p. 18). Stereotyping is "the process of generalizing to an entire class of objects from a limited number of observations" (Papadopoulos & Heslop, 2002, p. 295; Yousaf, 2016, p. 83). The term "stereotype" as a word derives from Greek "stereos," meaning solid, and "typos," meaning mark of a blow, impression, or model. National stereotypes are formed when assumptions are made that all members of a specific group share similar characteristics (Yousaf, 2016, p. 83).

Stereotypes can be conceived as "culturally shared categories that transcend the individual" and thus part of a people's social heritage, widely shared within a society, and acquired through socialization. They are culturally defined: Folklore (proverbial sayings, tales, songs, jokes) may play an essential role in the creation of company, and product imagery and the media is of course very influential in forming persistent stereotypes (Søren Askegaard & Ger, 1997, p. 3).

Stereotypes are fixed impressions and applied in the present context; stored beliefs about characteristics of a specific country which are socially shared. Country stereotypes are formed through direct experience or indirectly via education, media, and/or culture exposure and can evoke cognitive as well as effective processes (Søren Askegaard & Ger, 1997; Herz & Diamantopoulos, 2013, p. 402).

Stereotypes of a country can function on different levels, such as the individual (e.g., Chinese), the national (e.g., China) or the continental (e.g., Asia) level (Baks, 2016, p. 8). The following Table 2.2 that was designed by Bertagnolli (2013) summarizes the content of stereotypes according to previous studies in the marketing context.

Table 2.2. The Content of Stereotypes in the Marketing Context

Study's Title	Authors	Content
The impact of national stereotypes on the country of origin effect: A conceptual framework	Chattalas, M., Kramer, T., & Takada, H. (2008)	The dimensions of perceived warmth and perceived competence of national stereotypes hold the country of origin COO effects. Main findings: The Stereotype Content Model is a useful instrument to understand the link between national stereotypes and COO-based consumer evaluations of products because it shows better theoretical improvement in the study of stereotypes.
Activation of Country Stereotypes: Automaticity, Consonance, and Impact	Herz, M.F. & Diamantopoulos, A. (2013)	COO can be considered as an automatic and unconscious process too and, accordingly, consumers cannot be sure about the country correlations and brand evaluations they make.
Countering negative country of origin effects using imagery processing	Martin, B. A.S., Lee, M. S. W. and Lacey, C. (2011)	COO can be viewed as a stereotype that consumers can employ as a proxy for product quality. Most researchers state that stereotype activation occurs consciously. Indeed, it is considered a process that leads to stereotypic reflections because they are more accessible in memory.

Source: (Bertagnolli, 2013, p. 19)

The stereotype is a set of images required to deal with the information issued by our environment. These are determined by the information that we receive from the environment as a way to order and simplify the reality we live in. Stereotypes have four main features, according to Walter Lippmann:

- Much easier than the reality;
- Acquired from cultural mediators, rather than through its own experience;
- False by their very nature; when acquired in childhood are very hard to change and remain obstinately in our minds,
- Contributing to the formation of our behaviors and perceptions (Albu, 2013, p. 7).

2.4.2. Introduction to stereotype concept in marketing

In recent years stereotypes and their application have received an increased interest within the field of marketing as they have proven to influence consumer behavior (Hess, 2013, p. 178). The notion of stereotypes has been previously used in international marketing literature to describe how consumers automatically associate a given country with a product category (Hadjimarcou & Hu, 1999; Motsi, 2016, p. 30). Multinational and international companies often make use of country stereotypes in their marketing efforts. For example, Volkswagen used the tagline “That’s the power of German engineering” to utilize the positive stereotype of German efficiency as well as its positive country image (Motsi, 2016, p. V). For researchers and marketing practitioners alike, it is crucial to understand how stereotypes can be effectively utilized in order to enhance consumer behavior (Hess, 2013, p. 178)

Hess (2013) highlights that the manner in which consumers apply other stereotypes within a marketing context could be diverse and be summarized as follows:

1. Once a stereotype has been activated, it can have a direct automatic effect on consumer behavior, in a way consistent (or sometimes inconsistent) with the content of the activated stereotype.
2. Stereotypes can have an indirect impact on a consumer's behavior by influencing perception, attitudes, and emotion.
3. An activated stereotype can influence memory by guiding a consumer’s encoding of additional information as well as affecting a consumer’s ability to recall information (Hess, 2013, p. 34).

Hess (2013) classifies the types of stereotypes in marketing according to several pieces of research in the field of marketing. First, he tested mechanisms and consequences of diverse stereotypes across several contexts in both marketing and consumer behavior.

Second, he examines the influence of social stereotypes such as job role (e.g., salesperson), gender, age, race, attractiveness, weight, and physical features on the marketing field. The third stream of research focuses on stereotyping of products based on country of origin stereotypes (Hess, 2013, p. 41). In our research, the country stereotype is discussed in detail, which is of interest to us as one of the types of stereotypes in marketing.

2.4.3. National stereotype

Whether stereotypes are applied to a person, object or firm, placing an individual or object into a category creates meaning by triggering associated beliefs linked to this category. This is called inference, "A process of activating knowledge stored in memory that is associated with the category in question" (Hess, 2013, p. 19).

Since the national stereotypes are playing a vital role in international public opinions, instead of rejecting them, countries are using them in their strategies to form their national brands. Even if they are only formed from a small part or segment of a country's population, national stereotypes are based on authentic characteristics (Allen, 2016; Anholt, 2010). The harmony between the stereotype and observed reality lead to influencing the general perceptions of a country, as well as simplifying the communication between different cultures. Identifying and foregrounding positive national stereotypes in the country branding efforts helps public and private organizations to engage in active diplomacy in order to familiarize the audiences in other countries with the national product sold in foreign markets (Allen, 2016).

Researchers in social psychology and related disciplines have dealt extensively with the stereotyped perceptions of individuals about others since these play an essential role in attitude formation and behavior at both the individual and inter-group levels (Papadopoulos, Heslop, & Bennett, 1993). People's perception of nations can be considered in the context of stereotyping since it is a cognitive process leading to the categorization of entire classes of objects. Nationality contributes to a positive social identity to the extent that the home nation is perceived as distinct from others and superior to them in identifiable ways. Stereotyping acts as a cognitive shorthand which helps to shape individuals' views of other nations, especially in today's complex environment where needed information is often lacking (Papadopoulos et al., 1993, p. 208).

National stereotypes present many theories about brand evaluations activation which triggers an interest to understand how these evaluations can differ according to the type of activated national stereotype (Bertagnolli, 2013; Herz & Diamantopoulos, 2013). Herz and Diamantopoulos (2013) investigate how the mere presence of country cues can stimulate different kinds of country stereotypes (functional vs. emotional) which subsequently automatically influence consumers' cognitive and affective brand evaluations as well as brand-related behavior.

Empirical evidence designates that some nations tend to be associated with a functional national stereotype, whereas others with an emotional national stereotype. The image of France, for instance, powerfully communicates hedonism, consequently primarily reflecting an emotional national stereotype. In contrast, Germany has a functional national stereotype which is habitually associated with utilitarianism. When associated with a products or brands, these national stereotypes could affect customers' evaluations. Definitely, exposure to a stereotypical cue triggers these stereotypical associations in memory, which may happen outside of consciousness (Herz & Diamantopoulos, 2013, p. 402).

2.4.4. Cultural products and stereotype

One of the roles of cultural products is continuously create a positive national stereotype about the country in foreign audiences' minds. These positive stereotypes can face and reinforce the right image about the country at the same time countering and negating the formation of unfavorable perceptions that could hurt the country's reputation further by the creation of harmful stereotypes.

The increasing personal and mass-mediated interactions across cultural boundaries have led many researchers to examine the formation of perception towards others. As the term stereotype was first introduced into social sciences by Walter Lippmann, he claims that stereotypes, promoted by mass media, are a necessary feature of modern society (Xiaoming & Leng, 2004, p. 21). Tan, Li, and Simpson in their study (1986) found that American TV was a significant source of social stereotypes of Americans in Thailand, Taiwan, and Mexico among respondents who were more exposed to the American TV. The effect was especially pronounced when the TV images were clear and consistent, and when

information about Americans lacked from other sources. (Tan, Li, & Simpson, 1986). Ware and Dupagne found small but statistically significant correlations between exposure to American entertainment programs and attitudes, perceptions, and behaviors of foreign audiences. Their findings indicate stronger correlations between media exposure and preference for American goods and programs (W. Ware & Dupagne, 1994).

According to Albu (2013), Sangkyun and O'Connor have given an example of how watching a particular TV series or movie can be a factor to determine the choice of tourist destination at the international level (e.g., Korean series have attracted millions of tourists eager to discover more about the history and culture of South Korea). Basically, the tourists feel attracted to places where some internationally famous productions were filmed, which are distinguished by outstanding landscapes hence their powerful impact. By visiting these destinations, tourists try to enter into the atmosphere created by the cinematographic production (Albu, 2013, p. 9).

The formation of country stereotypes is based on the combination of several aspects of the country such as cultural identity, people, political environment, language, history, physical features, religion and economic and technological development (Brijs, Bloemer, & Kasper, 2011). Stereotypical characteristics are activated when a human is either consciously or unconsciously exposed to a stimulus related to a stereotyped group (Hess, 2013).

The stereotyping may be planned or unplanned, and the fact that it is a dynamic, fluid process indicates that it is possible to manage the images. Accordingly, the building of an effective nation brand may start from the stereotype, countering what is potentially damaging while reinforcing the positive aspects. Cultural artifacts such as music, films, and even products may heavily influence perceptions of national stereotypes, and thus can be used for promotional purposes (Dinnie, 2008; Hakala & Lemmetyinen, 2011, p. 17).

Based on the stereotypes literature, we suggest that stereotypes are formed as a result of the exposure of people to external factors that motivate them to create a positive or negative impression of a person, group, organization or country. The culture of a nation and its products, which are exported to foreign countries, have a great role in shaping perceptions and stereotypes about the social, economic, and political life of the country. The

resultant stereotypical image of the country that forms in the masses' minds abroad gets shaped by people of this country and its exported cultural products.

2.4.5. Country image and stereotype

In general, country images are considered as managed stereotypes, a simplification of reality that does not need to be accurate. Therefore they tend to minimize complexity by deleting excess detail and country-related information and continue in the minds of people for a long time (Kotler & Gertner, 2002, p. 251). Stereotypes are seen from the perspective of sharing similar characteristics and resisting change, as well as mental shortcuts for cognitive facilitation and reduction of complexity. Besides, due to the difficulty in controlling the shaping of the country image, it can be said that the country images are stereotypes in nature (Yousaf, 2016, p. 84).

Country images are usually powerful stereotypes, an oversimplification of the reality that is not necessarily bounded by preciseness. Country images tend to reduce complexity by omitting superfluous details and information associated with a country and persists in the minds of the people for a long time, even if they are no longer valid (Kotler & Gertner, 2002). Stereotypes are also considered to share similar characteristics, that is, resistant to change, mental shortcuts, and complexity reduction tools. The formation of country stereotypes is based on the combination of several aspects of the country such as cultural identity, people, political environment, language, history, physical features, religion and economic and technological development (Brijs et al., 2011; Yousaf, 2016, p. 84).

Motsi (2016) stated that we believe that the appropriate antecedent of country image is stereotype driven beliefs about a country whereas Brijs et al. (2011) argued that the cognitive component of country image is best measured through country stereotypes as it echoes the observation (Brijs et al., 2011; Motsi, 2016, p. 49). The researcher deduced that the country image is a result of many different stereotypes of a country. Country image is, therefore, a general image accumulated from several components shaping this image wherein one of these components are stereotypes of a country.

2.4.6. Effect of Stereotype on country brand image

The literature has established theoretical linkages between stereotypes, country image, and country branding. Moreover, the influential role of negative stereotypes in damaging the reputation of a country for both its internal and external audiences indicates a possibility of utilizing stereotypes as a tool to specify the image problem encountered by countries suffering from sustained crises to facilitate in designing of more focused country branding strategies (Yousaf, 2016, p. 85).

While increasing global cooperation is an admirable and necessary goal, countries will still compete for global market share, for which reason the selective affirmation of positive national stereotypes will continue to play a central role in nation-branding efforts for many years to come (Allen, 2016, p. 228). Positive country stereotypes can do precisely what the country brand does, namely showcase a country's people, landscapes, history, heritage, products, and resources and could affect the country brand also (Allen, 2016, p. 219).

Stereotypical impressions can prove to be an asset or a liability to the destination marketing and nation branding strategists, as it is possible to manage the evoked images formed by stereotyping (Freire, 2009; Yousaf, 2016, p. 82). The Danish government's decision to revert to evoking national stereotypes in the wake of an ineffective nation branding campaign illustrates the difficulty of merely rebranding a country with attributes that are not already associated with it, even if those attributes are authentic (Allen, 2016, p. 218). The perceived stereotype is a manifested identity, rather than a projected identity, of a country rooted in its historical knowledge or experiences of people. The omnipresence of communication avenues increases the predicament for the countries with negative images, as they receive unprecedented media coverage, which leads to the formation of unfavorable perceptions that could hurt the country's reputation further by the creation of harmful stereotypes (Yousaf, 2016, p. 82).

The ranking of nations and people in categories. Although stereotypes may be superficial, they can cause certain attitudes or orientations (Albu, 2013, p. 8; Hakala & Lemmetyinen, 2011). National images are often created through stereotyping, in other words, by placing nations and their people in categories – frequently with negative

undertones. Nevertheless, superficial stereotypes provide mental shortcuts to attitudes and intentional orientations (Freire, 2009; Hakala & Lemmetyinen, 2011).

Cultural elements (folklore, customs, heritage, lifestyle, food, etc.), might have a significant impact on the perception of national stereotypes and this may be used with the purpose to promote that country. Based on this, stereotypes can start the building of a county brand, emphasizing the positive aspects and decreasing the possible negative aspects. (Albu, 2013, p. 9; Hakala & Lemmetyinen, 2011).

2.4.7. The effect of stereotypes on behaviour intention

Research in social psychology suggests that people hold stereotyped views of nations; that countries are evaluated differently along the various dimensions; and that people are motivated to magnify differences between their country and others. Furthermore, public perceptions about other countries, formed in large part by stereotyped images, have been found to have a significant impact not only on inter-personal or inter-group behavior across nations but also on the formation of international policies by governments (Papadopoulos et al., 1993, p. 209). Stereotypes influence the behaviour of consumers and their evaluation of foreign products. Stereotypes seem to influence perceptions and evaluations in multiple, complex ways, depending on motivational as well as informational mechanisms (Askegaard & Ger, 1998, p. 53).

In order to win a positive image of its brands and export more to the international markets, countries use the concept "stereotyped images" ascribed to their country within international markets. These generalized images (stereotyped images) could be created by many factors such as political and economic accomplishment, cultural events, historical assets, traditions, relationships, representative products, and technological and industrial improvement. These factors, together with those emerging from the significative elements of products, will have positive effects on consumer attitudes and behavior (Bannister & Saunders, 1978).

Dominant associative networks lead to stereotyping, a process that helps buyers, investors, tourists, or generally anyone looking to "associate" with a place in one way or another, to cope with cognitive overload and information processing (Papadopoulos, Elliot, & Nisco, 2013, p. 40). Consumer's place images are based on stereotypes, which are not

static but dynamic. The fluid nature of stereotypes indicates that it is possible to manage images, which implies that, for example, National Tourism Organizations should intervene and develop active strategies to monitor and influence geo-brand image (Freire, 2009, p. 420).

Bertagnolli (2013) stated that stereotypes and emotions are strongly linked in a frame according to which individuals associate one product category to a specific country without even having to think about it (Bertagnolli, 2013, p. 13). A negative or positive stereotype of a country would influence the evaluation and purchase intention of a product from this country (Baks, 2016, p. 1) meaning positive stereotype would, for example, imply the likelihood of receiving a positive evaluation increases for products that are associated with that stereotype. Conversely, a negative country stereotype will have an adverse effect on the product's evaluation (Baks, 2016, p. 3).

When there is ambiguous or conflicting information about a product, consumers will search for clues or frameworks such as previous stereotype towards the country of origin of this product that improves image clarity, reduces perceived risk and, ultimately, increases perceived utility (d'Astous et al., 2008, p. 381).

Consumers' and buyers' perceptions of countries' products, as well as their feelings towards the people of these countries and the desired level and types of interaction with them, were found to be aspects of country stereotyping (Askegaard & Ger, 1998, p. 50). Consumers, in order to evaluate foreign products often rely on references and national stereotypes represented in perceived warmth and competence or just one of these references that has a solid influence on consumer expectations on their purchase intentions (Chattalas, 2015, p. 12).

2.4.8. Stereotype content model

The Stereotype Content Model (SCM) defines two fundamental dimensions of social perception, warmth and competence, predicted respectively by perceived competition and status (Cuddy, Fiske, & Glick, 2008, p. 62). According to the model, individuals can classify groups according to their level of threat by using the dimensions of warmth and competence. The authors argued that groups could be placed within four quadrants from the model based on a warmth and competence matrix. Groups that have ill intent and are able to carry out

their intentions are viewed as cold and competent, groups that are not able to do so as are viewed as warm and less competent (Motsi, 2016, p. 31). The SCM model has also been extended into brand perception. The scholars applied the model into brand perception by mapping the perception of brands according to their intent to harm and their ability to carry out their intentions (Motsi, 2016, p. 33)

One model that decomposes the specific dimensions of national stereotypes is the recently advanced SCM by Fiske et al. The SCM partitions stereotypes into two orthogonal and continuous dimensions, perceived competence and perceived warmth. It follows that a nation's perceived status predicts its competence ratings, and its level of perceived competitive threat predicts its warmth ratings. Fiske and others (2002) study utilized a continuous measurement scale composed of six "competence" traits (competent, intelligent, confident, efficient, competitive, and independent) and six "warmth" traits (friendly, well-intentioned, sincere, good-natured, warm, and trustworthy) (Chattalas et al., 2008; Fiske et al., 2002).

Although image, stereotypes, mental representations involve cognitive, affective, sensory, and motivational aspects, that go well beyond features or attributes, many studies use traits in nation stereotypes measurement. A comparison of quantitative techniques of measurement of nation stereotypes indicated that all measures elicited the same type of cognitive processing (Askegaard & Ger, 1998, p. 54).

Using stereotypes as group-based perception following scholars who have argued that stereotypes are not merely a process used by people to make judgments as a result of cognitive limitations but also serve a social function in explaining how society is structured (Motsi, 2016, p. 33). In this research, the researcher seeks to determine whether cultural products have a role in shaping the national stereotype and the extent to which national could affect the consumers' intentions to visit a country and purchase its products.

The stereotype content model has been applied in international marketing literature primarily as a measurable construct (Motsi, 2016, p. 33). In this study, the researcher proposes that SCM is a useful tool in exploring the relationship between cultural products and national stereotypes as well as between national stereotypes and country brand image. SCM has been used in this study's evaluations as it represents a major theoretical framework in the systematic study of stereotype contents.

2.5. Purchase and Visit intentions

The Theory of Reasoned Action (TRA) indicates that subjective norms together with attitudes are responsible in the determination of the intentions of an individual in performing a specific behavior and intentions in performing the behavior which relates with the actual behavior (Say Keat, 2009). This theory provides strong support in the prediction of volitional behaviors which are not fully under the volitional control of the individual. From this perspective, the Theory of Planned Behavior (TPB) indicates that one can predict the behavior of an individual through the intentions of performing the behavior together with the perceived behavioral control (Say Keat, 2009). This theory is based on subjective norms, antecedents of attitudes, intention, and perceived behavioral control. These elements will be used in understanding the intentions of people who will be involved in several activities directly or indirectly such as the willingness in visiting a destination, buying decision, and willingness to vote (Ajzen, 1991; Yunus & Rashid, 2016).

In the marketing perspective, Azjen (1991) indicates that intention is one of the major factors which motivate consumers, which, as a result, affect their behavior. To a great extent, intentions will disclose the difficulty in consumers' willingness to try. In addition to this, they will also reveal the amount of effort the consumers are willing to put on the performance of their respective behaviors. According to Azjen, the probability of a certain behavior actually being performed by the individual will greatly depend on the strength of the intentions they have. Where there are strong intentions, then there is a high probability of the performance of the respective behavior (Ajzen, 1991).

Currently, the marketplace which is globally connected together with studying what affects the intentions of consumers in purchasing foreign products together with visiting foreign country become one of the most significant topics of interest. Several regions have been reviewed globally with the aim of getting an understanding of what really affects the purchase intention of consumers of foreign products (Ahasanul Haque et al., 2015). In this study we tried to understand the influence of cultural products consumption on the intention of the consumers in visiting foreign countries and in buying foreign products.

Intention is defined as what affects behavior through motivating or demotivating certain behavior. The stronger the intention is, the stronger the behavior will be. Therefore, intention can be said to be the expression before an action is performed (Tulipa & Muljani,

2015). In the marketing perspective, the definition of the term intention is usually the antecedents which are responsible in stimulating and driving the purchases of products and services by consumers (Ahasanul Haque et al., 2015; Hawkins & Mothersbaugh, 2010).

Consumption of cultural products such as food, music, fashion and movies from another country by individuals explain the reasons as to the purchase and the wearing of the western clothes by consumers whose residential areas is non-western cultures is done (Shen, Dickson, Lennon, Montalto, & Zhang, 2003). Shen et al. provide an argument that the extent on the consumption of cultural products may provide important reasons on the consumer behavior variation beyond the explanation got with attitude being based on subjective norm and behavior. An example of this is whereby a Chinese consumer might easily have a positive attitude on the purchase of a product made in the USA together with believing that such some of the significant referents, e.g. cultural products play an important role in supporting the purchases of products made in the United States. As a result, it influences the final behavioral intention of the consumer.

2.5.1. Purchase intention

The main aspect of consumer behavior is on their purchase intention in which it is defined in literature as a point in which a customer agrees to transact with a seller (Rizwan, Qayyum, Qadeer, & Javed, 2014). It is a factor which motivates consumers and, as a result, affects their behavior. It greatly indicates the difficulty which exists in consumers on the willingness of trying together with the effort amount they are willing to put on a specific behavior (A. Haque et al., 2015).

The consumer's purchase intention is the probability of the willingness of a consumer in buying some specific products (Yunus & Rashid, 2016). Purchase intention is defined by scholars as to the action tendencies of a specific person according to the brand. They also came with a conclusion that attitude is different from intention. Attitude means evaluation done on products while intention, on the other hand, is the motivation of an individual in the sense of his/her intention of performing a behavior. It is also defined as the awareness of an individual in making a trial of purchasing a product or a brand (Rezvani et al., 2012).

Wang et al. (2012) research indicate that the basic consumer perceptions of the products from the exporting country, perceptions of the country of origin with its people,

and specific product characteristics affect the purchasing intention of the consumers directly (Wang, Li, Barnes, & Ahn, 2012, p. 1043).

2.5.2. Visit intention

There are many factors which influence a tourist decision in choosing where to visit and their destination. This might vary from the destination image, country of origin, and the general behavior of the customers to the country brand (Albu, 2013). The analysis of most of these factors was covered in detail in this thesis. Ng et al. (2007) on reviewing the cross-cultural literature which includes marketing, tourism, and psychology, they identified four basic elements of culture which are most likely to affect the choice of the tourist destination. These main elements include;

1. The national culture of the tourist
2. The internalized or individual culture of the tourist
3. The culture of his/her destination
4. “Distance” which exist between the destination’s culture and the tourist home culture (Ng, Lee, & Soutar, 2007)

Destination’s culture, which is the field of our study, was determined by O’Leary and Deegan (2003), indicates that culture determined the tangible and the intangible heritage of a destination. This includes its museums, music, traditional richness, and historical places. Therefore, in addition to the destination image which includes dimensions such as climate, local attractions, and scenery, it as well contains the cultural aspect which influences the choice made by people to visit the destination (Deegan & O’Leary, 2003; Ng et al., 2007).

The cultural products of media such as television programs affect both the social and economic situations of a country significantly. The effect this has had on the perception of people has been investigated from the marketing context (Aljammazi & Asil, 2017). There is a tendency of audiences that get exposed to destination’s cultural products to have some favorable destination image hence this would influence their intentions of visiting this destination (Aljammazi & Asil, 2017; Butler, 1990). Having a positive attitude on a certain country can result from the experience one has had from the cultural products they have been provided with on certain aspects such as culture, people, and nature. This interest in a

nation together with its positive image could later lead to an actual visit of this country by influencing the tourist (Aljammazi & Asil, 2017).

Kim et al. (2008) indicate that there is strong evidence of a positive effects of the Korean pop culture in the intentions of visiting Korea. The research show that the Korean cultural products expenditures were a major contributor to the intention of the Hong Kong residents to visit Korea. Their decision resulted from the confirmation they made that images shown through the pop culture of the potential tourist destination were used as a way of assisting in creating a new image together with experiencing the culture of the destination. In addition to this, the results of the research also revealed the respondents who had a tendency of spending much on the Korean cultural products and had a higher intention of visiting Korea have tasted the Korean food (Kim et al., 2008).

CHAPTER THREE

3. THE HYPOTHESES DEVELOPMENT

In this chapter, a brief literature review regarding previous studies is addressed. First, a background of cultural products and the role of culture in marketing field is discussed. Second, the variables and the relationship between the variables related to the present study are addressed. Consequently, the hypotheses of the research are highlighted. Finally, the theoretical model of the study is presented.

3.1. Overview

Globalization, in the 1990s, became the catchphrase. Giddens (1990) defines globalization as "the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa." The globalization process allows superior roles for communication and information in generating new world instruction. Media are said to be playing a central role in shaping the socio-economic structures, cultures, and development dynamics (Jenes, 2005).

The concept of influential cultural products has been increasingly accepted as the importance of mass media and culture grows worldwide. New studies assert that foreign programs are not foolishly received since the receivers actively transform foreign messages. Audiences are active producers of meaning out of media messages (Xiaoming and Leng, 2004). De Certeau (1990) also felt that it is wrong to assume that the public is formed by the cultural products imposed on it. He states that ordinary people could get the meanings they need from cultural products offered to them. The way the audience construct their meaning depends on the use made of those products (Ness & Papadopoulos, 2016, p. 282). Herzog (1986) claims that viewing foreign cultural programs can have an entertaining function, and Ang (1985) states that foreign programs motivate audiences for more conversation, thinking, and introspection on their own social and emotional world. Fiske (1987) opposes the assumption that people are 'cultural dopes,' and he argues that people are smart in understanding the meaning behind the cultural and media messages. He added also any text transforms the same message to all people.

Xiaoming and Leng (2004) in their comments on previous studies argue that many studies have not only theorized about the possible effect of media globalization and foreign cultural products imports but also formed evidence to show that foreign cultural products do impact the people in terms of their attitude, perception, and behavior towards the foreign cultures. Although the effects may not be worldwide due to cultural resistance among the receivers of foreign cultural products, they are, however, crucial across various cultures.

3.2. Culture and Marketing

International marketing research has often discovered the relations between marketing and culture in several context. This is due to the understanding that culture can have a significant effect on business and marketing strategy (d'Astous et al., 2008, p. 383). Simeon (2006), in order to identify the role of culture in international marketing stated that the different marketing research agendas that incorporate the importance of culture could be divided into five many areas. These areas are: 1) The Impact of culture on customization; 2) global culture and converging preferences; 3) national cultural values influencing marketing practices; 4) national culture and destination marketing; 5) and linking subcultures and brand development. It is easier to use global approaches to address and influence consumers across different national markets through cultural products such as music, sports, high fashion, movies, and so on. Simeon's research also shows how powerful global forces by using cultural products penetrate local markets and ultimately change local preferences.

The importance of marketing a country or a national culture is also vital in global tourism and trade activities. In the fourth area mentioned above (National culture and destination marketing), the marketing of national characteristics, location advantages, and lifestyle features are usually heavily promoted. Certain countries have been prosperous in projecting the desired image which directly impacts the level of tourism, trade, services, and product purchases. France, for example, has fiercely defended and marketed certain aspects of its national culture (Ness & Papadopoulos, 2016, p. 284).

Culture is nowadays a crucial element in "soft power activates" factor, helping countries to attract investment; support innovation and creative talent; enhance tourism and social interconnection, and thereby contributing to local development. Therefore,

authorities are well placed on developing a creative ecosystem to support the culture sectors (d'Astous, et al., 2008, p. 382). The scale of cultural contact among nations and exposure to other cultures has increased exponentially over the last two decades. Much of the content of global communications is cultural (Papadopoulos, Heslop, & Beracs, 1990, pp. 34–36) in which cultural products are one of the most important sources of this communications. Based on this literature, this research started with the scale of cultural context among nations based on cultural products consumption. In the next section, the variable “cultural products consumption” is addressed.

3.3. Cultural Products Consumption Variable

Every country has an image, and this image is seen as the identity of the country. This image takes a long time to be shaped; therefore, it is challenging to be changed. The main elements of the positive image of the country are the economic and political situation of the country. However, the cultural products play the leading role in shaping the image and the brand of any country (Nagashima, 1970, pp. 69–71). For Example, the increase in interest in the southern Caucasus, Balkan regions and the Middle East of the Turkish TV series, has shaped a new impressive image of Turkey in these countries (Ağırseven & Öрки, 2017).

Cultural products have a very significant role to play because it improves the country's image and is indeed widely used in country promotion. Culture in the form of architecture, cities history, cultural facilities, and events is the main element of place promotion campaigns (C. Lee, 1997, p. 81). The UK has an international market for its cultural products like football matches, pop music, and movies. Thus, while the United Kingdom generates revenue from the sale of these products, it also creates a positive country image for itself in the international arena (Ayyildiz, Bilgin, & Eris, 2013; Roth & Romeo, 1992).

Investments in culture have been mostly linked with the marketing and promotion of cultural heritage; the formation of infrastructure and services; and local cultural products in view of enhancing local attractiveness and increasing tourism (Nadeau, Heslop, O'Reilly, & Luk, 2008, pp. 88–89). The industries of cultural products play an essential role in reinforcing tourism at regional and local levels and enhancement the region image; they offer in this way an opportunity for economic diversification and smart specialization, as well as raising the attractiveness of the regions (Nadeau et al., 2008, p. 89).

The effect of cultural products consumption variable:

Dinnie (2008) argues that cultural products such as literature, art , food and music, need to be supported as part of the country's cultural strategy, and a coordinating foundation needs to be established in order to guarantee that when the country's cultural products make an impact on foreign countries. At the same time, the other sectors of the country will benefit from this through coordinated events that enhance tourism, exports and so on (Askegaard & Ger, 1998, p. 54). Albu (2013) also argued that cultural products such as music, folklore, customs, fashion, heritage, films, lifestyle, food, etc. could have a significant effect on the perception of national stereotypes and could be used in country branding efforts (Albu, 2013, p. 9; Hakala & Lemmetyinen, 2011, p. 18)

According to Kotler and Gertner (2002), the country brand image outcomes from its geography, history, art, celebrities, music, proclamations, and other cultural features. Specifically, the media and entertainment industry are important elements that form people's perceptions of a specific place (Kotler & Gertner, 2002, p. 251). The knowledge referred to as the cognitive evaluation of a country is found in official country's authorized websites, news reports, commercial propaganda, articles and mass media, commentaries in the media, movies, TV, radio, etc. The power of the media, and more importantly, the new media power plays a vital role in building a country brand image (Parameswaran & Pisharodi, 1994).

Dinnie (2008) state that, as the core of any country brand originates not only from the country's organizations and brands but also from its culture and its cultural products such as literature, language, sport, music, architecture, food, art, folklore and so on all incarnate the soul of a country. A profound and trustworthy country brand must cover the various components and expressions of a country's culture (Heslop, Papadopoulos, & Bourk, 1998, p. 115). Books, stories, poetry, plays, and other forms of literature or arts can contribute to create a national identity and also enhance the positive image of the country. The relevance of this to country branding lies in the power of cultural products to create a specific image of the nation by unplanned activities.

Culture and entertainment events also, have a central role to play in country branding, the emphasis on cultural agglomerations such as festivals, conventions, theaters, clubs, and other cultural projects. The organization of conferences, scale art, galleries, and other sorts

of culture and entertainment festivals and events are also seen as instrumental in creating and strengthening the country's brand (Mihalīs, 2005, p. 1).

The cultural aspects of the country brand are very closely linked with the country's tourism possessions, and where there is a strong customer predilection of country's culture and heritage, there is likely to be a robust tourist industry or at least the potential for creating it. It also generates a warm background of the country and positive associations which benefit in exporting, attracting investment, and even developing international relations with other countries. (Kaynak & Kara, 2008, p. 982).

The images of a potential tourist destination shown through cultural products that are consumed as a way of experiencing the culture and helping to create a new image of the destination (Kim et al., 2008). Kim et al. (2008) study showed that Korean cultural products have played a substantial role in attracting potential tourists. The results of Kim et al. (2008) study confirmed that the expenses on Korean cultural products were a significant contributor to Hong Kong residents' intention to visit Korea. The results of their study also showed that respondents who tended to spend more on Korean cultural products had a higher intention to visit Korea after they had tasted Korean food.

The potential impact of foreign cultural products on consumers is not only the most active in employing foreign media content and consuming foreign cultural products but also represent the future of a country (Xiaoming and Leng, 2004). Cultural products tend to lead their consumers to think of a country's people and its products favorably and prompt them to buy a country's products. Xiaoming and Leng (2004) found that the consumption of Japanese media and cultural products by the Singaporean youth has already reached a stage that could affect young people's perception and feelings towards the Japanese and their products in a substantial way.

Aljammazi and Asil (2017) note that exposure to Turkish cultural products such as TV drama positively influence the consumers' perception in Saudi Arabia. This exposure led them to think about Turkish fashion and trends based on what they see in the Turkish TV drama. They also indicate that Saudi viewers interest in the clothes made in Turkey has also increased. Besides, their findings indicate that TV dramas made Saudi viewers perceive Turkey's country image and its products positively.

Based on the literature review above and in order to explore the effect of Turkish cultural products consumption on the customers' perceptions in MENA region countries, the following hypotheses are developed:

H1a. The consumption of Turkish cultural products has a positive influence on the consumers' intentions to visit Turkey.

H1b. The consumption of Turkish cultural products has a positive influence on the consumers' intentions to purchase Turkish products.

H1c. The consumption of Turkish cultural products has a positive influence on the consumers' perceptions of Turkey's country brand image.

H1d. The consumption of Turkish cultural products has a positive influence on the consumers' perceived stereotypes towards Turkish people.

3.4. Country Brand Image Variable

Nations in a globalized world, must manage and control their brand image if they are to compete successfully with other nations. For a country, reaching the superior rank through branding can give a country a competitive advantage over other countries and lead to enhancing tourism, exporting, and foreign investment (Lee, Suh, & Moon, 2001). To others, the country brand image refers to a proportionate and comprehensive national brand strategy that determines the most logical, most competitive and most persuasive strategic vision for the country, and confirms that this vision is strengthened, supported, and developed by every act of communication between the country and the rest of the world (Lee, Suh, & Moon, 2001). Country branding is cross-cultural communication, which very much similar to the advertising practicing: attraction, awareness, preference. (Ayyildiz et al., 2013; Roth & Romeo, 1992).

Country branding practicing generally aims to generate international economic advantage. However, the aims of the counties could be similar; each country might choose dissimilar fields and strategies in their routes towards this aim. All countries seek to appear creative, innovative, authentic, appealing, and alluring (Ahasanul Haque et al., 2015). The practice of country branding, therefore, is seen first and primarily as an effort to enhance the country's economic competitiveness (Haque et al., 2015; Hsieh, Pan, & Setiono, 2004).

A country brand image represents and covers a diversity of factors and associations, for example, natural resources, tourist attractions, culture, language, history, social institutions, political and economic systems, infrastructures and most importantly people (Lee, 1997, p. 83). Country brand image is a key competitive advantage for how successfully countries compete with each other for the attention, respect and trust of investors, donors, consumers, the media and to generate favorable perceptions with respect to country's governance, culture, and heritage, tourism, investment, and immigration, or people (Lee et al., 2001).

Country marketing (country branding) has become a form of public diplomacy and soft power, which purposes to manage, build, and enhance a country's image in the eyes of foreign target audiences; country branding practicing tends to be oriented efforts that transmit the image of the country beyond its borders. Country branding campaigns are often started in connection with major global events, such as the Olympics or the FIFA World Cup, but they also form part of an ongoing brand management strategy in many countries. In the past 30 years, many countries have begun enthusiastically managing their national brands, although with mixed results, in order to appeal foreign investment capital, tourists, and customers to their own countries, as well as to compete with each other, scientifically, commercially, educationally and culturally (Nadeau et al., 2008, p. 87).

Country brands rest on deep-rooted perceptions of a country's identity and character, which often have much in common with widespread stereotypes about the country (Allen, 2016, p. 215). In other words, the focus on building a strong country brand should not only depend on promotional campaigns but on the roots and causes that affect the nation brand index. These roots may be linked to stereotypical images of a country or its culture. Focusing on roots means focusing on sources (nation branding sources) that may be associated with culture, identity, and the general impression of one country. Building a strong brand is linked to cultural products and lead to a change in the perceptions of the customers towards a country and create positive stereotypes towards the country.

The effect of country brand image variable

Bertagnolli (2013) study indicated that the image of a country affects the formation of attitudes. Consequently, the use of country of origin effect in the communication strategies is especially effective when the purpose is to stimulate customer's affective and

behavioral reactions directing at creating a choice and purchasing intention. Han (1990) indicates that consumers' ratings of products attributes are heavily affected by country image. He also suggests that a country image is likely to have a direct effect on consumers' purchase intentions for a brand from that country (Han, 1990). The effect of country image on purchase intention has important theoretical and managerial implications surrounding the mechanics of country image and the impact on purchase intention (Wang et al., 2012). Wang et al. (2012) indicate that cognitive and affective country image has an impact on the intention to purchase, with the former influencing purchase through product image.

Lee and Bai (2016) suggests that cultural products through country image deliver a powerful influence on consumers' destination choices. They found the destination image induced by pop-culture products was changed positively. Lee and Bai (2016) also indicate cultural events reinforced a positive place image through experiences of the cultural events and travels in South Korea. Besides, the positive image from pop-culture experiences had a substantial impact on future behavioral intentions (Lee & Bai, 2016). Hence the effect of cultural products on the consumers' destination choices through a country image implies the mediator role that country brand image between the cultural products effect and the consumers' intentions towards tourist destinations.

The study describes the effect of cultural products consumption on country brand image. Besides, highlighting the effect of country brand image on visit intentions and purchase intentions. This study also discusses the mediatorial role of a country brand image between cultural products consumptions and behavior intentions.

Based on the literature review above and in terms of the hypotheses related to 'Country brand image' variable; the following hypotheses were developed:

H2a. Turkey's country brand image has a significant positive effect on customers' intention to visit Turkey.

H2b. Turkey's country brand image has a significant positive effect on customers' intention to purchase Turkish products.

H2c. Turkey's country brand image mediates the relationship between Turkish cultural products consumption and the purchase intention of Turkish products.

H2d. Turkey's country brand image mediates the relationship between Turkish cultural products consumption and the intention to visit Turkey.

3.5. National Stereotype Variable

The growing of communication interactions across country boundaries has led many researchers to start to study perception toward foreign countries. Walter Lippmann (1922) was one of these researchers who bring the concept of stereotype to social sciences. Lippmann states that "stereotypes are shaped by the mass media, and it is an essential feature of the up-to-date society" (Xiaoming & Leng, 2004, pp. 21–22). When assumptions are made that most of the members of a specific group share similar features, stereotypes are shaped at that moment (Papadopoulos & Heslop, 2002, p. 295,296; Yousaf, 2016, p. 83).

The stereotypes and visual reality make an opportunity to influence the global perceptions of a country, as well as to simplify intercultural communication. Through determining the prioritizing of specific positive national stereotypes in country branding activities, private and public groups can involve in successful public diplomacy, participating in the initial effort of marketing the products made in the country to the foreign audiences, and control over the country branding message which they want to convey to foreign markets (Allen, 2016, p. 228).

National stereotypes are deep-rooted in international perceptions. For countries, it makes sense to use them strategically in their efforts to build their national brands, rather than not accepting them. National stereotypes are often based on authentic characteristics, even if they are only applicable to one small part or population segment of a given country (Allen, 2016, p. 228; Anholt, 2010, p. 3). According to Yousaf (2016) the building of country stereotypes is grounded on the mixture of several facets of the country such as people, physical features, language, cultural identity, political environment, history, economics and religion and technological development (Brijs et al., 2011, p. 1263; Yousaf, 2016, p. 84).

Stereotypes have already been utilized in international marketing studies to illustrate how customers automatically link a country with a particular product category (Hadjimarcou & Hu, 1999, p. 584; Motsi, 2016, p. 30). Thus, international corporations regularly use country stereotypes in the marketing activities of their brands. For instance,

Volkswagen used the well-known slogan "that is the power of German engineering" to exploit the positive stereotype of German productivity and its positive country image (Motsi, 2016, p. V).

Tan, Li, and Simpson (1986) indicate that American TV shows were the primary source of stereotypes of Americans in Taiwan, Thailand, and Mexico among individuals who watch more American TV. The impact was particularly apparent when television images were consistent and clear, and when information about Americans from other sources was lacking (Tan et al., 1986, pp. 812–814). According to Ware and Dupagne (1994), there were small, statistically considerable correlations between exposure to American entertainment programs and perceptions, attitudes, and behaviors of the foreigner although their findings show stronger links between culture and media exposure and US products and services (William Ware & Dupagne, 1994, p. 953).

3.5.1. National stereotype and country brand image

Allen (2016) stresses that because of the increase of international cooperation and its admirable goal, the competition between the countries for global market share would keep continuing. For this reason, the particular emphasis of positive country stereotypes will persist in playing an essential role in country branding efforts for a long time to come (Allen, 2016, p. 228). A positive national stereotype can make the same effect that country brand image does, through the utilizing of elements such as people, culture, heritage, landscape history, products, and resources (Allen, 2016, p. 219).

The perceived stereotype is an embodied identity, not a prior identity, of a country rooted in its cultural and historical knowledge or experiences of people. The proliferation of communication channels increases the distress for the countries with negative images, as they receive extensive media coverage, which leads to the shaping of negative perceptions which may harm the reputation of the country more through the creation of negative and harmful stereotypes. Thus, stereotypical impressions can be an asset or commitment to the strategic country brand and destination marketing efforts, since it is possible to control images that have been evoked and formed by stereotypes (Yousaf, 2016, p. 82).

The country brand image is often formed through stereotypes, by the ranking of countries and people in categories. Though stereotypes are superficial, they can provide

specific trends, orientations, or attitudes (Albu, 2013, p. 8; Hakala & Lemmetyinen, 2011, p. 17). Stereotypes can play a central role in the building of a country brand image, enhancing the positive aspects and minimizing the negative aspects of the country (Allen, 2016, p. 219).

3.5.2. National stereotype and behaviour intention

According to the theory of consumer culture, the interaction between customers and the international marketplace is a useful tool in clarifying the use of social classifications in the form of stereotypes by customers when evaluating products made in foreign countries. (Motsi, 2016, p. 44). Usunier and Cestre indicate that certain countries get a convenient evaluation of their products based on the customers stereotypical association between the product and the country, for example, Japan and electronics, Germany and cars (Usunier & Cestre, 2007, p. 32).

Based on previous studies, Yousaf (2016) indicates that, the concept of stereotyping has been used as an initial approach in examining the impact of the product made in specific country, Which is a feature based on stereotypes that link the emotional bond with the other aspects of the country (Yousaf, 2016, p. 83). For example, stereotypes are probable to play an essential role in the perceived perceptions of the products made in that country. Specifically, when customers do not have enough information about the products. Positive or negative stereotypes can powerfully influence customers trust and evaluation of a product (Lin & Chen, 2006, p. 264). This is due to, the ability of stereotypes to simplify the interaction of individuals with complex environments and by facilitating the decision-making process by providing brief mental images (Askegaard & Ger, 1998; Yousaf, 2016, pp. 83–84).

There is considerable overlap between distinct cognitive stereotypes structures and the concept of country of origin in the evaluation of products produced in foreign countries. However, there is a dynamic among these structures regarding a particular target, maybe a country, product and/or brand. Thus the dynamic affects the formation of foreign products images (Janda & Rao, 1997, p. 694). Janda and Rao (1997) study found that a positive stereotype with respect to a country would show a higher likelihood of a positive evaluation of the product from that country. At the same time, a negative stereotype would create just

the opposite effect (Janda & Rao, 1997). Bertagnolli (2013) also found that the national stereotypes affect the formation of attitudes. Consequently, the use of country of origin effect in the communication strategies is particularly effective when the goal is to provoke customer's affective and behavioral reactions aiming at creating preference and purchasing intention (Bertagnolli, 2013).

Furthermore, Freire (2009) indicates that there is a large role of the national or private tourism organizations in the intervention and the development of active strategies to control the stereotypes towards the country because of the significant impact of the country stereotypes on the destination image. Moreover, there is a significant impact of stereotypes on the perceptions, attitudes, and intentions of the visitors (Freire, 2009, p. 420).

Based on the literature review above and in order to understand the role of 'National Stereotype' variable on other variables in the main theoretical framework model, the following hypotheses were developed:

H3a. Turkey's national stereotype has a significant positive effect on the customers' intention to visit Turkey.

H3b. Turkey's national stereotype has a significant positive effect on customers' intention to purchase Turkish products.

H3c. Turkey's national stereotype has a significant positive effect on the country brand image of Turkey.

H3d. Turkey's national stereotype mediates the relationship between Turkish cultural products consumption and the customers' intention to visit Turkey.

H3e. Turkey's national stereotype mediates the relationship between Turkish cultural products consumption and the consumers' intention to purchase Turkish products.

3.6. Additional Variables

Since the study directly evaluates the impact of cultural products consumption, it is expected that some personal characteristics of the respondents might help in explaining the phenomena under study. The nationality of the respondents was included as an additional variable because we expect that the perceptions of customers are influenced by the

relationship between Turkey and respondents' countries, which is most likely not to be uniform across all nations in MENA region. Age is also an essential factor in explaining reactions to foreign products (Turkish products) and visiting a foreign country (Turkey) especially when previous studies showed that young people are more open to foreign cultural products than older people (Xiaoming & Leng, 2004). Further, visit experience to Turkey by the respondents and the length of their stay will be studied as additional variables.

Based on additional variables, the following hypotheses were developed:

H4a. The level of consumption of Turkish cultural products, the level of intention to visit Turkey, and the level of intention to purchase Turkish products by the people in the MENA region vary according to their ages.

H4b. The level of consumption of Turkish cultural products, the level of intention to visit Turkey, and the level of intention to purchase Turkish products by the people in the MENA region vary according to their nationalities.

H5a. Perceived Turkey's country brand image and Perceived Turkey's national stereotype differ between people who have visited Turkey and those who have not.

H5b. There are differences in the perceptions of the customers about Turkey's country brand image, and national stereotype, according to the duration of their stay in Turkey.

3.7. Hypotheses

Proposed theoretical hypotheses of the research presented in Table 3.1, are developed in order to investigate the associations between cultural products consumption, visit intention to Turkey, and purchase intention towards Turkey and its products (specifically in the setting of the MENA region's customers):

Table 3.1. *The Research Hypotheses*

Code	Hypothesis Statement
H1a	The consumption of Turkish cultural products has a positive influence on the customers' intentions to visit Turkey
H1b	The consumption of Turkish cultural products has a positive influence on the customers' intentions to purchase Turkish products.
H1c	The consumption of Turkish cultural products has a positive influence on the customers' perceptions of Turkey's country brand image.
H1d	The consumption of Turkish cultural products has a positive influence on the consumers' perceived stereotypes towards Turkish people.
H2a	Turkey's country brand image has a significant positive effect on customers' intention to visit Turkey.
H2b	Turkey's country brand image has a significant positive effect on customers' intention to purchase Turkish products.
H2c	Turkey's country brand image mediates the relationship between Turkish cultural products consumption and the purchase intention of Turkish products.
H2d	Turkey's country brand image mediates the relationship between Turkish cultural products consumption and the intention to visit Turkey.
H3a	Turkey's national stereotype has a significant positive effect on the customers' intention to visit Turkey.
H3b	Turkey's national stereotype has a significant positive effect on customers' intention to purchase Turkish products.
H3c	Turkey's national stereotype has a significant positive effect on the country brand image of Turkey.
H3d	Turkey's national stereotype mediates the relationship between Turkish cultural products consumption and the customers' intention to visit Turkey.
H3e	Turkey's national stereotype mediates the relationship between Turkish cultural products consumption and the consumers' intention to purchase Turkish products.
H4a	The level of consumption of Turkish cultural products, the level of intention to visit Turkey, and the level of intention to purchase Turkish products by the people in the MENA region vary according to their ages.

H4b	The level of consumption of Turkish cultural products, the level of intention to visit Turkey, and the level of intention to purchase Turkish products by the people in the MENA region vary according to their nationalities.
H5a	Perceived Turkey's country brand image and Perceived Turkey's national stereotype differ between people who have visited Turkey and those who have not.
H5b	There are differences in the perceptions of the customers about Turkey's country brand image, and national stereotype, according to the duration of their stay in Turkey.

3.8. The Developed Model of the Study

As mentioned earlier the central purpose of this thesis is to examine the linkage among cultural products consumption of a country and intention to visit that country and intention to purchase its products (in this research context, the country is Turkey). Additionally, this research also examines the mediation effects of country brand image and national stereotype of the country. Based on the literature review, the research hypotheses are developed, as well as the theoretical research model. Figure 3.1 presents the theoretical research model of the thesis and the proposed hypothetical relations.

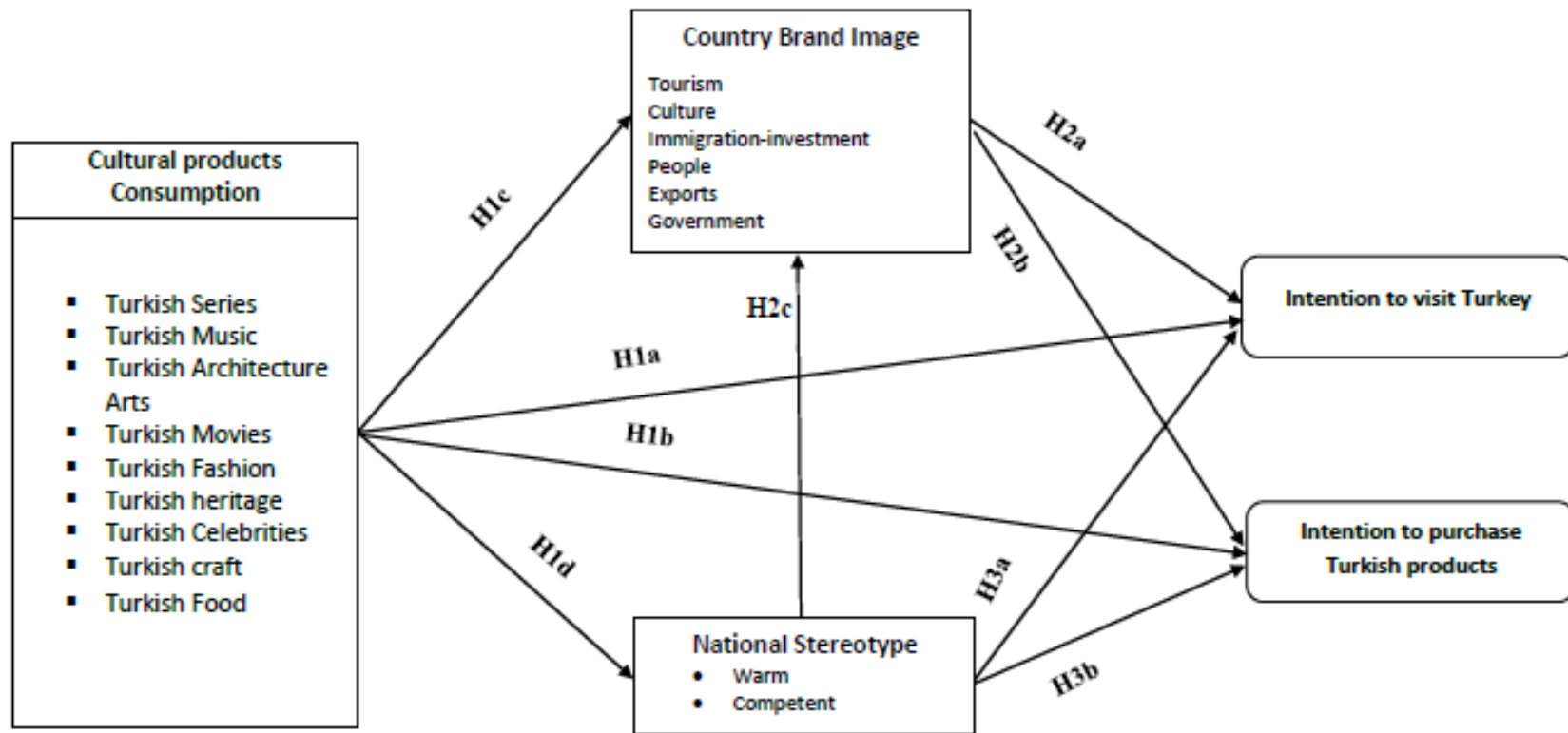


Figure 3.1. The Theoretical Model of the Thesis

CHAPTER FOUR

4. RESEARCH METHODOLOGY

4.1. Introduction

This chapter includes the research methodology of the study. In more details, the following outlines will be discussed: the population of the study, sampling frame, sample size, data collection, research instrument, research procedures, the first pilot study, questionnaire design, measures of constructs, and the second pilot study.

4.2. Population and Sampling

In order to measure the impact of Turkish cultural products consumption in foreign consumers, the MENA region was chosen due to several factors. These factors are the geographical proximity between Turkey and the MENA region; the popularity of Turkish cultural products in the countries of MENA region; and the noticeable influence of Turkish cultural products on people in these countries. Besides, there is an apparent rise in the number of visitors from these countries to Turkey for many purposes such as tourism, shopping and for education. There is also an apparent rise in export rates from Turkey to these countries. The increase in the demand for Turkish products in MENA region and the increase in the number of visitors to Turkey from these countries was with an apparent interest in Turkish cultural products.

4.2.1. Sampling frame

In this study, an integration of two nonprobability sampling methods was used (convenience and snowball sampling). Sue and Ritter (2007) defined convenience sampling as "convenience sampling is a non-systematic approach to recruiting respondents that allows potential participants to self-select into the sample." Employing this sampling method face some disadvantages such as; no control over the number of submissions, no restriction to who can participate, and respondents could not be representative of the whole population (Hansen, 2010). However, there are apparent advantages of using convenience sampling methods such as; it requires less time and effort, reach a large number of respondents, and an excellent choice to run online questionnaires. The second nonprobability method that

used in this study is snowball sampling, which explained by Sue and Ritter (2007) as "all of the initial participants are asked to invite their friends and acquaintances to participate in the study as well. Snowball sampling method helps spread a questionnaire between social networks other than the researcher's network and thus reach the largest number of diverse participants in a study. The employment of the two sampling methods (convenience and snowball) resulted in a relatively large number of participants in the study, which would have been challenging to obtain otherwise.

Sometimes sampling in online surveys can be a problem. Time and budget typically lead researchers to use online methods in order to reach targeted respondents efficiently, and due to technical restrictions often prevent the selection of a simple random sample. This limits the generalization of research results and may call for reliable data to be questioned. However, it is better to collect some data and gain some insight rather than not collecting any data and not getting any information (Sue & Ritter, 2007, p. 34). Furthermore, the most important thing is selecting samples that are representative of the population derived from it.

4.2.2. Sample size

When the total number of the research population exceeds 1000, the population is considered unlimited (Ural & Kılıç, 2013, p. 45). In this context, the calculation formula of the sample to represent an unlimited population is given below (Ural & Kılıç, 2013, p. 47). In the calculation made, it is reached that the sample size, which can represent the population, should be at least 384 units.

$$n = \frac{\sigma^2 \cdot Z_{\alpha}^2}{H^2}$$

- n = Sample size
- N = Population size
- σ = Standard deviation value (0.5)
- H = Standard error value (0.05)
- Z = The theoretical value corresponding to a certain level of significance or confidence level. (1.96)

As it is believed by many researchers when determining sample size, it is preferable to have at least 10 participants for each item of the questionnaire (Sue & Ritter, 2007, p. 34). Besides, the sample size must be at least 300 participants in order to obtain correct results for the Likert scale items according to other researchers (Singh, 2015). The sample of this study passed the applicable number for the research according to the equation above with 865 participants.

4.3. Data Collection

Since this study investigates the impact of Turkish cultural products consumption on the consumers in MENA region countries, the sample of the study was selected from the population of these countries. The cultural products are widely distributed products and targeting all segments of the societies; everyone in any particular society is subject to cultural products. Therefore, the study population is all the consumers in the target countries. This study sought to select a sample of the population that represents the whole society of the targeted countries (MENA region countries). Due to a large number of countries in this region as shown in the Table 4.1, the social media platforms were used as a tool to collect the data from all of these countries. Table 4.1 shows the population statistics of MENA countries, according to the 2016 United Nations World Population Prospects (istizada.com, 2018).

Table 4.1. *MENA Region Countries*

No	Country	Population
1	Egypt	93,383,574
2	Iran (the Islamic Republic)	80,043,146
3	Algeria	40,375,954
4	Iraq	37,547,686
5	Morocco	34,817,065
6	Saudi Arabia	32,157,974
7	Yemen	27,477,600
8	The Syrian Arab Republic	18,563,595
9	Tunisia	11,375,220
10	United Arab Emirates	9,266,971
11	Jordan	7,747,800
12	Libya	6,330,159
13	Lebanon	5,988,153
14	State of Palestine	4,797,239

No	Country	Population
15	Oman	4,654,471
15	Kuwait	4,007,146
17	Qatar	2,291,368
18	Bahrain	1,396,829

Source: (istizada.com, 2018)

The questionnaire was sent to the potential respondents in every country, and they were reached through social media platforms using the convenience and snowball sampling methods. By encouraging the initial participants from the researcher's network to pass on the questionnaire invitation to people in their network, the questionnaire was disseminated to an even larger audience. Additionally, the online survey method provided effortlessness of data collection and data entry which made it possible to obtain a relatively large number of respondents as the increased amount of data would not result in increased amounts of work (Hansen, 2010). As this study required to collect data from many countries, non-probability sampling and online surveying offered the best option to reach many potential participants.

The questionnaire link in its both version Arabic and English was opened in Google Forms platform and sent out to the potential respondents via social media platforms on 12 December 2018 and was closed down on 7 February 2019. There were 865 responses which all of them were completed (no missing answers) due to the activation of the mandatory answer for each question of the questionnaire in Google Forms.

4.4. Research Instrument

Although data collection via the Internet is far from perfection as other data collection methods, recent evidence suggests that it can reduce the biases found in the traditional data collection methods (Buhrmester, Kwang, & Gosling, 2011, p. 4). The implementing Internet-based questionnaire is an effective and cost-efficient method. Compared to the traditional survey method, the online method is commonly perceived as a more comfortable, faster, cheaper, and better way of collecting data (De Moura Engracia Giralddi, Ikeda, & Campomar, 2011). Online questionnaires are thought to be easier to manage as the internet platforms provide information to track the number of participants and enable the researcher to communicate frequently with respondents (LIN, 2014, p. 68). Table 4.2 shows a list of advantages and disadvantages of using an online survey.

Table 4.2. *Advantages and Disadvantages of Internet Surveys*

Advantages	Disadvantages
Easy access to large (worldwide) populations	Coverage error
Speed	Sampling error
Reduced costs	Measurement error
Reduced time and error in data entry	Nonresponse error
Ease of administration	Lack of anonymity
Higher flexibility	Computer illiteracy
More possibilities for design	Non-deliverability
Higher response quality	

Source: (LIN, 2014, p. 68).

After drafting the questionnaire, an internet link relating thereto was created. Then an invitation to participate, containing a link of the questioner, was sent out through the researcher's profile on the social media platforms such as (Facebook, WhatsApp, Twitter and so on) to people from the researcher's immediate network in order to reach as many different people as possible in every targeted country. Furthermore, the invitation was posted on different Facebook groups in order to obtain even more range in the survey by reaching a broad and differentiated audience. Social media platforms were chosen due to their effortlessness of access to a large number of potential participants (Hansen, 2010, p. 22; Sue & Ritter, 2007, p. 91). However, a disadvantage of posting the survey on social media is that it cannot reach the people who do not use social media platforms (Hansen, 2010, p. 22).

Moreover, all potential participants were stimulated to pass on the link of the questionnaire to others, thereby making use of the snowball sampling method, in order to reach more people. Since posting the survey on a website is an excellent way to get data from the general public, the online questionnaire was used to collect the data of our study.

4.5. First Pilot Study

The first pilot study was conducted for two reasons. The first reason is to know which exact cultural product are prominent for the audiences in the MENA region; the second reason is to know if people in the MENA region are exposed to Turkish cultural products or not.

Due to the complexity of the subject and the existence of many terms and concepts related to the notion of the cultural product, the researcher did not find a model that includes all the cultural products which can be used in the study. Additionally, because the study seeks to determine the impact of Turkish cultural products in the MENA region and clearly not every cultural product may be available in the MENA region, we conducted a first pilot study to find out which Turkish cultural products are consumed in the MENA region.

In order to identify Turkish cultural products, the researcher conducted a first pilot study through a simplified questionnaire via the Internet. A random sample of 124 participants was selected in Egypt and Iraq. (Since there are more than 20 countries in the MENA region it was difficult to get a sample from every country, therefore Iraq and Egypt were chosen to represent other countries in the MENA region. We chose Iraq and Egypt as they represent two different geographical areas of the MENA region. After reviewing the secondary references and many models that relate to cultural products notion such as Creative Industry Model (DCMS's classification, 2015); Popular Culture Model (Crossman's classification, 2016); Soft Power Model (Joseph Nye's classification, 1980); Culture Products Industry Model (Scott's classification, 2004), a large number of cultural products were identified as follows: Turkish food; Turkish movies; Turkish series (drama); Turkish music; Turkish publishing (books, magazines, newspaper, websites, Turkish channels, social media publishing); Turkish heritage; Turkish performing arts; Turkish cultural precincts (Museums, art galleries, festivals); Turkish cultural agglomerations (Clubs, cultural associations, festivals, conventions, events); Turkish craft and artisanal industries; Turkish fashion; Turkish architecture arts and design; Turkish celebrities; Turkish sports; Turkish political and social activities; Turkish language; and Turkish computer games. After naming the Turkish cultural products that may customers are exposed to in the MENA region. In the second step, the respondents were asked whether they had been exposed to these cultural products. After that, the Turkish cultural products consumed in the MENA region were identified by the first pilot study's results. Accordingly, these products are the Turkish cultural products that will be examined in our main study.

In order to identify the Turkish cultural products consumed in the MENA region, the questionnaire was designed. The researcher prepared a questionnaire that includes a set of

questions (closed-ended questions) to determine whether the consumers are engaged with Turkish cultural products or not. The products that received 50 % of the respondents' approval for their consumption were accepted as Turkish cultural products consumed in the MENA region. Besides these products will be tested in the study model.

In the beginning, the respondents were asked whether they had an interest in Turkish culture or not, the answers were 62.1% "yes" and 37.9% "no"; and the respondents were asked whether they had knowledge of some Turkish customs or traditions, the answers were 72.8% "yes" and 21.8% "no". The purpose of these two questions was to know the interaction of the customers in the MENA region with Turkish culture in general. After that, the respondents were asked about the extent of their consumption of Turkish cultural products by asking them whether they are consuming a specific cultural product.

Table 4.3 presents the rate of Turkish cultural products consumption in the MENA region according to the answers of the first pilot study's respondents (N:124):

Table 4.3. The Results of the First Pilot Study

Cultural Product	The experience of exposure	
	Yes	No
Turkish Food	55.60%	54.40%
Turkish Movies	78.20%	21.80%
Turkish Series (drama)	96.80%	3.20%
Turkish Music	91.10%	8.90%
Turkish Publishing:		
Books,	15.30%	84.70%
Magazines, newspaper, websites,	24.30%	75.70%
Turkish TV channels,	45.20%	54.80%
Social media publishing	72.60%	27.40%
Turkish Heritage	67.70%	32.30%
Turkish Performing Arts	07.30%	92.70%
Turkish Cultural Precincts (Museums, art galleries)	24.20%	75.80%
Turkish Cultural Agglomerations (Clubs, Cultural associations, Festivals, Conventions, events)	08.10% 12.10%	- 91.90% 87.9-%
Turkish Craft and Artisanal Industries	58.10%	41.90%
Turkish Fashion	76.60%	23.40%
Turkish Architecture Arts	81.50%	18.50%

Cultural Product	The experience of exposure	
	Yes	No
Turkish Celebrities	59.70%	40.30%
Turkish Sports	21%	79%
Turkish Language	79%	21%

4.6. Procedure

The theoretical framework of this study is provided in Figures 3.1, and the corresponding hypotheses will be investigated using a sample of the Turkish cultural products' consumers in the MENA region. As explained above, the first pilot study was conducted in order to investigate the percentage of Turkish cultural products consumption in the MENA region and to choose the cultural products that will be examined in our main study. Then, based on the previous studies, the measurements of the study's constructs (cultural products consumption, country brand image, national stereotype, visit intention, purchase intention) were selected and developed. Accordingly, the questionnaire of the research was designed. The questionnaire was then presented to an expert panel and the pre-test of the questionnaire was conducted. Later, the second pilot study was conducted to verify the validity of the questionnaire.

Finally, the hypotheses of the study were tested through the quantitative data analysis. Since the model of this study includes multiple variables that are linked with each other (cultural products, country brand image, national stereotype, visit intention, and purchase intention) Structural Equation Modelling (SEM) approach was used to test the hypotheses. This approach allows to it allows to simultaneously model relationships among multiple, sequential variables. SEM offered a tool to analyse structural models that are responsive to, and capture the complexity of, the phenomena under observation in this research.

4.7. Measures of Constructs and Questionnaire Design

The study examines whether the consumers' engagement with Turkish cultural products has effects on 1) their purchase intention of Turkish products, 2) their visit intention of Turkey, 3) Turkey's country brand image, and 4) Turkey's national stereotype.

Considering this objective, the questionnaire of the study was designed and presented in the Appendix 1. (English version) and Appendix 2 presents the Arabic version of the same questionnaire. Additionally, at the end of this subtitle's section, the items of the questionnaire are presented in Table 4.4.

In order to achieve the main objectives of the study, it was necessary to understand the nature of the relationship between consumers and cultural products. According to the literature review, this relationship is based on the consumer's exposure to cultural products; and as a marketing term, this exposure could be called "cultural products consumption". As a result, the expected impact of interaction with cultural products will depend on the rate of exposure to cultural products.

The questionnaire was designed as an organized list of questions directly addressed to respondents from the Middle East and North Africa region to investigate their consumption of Turkish cultural products, also to investigate their perceptions, knowledge, and feelings about Turkey and its products as well as their intentions to buy Turkish products and their intentions to visit Turkey.

The questionnaire is divided into six sections as follows:

1. Demographic factors and additional variables
2. Cultural products variable
3. Visit and purchase intentions variables
4. The country brand image variable
5. National stereotype variable

The following Figure 4.1 shows all of the relationships that have been investigated in this study.

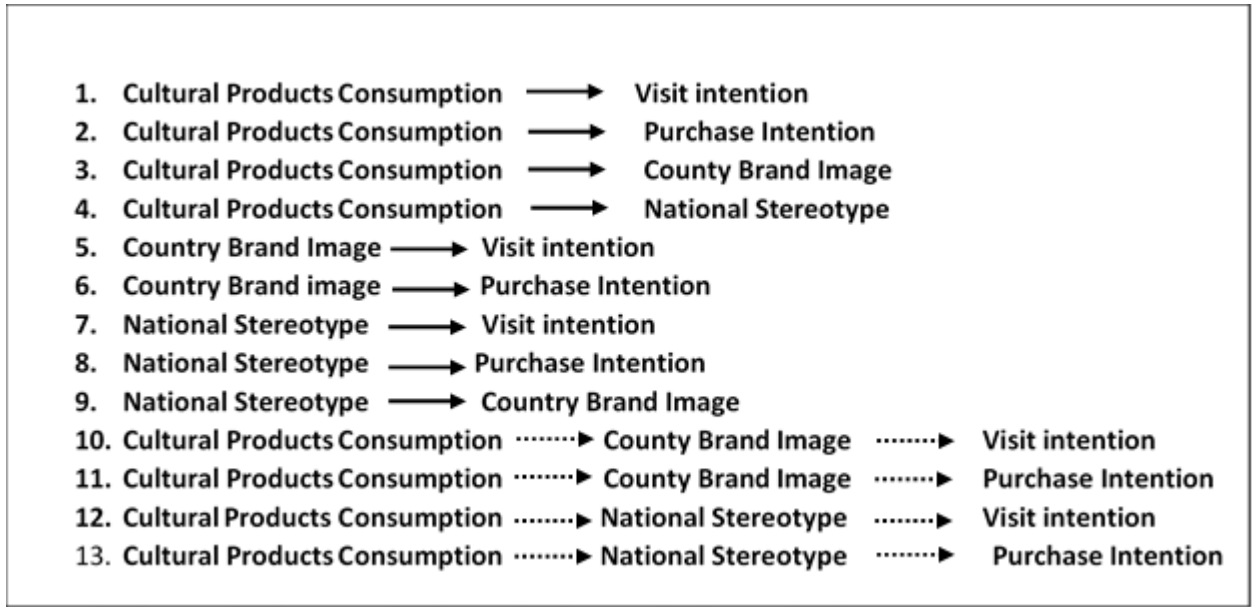


Figure 4.1. *The Relationships between the Study Variables*

The measurement scales used were either Five-point Likert scales or the semantic differential scales. The Likert scale is a brief measure by which respondents indicate whether or not they agree to a series of phrases related to the phenomenon under investigation. Respondents give numerical responses that reflect the direction and strength of their attitudes towards each of the phrases. Thus, respondents who agree with the phrase are positively placed or with a high mark and conversely, those who do not agree with a low or negative sign (C. Lee, 1997, p. 41). Semantic differential scales are widely used and specially used extensively in corporate and brand image investigations. In this measure, respondents indicate their attitude toward a series of phrases related to the phenomenon under investigation on a differential basis between two different phrases. Using a Semantic Differential Scale help the researcher to evaluate both the direction and intensity of the respondent's attitude towards each statement. The extremities of the scale are secured by a pair of polarized statements, adjectives, or phrases (C. Lee, 1997, p. 41).

4.7.1. Cultural products consumption

Since customers cannot be affected by cultural products without interacting with them or exposing to them, the study sought to measure this interaction. Later the study sought to

examine whether the interaction with cultural products influences the attitudes of customers towards a country.

Based on many studies in the field of cultural product industry, such as (DCMS, 2015; Crossman, 2016; Joseph Nye, 1980; Scott, 2004), many cultural products were determined. These products are; Turkish food, Turkish movies, Turkish drama, Turkish music, Turkish publishing (books, magazines, newspaper, websites, Turkish TV channels, Social media publishing), Turkish heritage, Turkish performing arts, Turkish cultural precincts (museums, art galleries), Turkish cultural agglomerations (clubs, cultural associations, festivals, conventions, events), Turkish craft and artisanal industries, Turkish fashion, Turkish architecture arts, Turkish celebrities, Turkish sports, Turkish language. Following the results of the first pilot study (see the results of the first pilot study in the methodology section P 79), Turkish cultural products category that were selected which have an impact in the MENA region countries are; 1) Turkish series, 2) Turkish music, 3) Turkish architecture arts, 4) Turkish movies, 5) Turkish fashion, 6) Turkish heritage, 7) Turkish celebrities, 8) Turkish craft and artisanal industries, and 9) Turkish food.

Since the study sought to measure the customers' interactions with Turkish cultural products in the MENA region in order to understand the impact of this interaction. Also, after conducting the first pilot study, a scale was developed to measure the rate of consumer's exposure to Turkish cultural products in the Middle East and North Africa region. The scale included nine questions in such a way that every question represented one cultural product. The respondents were asked to estimate their rate of exposure to Turkish cultural products by using Semantic Differential scale (ranging from "Never" exposed (interaction) = 1 to "So Much" exposed (interaction) =5. See Table 4.4. at the end of this section for the list of the items.

4.7.2. Purchase intention

In Wang and others' study (2012), intention to purchase was measured by using a 3-item scale. These items were 1) intention to buy, 2) preferred to buy compared to other choices, and 3) the likelihood of purchase (Wang et al., 2012, p. 1046). In this study, these three items are adopted and used to measure the purchase intentions of Turkish products as

following: 1) intention to buy Turkish products, 2) preferred to buy Turkish products comparing to other foreign products, and 3) likelihood of buying Turkish products.

4.7.3. Visit intention

Regarding the variable of visit intentions, the items used in the Wang and others' study (2012) were adopted as the following: 1) intention to visit Turkey, 2) preferred choice to visit Turkey comparing to other destinations, and 3) likelihood of visiting Turkey. All the items of purchase and visit intentions variables were measured by 5-point Semantic Differential scale ranging from "1= Very low to 5= So high" (See Table 4.4 at the end of this section for the list of the items).

4.7.4. Country brand image

As mentioned earlier, we aimed to investigate the perceptions of the MENA region customers about the country brand image of Turkey. Based on the perception of Turkey's country brand image, the study sought to investigate the nature of the relationships with cultural products, visit intentions, purchase intentions and national stereotype variables that are stated in the research model.

According to the theory of nation branding (competitive identity), Anholt (2005) developed a scale that intended to measure the country brand image called the Nation Brands Index. This index measures the image of 50 countries annually by asking the respondents' perceptions about 50 countries, concerning the six dimensions of the country brand image index (Hansen, 2010, p. 39). Anholt (2005) states that the country brand is "the sum of people's perceptions of a country across the six areas of national competence" (Anholt, 2005, p. 296). Nation Brands Index considers countries' general images from a branding-related aspect. The index contains six groups of questions. According to Anholt country brand value is determined by 1) views on the extent of investments and immigration, 2) the country's tourism, 3) the mentality of people, 4) the country's cultural heritage, 5) views on the government, and 6. export brands/products. (Zeinalpour, Shahbazi, & Ezzatirad, 2013, p. 1404). These six general dimensions are broken into many items which are later put in the form of survey questions. Figure 4.2 present the six areas of country brand image (Nation Brands Index Hexagon).



Figure 4.2. *Anholt-GfK Nation Brands Index Hexagon*

Source: (Anholt, 2005, p. 297)

This study uses the Anholt Nation Brands Index to measure the power and appeal of Turkey's brand image by surveying the consumers in MENA region countries on their perceptions of Turkey's cultural, government, people, products, investment potential, and tourist appeal. Nation Brands Index was used in this study for two reasons. First, there are no other measurement tools for measuring nation-brand image that is based on actual theory (the theory of nation branding "competitive identity"). Second, the Nation Brand Index survey seems to play a prominent role in the practical field of the country branding especially because it is widely cited in the literature review of this field (Hansen, 2010, p. 20).

The respondents were asked to evaluate Turkey's country brand image based on Anholt Nation Brands Index. All of the items of country brand image section were based on the dimensions and items used in the Nation Brands Index survey (Anholt, 2005, p. 297), with slight modification such as wording and replacement of some statements as suggested by the expert panel. VisitBritain report (2017) was also used as an excellent reference to get the whole lists of the Anholt Nation Brands Index' items (VisitBritain, 2017, pp. 9–10). The items measured by 5-point Likert scale (ranging from 1= "strongly disagree" to 5= "strongly agree." (See Table 4.4. at the end of this section for the list of the dimensions and items).

4.7.4.1 *Tourism*

Tourism is one of the main elements of a country image hence the image of tourism destination playing an important role in forming the general image of the country (Anholt, 2005, p. 297). According to Nation Brand Index, the measure seeks to assess respondents' perceptions of a country as a tourist destination and whether it has the potentials for a tourist destination through four items. In order to measure the perceptions of the people in MENA region countries about Turkey as a tourist destination four statements were designed. These statements are; 1) Turkey is rich in historic buildings and monuments, 2) Turkey has a vibrant city life and urban attractions", 3) I would like to visit Turkey if I had enough money, 4) Turkey is rich in natural beauty.

4.7.4.2 *Culture and heritage*

The dimension of culture and heritage is one of the supporting dimensions in a country's brand which reflects the capability of a country to export its cultural products and assets fully and positively to other countries (Zeinalpour et al., 2013, p. 1406). Additionally, the cultural assets such as art, language and cultural attractions are a useful tool for communication with people in other countries. This dimension has the ability to attract people to a country and change their perception positively about the country brand image.

In order to measure the perceptions of the respondents about Turkish culture and heritage, based on the "Anholt Nation Brands Index," four statements were designed. These statements are 1) Turkey is an interesting and exciting place for contemporary cultures such as music, films, art, and literature, 2) Turkey is outstanding in sports, 3) Turkey has a rich cultural heritage, 4) Turkey has lots of cultural events and attractions.

4.7.4.3 *Immigration-investment*

Immigration-investment dimension focuses on the business aspect and investment potentials in the country. Through this dimension, the measure seeks to determine the attitudes of people in other countries toward investment and living in the country (Anholt, 2005, p. 297). Respondents were asked six questions in order to reflect their perceptions toward investment and living in Turkey. They were asked about 1) their willingness to work in Turkey, 2) their willingness to work live in Turkey, 3) whether they think that Turkey is a good place for studying or not , 4) whether they would like to invest in Turkey or not , 5)

whether they think that Turkey is a place with a high quality of life or not , and 6) whether they think that there are social equalities in Turkey or not.

4.7.4.4 People

Since no country would exist without people, people cannot be left out in the measurement of a country's brand image. The scale seeks to explore the traits of the people of a country in terms of their personality traits and social attitudes from the point of view of others (Eriksson, 2012, p. 11). The people dimension explores these ideas to see how people in MENA region see people from Turkey in terms of 'how welcoming they are'; 'how friendly they are'; and 'how employable they are' (Fogarty, 2010, p. 19). Respondents were asked three questions in order to reflect their perceptions about Turkish people represented in the following statements: 1) People in Turkey are welcoming, 2) I would like to have a close friend from Turkey, and 3) I would like to work with a person from Turkey.

4.7.4.5 Exports

As a country's reputation represent a potential asset for export promotion organizations, Fetscherin argue that a high level of exports reflects a strong country brand image (Fetscherin, 2010, p. 472). Exports dimension gives an indicator of economic strength and potential of the country. Based on NBI the respondents were asked three questions represented in the following statements 1) Turkey has a major contribution to science and technology, 2) Turkey has a role in creative, cutting-edge ideas of production, and 3) I feel good about buying products made in Turkey (Fogarty, 2010, p. 18).

4.7.4.6 Government

According to Hankinson (2007) and Rawson (2007), the creation, promotion, enhancing, protection, and supervision of a country's brand image are one of the competencies of national governments and should, therefore, play an active role in this area. As Anholt (2007) stated that "governments are at the center of country branding," the changing of a country's government or leadership could affect the country brand image just as a new manager of a company could affect the company's brand. Therefore, Fetscherin (2010) argued that a positive government environment enhances the country brand image and all of its dimensions such as exports, tourism, investments, and immigration (Fetscherin, 2010, pp. 472–473). The governance dimension gives a sense of perceptions

on how a country is governed domestically and its contribution to international policy issues.

In this dimension, the respondents were asked six questions in order to evaluate their perception of the Turkish government. These questions sought to investigate the perceptions of the people in MENA region countries about Turkish government in terms of how 1) competent, 2) honest and 3) fair they are in governance (domestic policy); as well as Turkish government responsibility towards 4) international peace and security, 5) protecting the environment, and 6) reducing world poverty (foreign policy) (Anholt, 2005, p. 297; Fogarty, 2010, p. 18).

4.7.5. National stereotype variable

The Stereotype Content Model (SCM) defines two fundamental dimensions of social perception; warmth and competence (Cuddy et al., 2008, p. 62). According to the model, individuals can classify groups according to their level of threat by using the dimensions of warmth and competence. The authors argued that groups could be placed within four quadrants from the model based on a warmth and competence matrix (Motsi, 2016, p. 31). The SCM model has also been extended into brand perception. The scholars applied the model into brand perception by mapping the perception of brands according to their intent to harm and their ability to carry out their intentions (Motsi, 2016, p. 33).

The stereotype content model has been applied in international marketing literature primarily as a measurable construct (Motsi, 2016, p. 33). In this study, SCM used as a tool to measure national stereotype variable and explore the relationship between cultural products and national stereotypes as well as between national stereotypes and country image brand image. The advanced SCM model by Fiske and others (2002) decomposes the specific dimensions of national stereotypes. The SCM divides stereotypes into two dimensions: the perceived competence and the perceived warmth. Fiske and others' (2002) study used a constant measurement scale consisting of six "competence" items (competent, confident, intelligent, competitive, efficient, and independent) and six "warmth" items (friendly, sincere, well-intentioned, warm, good-natured, and trustworthy) (Chattalas et al., 2008; Fiske et al., 2002).

SCM has been used in this study as it represents a major theoretical advance in the systematic study of stereotype contents. The respondents were asked directly to indicate their stereotypes of Turkish people according to the stereotype content model. The respondents were asked to rate their perception of Turkish people by answering options are opposite traits at each end of the scale. For example, friendly/unfriendly, well-intentioned/bad-intentioned, trustworthy/untrustworthy, and so on with five-point scale between the two opposite sides. All the items of national stereotype variable were measured by adopted 5-point Semantic Differential scale (ranging from 1= the negative trait (stereotype) to 5= the positive trait (stereotype), see Table 4.4 for a list of the dimensions and items).

Table 4.4. *Measurement Tools and Scales Used in the Study*

Variable	Items	Scale
Cultural products consumption		
• Turkish Series • Turkish Music • Turkish Architecture Arts • Turkish Movies • Turkish Fashion • Turkish heritage • Turkish Celebrities • Turkish Craft • Turkish Food	Multiple Items (9)	Semantic Differential 1 = Never 5 = So much
Purchase and visit intention		
Visit intention • Intention to visit • Likelihood of visiting • Preference to visit comparing to other destinations	Multiple Items (3)	Semantic Differential 1 = Very low 5 = So high
Purchase intention • Intention to buy • Likelihood of buying • Preference to buy comparing to other products	Multiple Items (3)	Semantic Differential 1 = Very low 5 = So high
Country brand image		
Truism • Rich in historic buildings and monuments • Vibrant city life and urban attractions • Willing to visit • Rich in natural beauty	Multiple Items (4)	Likert Scale 1= Strongly Disagree 5 = Strongly Agree
Culture • Interesting and exciting for contemporary culture • Excels at sport • Rich cultural heritage • Cultural events and attractions	Multiple Items (4)	Likert Scale 1= Strongly Disagree 5 = Strongly Agree

Variable	Items	Scale
Immigration-investment • Willing to live • Willing to work • High quality of life • A good place to study • The likelihood of investment • Equality in society	Multiple Items (6)	Likert Scale 1= Strongly Disagree 5 = Strongly Agree
People • People hospitality • Accepting other as close friends • Accepting to work with others	Multiple Items (3)	Likert Scale 1= Strongly Disagree 5 = Strongly Agree
Export • Contributor to innovation in science • Feeling good when buying country products • Creative, cutting-edge ideas and new ways of thinking	Multiple Items (3)	Likert Scale 1= Strongly Disagree 5 = Strongly Agree
Government • Competently governed • Honestly governed • Respects the rights of citizens and treats with fairness • Behaves responsibly in peace and security • Responsibility to the environment • Responsibility to reduce world poverty	Multiple Items (6)	Likert Scale 1= Strongly Disagree 5 = Strongly Agree
National stereotype		
Warm: • Friendly vs unfriendly • Well-intentioned vs bad-intentioned • Trustworthy vs untrustworthy • Sincere vs insincere • Warm vs cold • Good-natured vs bad-nurtured	Multiple Items (6)	Semantic Differential 1 = The negative stereotype 5 = The positive stereotype
Competent: • Efficient vs inefficient • Independent vs dependent • Competitive vs noncompetitive • Confident not vs confident • Competent vs incompetent • Intelligent vs not intelligent	Multiple Items (6)	Semantic Differential 1 = The negative stereotype 5 = The positive stereotype

4.8. The Expert Panel

An expert panel is a small group of specialists brought together to critique and examine the questionnaire from various perspectives (Babonea & Voicu, 2011, p. 1327). Researchers, in general, seek to ask a group of experts and specialists to review their questionnaires in order to identify questions' problems, potential breakdowns in answering

process, and potential measurement errors in the questionnaires (Olson, 2010, p. 296). In order to identify the problems in the questionnaire of this study, the questionnaire was shown to an expert panel. In a work session, the experts examined the questionnaire under scrutiny. The panel was made of four specialists in the field and professionals with expertise in marketing and statistics.

The expert panel made it possible to notice problems that could not be recognized by the researcher. The experts were interviewed face to face, and the questionnaire was reviewed with them to have their views on the errors in the questionnaire and expected problems that may occur during data collection and the statistical analysis. Considering the experts' views and suggestions, the necessary amendments were made to the questionnaire to reach the final version of the questionnaire. Based on the experts' opinions, some statements were modified, added, or deleted.

Since a five-point scale is quite easy for the respondents to notice the complete list of scale descriptors, and it is also straightforward to analyze the collected data (Dawes, 2008, p. 62), the expert panel suggested using the five-point scale instead of the seven-point scale. Therefore in this study, the five-point scale was used as the expert panel, and other scholars recommended that it would decrease the frustration level of respondents and increase response rate and response quality (Sheetal B. Sachdev & Verma, 2004, p. 104).

4.9. Forward and Backward Translation

In order to maintain equivalence of the questionnaire in the target language (Arabic), the questionnaire was translated from English to Arabic by the researcher, then translated back to English from Arabic by an independent person. The translator was familiar with the terminologies of the marketing field. Additionally, he is sufficiently knowledgeable of the English language, and his mother language is Arabic.

4.10. Pre-testing the Questionnaire

Pretesting of a questionnaire is proceeded to examine the data collection procedure and the questionnaire before data collection begins. The objective is to assure that the questions being asked accurately to express the information the researcher wants and that the participants could answer the questions easily (Grimm, 2010). In general, pre-testing a

questionnaire identifies the problems that may occur during the data collection such as misinterpretation of questions, the inability or unwillingness to answer questions or the length of time required to respond. These problems could happen due to the wording, number, and layout or ordering of questions (Grimm, 2010).

A small group of volunteers (six participants) took part in the pre-test of the questionnaire. All participants are studying at Anadolu University and come either from the Middle East or from North Africa region. Respondents were asked to express their opinions and concerns on the appropriateness of the questions' design and formulation of the questions. They were also asked to check the ambiguities in the questions and see if they were difficult to answer.

After reviewing participants' feedback, it turns out that the questions were easy to answer. However, some issues related to the form of the questionnaire were addressed before we printed out its final version. Furthermore, the time it took to answer the questionnaire was acceptable, with an average of 12 minutes.

4.11. Second Pilot Study

The pilot study is essential and beneficial in providing the groundwork in any research project (Abu Hassan, Schattner, & Mazza, 2006, p. 73). Therefore, before conducting the field survey officially, a second pilot study was conducted to verify the feasibility of the questionnaire and the research model. Pilot studies are one of the most critical steps that must be taken before conducting a large-scale quantitative research. The advantage of conducting a pilot study is the possibility to avoid making mistakes and provide advance warning of the weaknesses in the final study (LIN, 2014, p. 70). Besides, there is a possibility to avoid inappropriate or redundant questions as well as to test and ensure that specific questions are consistent with the required information.

To carry out this research a second pilot study was conducted with 62 respondents. Three responses were excluded from the sample because they were not completed the questionnaire fully (missing data). Thus 59 responses were valid for the analysis. All the respondents were students either at Anadolu University or at Eskisehir Osmangazi University. All the respondents come from MENA region countries in order to represent the target population of the large-scale main study.

In the second pilot study, the data were tested in order to check whether the analysis plan was going to be capable of providing the results that were aimed for. Two kinds of statistical analyses used in the second pilot study. First, Cronbach's Alpha test used to check the reliability of the dimensions, Table (4.6) shows the results of the reliability test according to every dimension in the study. Second, Linear Regression test has been used to examine the statistical significance of the relationships between the variables of the study according to the research hypotheses and to get a general picture whether the research model workable or not. The linear regression test conducted to verify the feasibility of the questionnaire and the research model. According to the results of the regression test, most of the relationships between the primary constructs of the study model were significant.

Table 4.5. *Results of Reliability Tests for Second Pilot Study*

Dimensions	N	NI	Cronbach's Alpha Value
Cultural Products Consumption	59	9	.712
Visit intentions	59	3	.760
Purchase Intentions	59	3	.898
Tourism	59	4	.905
Culture	59	4	.826
Immigration-Investment	59	6	.841
People	59	3	.825
Exports	59	3	.827
Government	59	6	.937
Warmth	59	6	.833
Competence	59	6	.821

N: Number of the sample

NI: Numbers of items for every dimension

The results of the second pilot study indicate no major problems with the questionnaire; however, a slight modification was made in the wording of some questions.

CHAPTER FIVE

5. DATA ANALYSIS

5.1. Introduction

This chapter makes up the analysis of the collected data. The first part consists in a description of the research's sample as well as the descriptive statistics for the variables of the study. In the second part, the model variables are determined by conducting an Exploratory Factor analysis as well as presenting modified hypotheses and modified model of the study. The third part is preparing the data for further analyses by testing the necessary assumptions of the structural equation modeling. The fourth part focuses on the measurement model, which contains the reliability and validity of the study. In the fifth part, the hypothesized model (SEM) is presented with the path coefficients and testing the research hypotheses. At the end of this chapter ANOVA results will be presented together with its Post hoc tests.

5.2. The Method

In this study, descriptive analyses such as frequency, percentage, as well as statistical tests such as exploratory factor analysis (EFA), confirmatory factor analysis (CFA), reliability analysis are used in the analysis of the obtained data. Furthermore, Structural Equation Model (SEM) is used to test the model of the study as a whole and clarification the nature of the model's relationships.

The data gathered was analyzed through the SPSS software edition 24 and IBM AMOS 24. The following list of the tools is used to perform data analysis:

1. Descriptive Statistics (means, standard deviations, percentages, frequencies skewness, kurtosis) using SPSS.
2. Reliability analysis, using Cronbach's coefficient.
3. Perpetration data analysis tests (correlation matrix, histograms, linearity, and normality)
4. Initial model fit and validity performed using measurement modeling through AMOS.

5. Initial Model fit and hypotheses testing are performed using structured equation modeling (SEM) through IBM AMOS.
6. Analysis of variance (ANOVA test), Post Hoc test, and Independent Samples t-test

5.3. Characteristics of the Sample

Using web-based data collection, 865 usable questionnaires obtained. Demographic measures assessed are gender, age, and nationality of respondents. Besides, the respondents were asked whether they have previously visited Turkey. They were also asked how long they have been in Turkey if they have been there before. Table 5.1 presents the gender, age, and the nationality of this study's participants. Table 5.1 shows also whether participants have a previous experience visit to Turkey, and the duration of their stay in Turkey.

Table 5.1. *Characteristics of the Research Sample*

<i>Socio-demographics</i>	<i>f</i>	<i>%</i>
<i>Gender</i>		
Male	411	47,5
Female	454	52,5
<i>Age (years)</i>		
<=20	112	12,9
21-30	441	51,0
31-40	180	20,8
41-50	69	8,0
>=50	63	7,3
<i>Nationality</i>		
Lebanon	121	14,0
Iraq	86	9,9
Jordan	82	9,5
Egypt	75	8,7
Yemen	65	7,5
Palestine	64	7,4
Qatar	64	7,4
Algeria	56	6,5
Tunisia	48	5,5
Saudi Arabia	39	4,5
Kuwait	39	4,5
Iran	34	3,9
Morocco	29	3,4
Oman	27	3,1
Syria	15	1,7
Libya	10	1,2
Bahrain	6	0,7
United Arab Emirates	5	0,6
<i>Previous Visit Experience to Turkey</i>		
No	475	54,9
Yes	390	45,1
<i>Visit Duration</i>		
Never been	475	54,9
Days	272	31,4
Months	62	7,2
More than a year	56	6,5
Total	865	100,0

Table 5.1 shows that the age range of participants vary from less than 20 and above 50 years of age and most of the participants belong to the age group of 20-30 years old (i.e. 51,0%) followed by 31-40 years old (i.e. 20,8%), < 20 years old (12,9%), 41-50 (8,0%) and

above 50 (7,3%). Table 5.1 shows more females participants as compared to males with females 52.5% and males 47,5%.

According to Table 5.1 most of the participants were from Lebanon 14%, and the least respondents in this study sample were the respondents from United Arab Emirates i.e., 0.6 %. The other nationalities along with their frequencies are given in the Table 5.1.

In addition, it is also evident from Table 5.1. that 45.1% of the participants have been in Turkey before while 56.9% of the participants haven't visited Turkey. Table 5.1. also shows that 54,91 % of the participants reported that they have never been to Turkey, 33,45 % mentioned that they were in Turkey just for many days, 7.17% indicated that they were in Turkey for many months, and 6.74% reported that they stayed in Turkey more than a year.

5.4. Descriptive Statistics

5.4.1. Turkish cultural products consumption

In this part, the descriptive statistics of the cultural products consumption variable is shown. Table 5.2 presents the rate of participants' consumption of Turkish cultural products. Mean, standard deviation, minimum and maximum was used to show such descriptive statistics.

Table 5.2. *Turkish Cultural Products Descriptive Statistics*

Items	N	Minimum	Maximum	Mean	Std. Deviation
Turkish Food	865	1*	5*	3.40	1.381
Turkish Movies	865	1	5	2.74	1.508
Turkish Series	865	1	5	3.18	1.484
Turkish Music	865	1	5	2.83	1.449
Turkish Heritage	865	1	5	3.03	1.290
Turkish Crafts	865	1	5	3.09	1.395
Turkish Fashion	865	1	5	3.28	1.449
Turkish Architecture Arts	865	1	5	3.28	1.406
Turkish Celebrities	865	1	5	3.07	1.497

* 1= Never exposed to Turkish cultural products

* 5= Exposed very much to Turkish cultural products

Table 5.2 shows the descriptive statistics for Turkish cultural products consumption, and it is quite understandable that the highest mean score is obtained for Turkish Food ($M = 3.40$; $S.D = 1.50$) and the lowest mean score is obtained for Turkish Movies ($M = 2.74$; $S.D = 1.38$). Thereby, it can be seen that the most consumed Turkish cultural product by the respondents of this study is Turkish food, followed by Turkish fashion, architecture, Turkish series, Turkish crafts, Turkish celebrities, Turkish Heritage and Turkish Movies.

5.4.2. Country brand image

In this part, the descriptive statistics of the country brand image variable is shown. Table 5.3 presents the participants' perceptions of Turkey's country brand image. The Mean, standard deviation, minimum and maximum was used to show such descriptive statistics.

Table 5.3. *Turkey's Country Brand Image Descriptive Statistics*

Items	N	Min	Max	Mean	Std. Dev
Turkey is rich in historic buildings and monuments	865	1*	5*	4.16	1.105
Turkey has a vibrant city life and urban attractions	865	1	5	4.08	1.179
I would like to visit Turkey if I had enough money	865	1	5	4.19	1.220
Turkey is rich in natural beauty	865	1	5	4.23	1.197
Turkey is an interesting and exciting place for contemporary culture such as music, films, art and literature	865	1	5	3.81	1.206
Turkey is outstanding in sport	865	1	5	3.92	1.129
Turkey has a rich cultural heritage	865	1	5	3.92	1.131
Turkey has lots of cultural events and attractions	865	1	5	4.03	1.075
Turkey is a good place to live for a substantial period	865	1	5	3.88	1.213
Turkey is a good place to work for a substantial period	865	1	5	3.59	1.187
Turkey is a place with a high quality of life	865	1	5	3.85	1.084
Turkey is a good place to study and get educational qualifications	865	1	5	3.74	1.148
If I had businesses, I'd like to invest in Turkey	865	1	5	3.66	1.303
Turkey cares about equality in society	865	1	5	3.73	1.074
People in Turkey are welcoming	865	1	5	3.69	1.147
I would like to have a close friend from Turkey	865	1	5	3.86	1.218
I would like to work with a person from Turkey	865	1	5	3.65	1.238

Items	N	Min	Max	Mean	Std. Dev
Turkey has a major contribution to science and technology	865	1	5	3.80	1.078
I feel good about buying products made in Turkey	865	1	5	3.96	1.125
Turkey has a role in creative, cutting-edge ideas of production	865	1	5	3.77	1.087
Turkish government is competent	865	1	5	3.75	1.215
Turkish government is honest	865	1	5	3.74	1.189
Turkish government respects the rights of citizens and treats them with fairness	865	1	5	3.75	1.203
Turkish government behaves responsibly in international peace and security	865	1	5	3.74	1.208
Turkish government behaves responsibly in protecting the environment	865	1	5	3.83	1.182
Turkish government behaves responsibly toward reducing world poverty	865	1	5	3.80	1.101

*1= Strongly Disagree

*5= Strongly Agree

Table 5.3 shows the descriptive statistics for items related to Country Brand Image variable, and it is evident that highest mean score is obtained for the item "Turkey is rich in natural beauty" (i.e., $M = 4.23$; $S.D = 1.19$) and the lowest mean score is obtained for item "Turkey is a good place to work for a substantial period" (i.e. $M = 3.59$; $S.D = 1.18$). According to statistical results, it can be noticed that Turkey's perceived Country Brand Image is significantly positive by the respondents of the study.

5.4.3. National stereotype

In this part, the descriptive statistics of the national stereotype variable is shown. Table 5.4 presents the participants' perceptions of the national stereotype of Turkey. The Mean, standard deviation, minimum and maximum was used to show such descriptive statistics.

Table 5.4. *Turkey's National Stereotype Descriptive Statistics*

Items	N	Minimum	Maximum	Mean	Std. Deviation
Friendly vs Unfriendly	865	1*	5*	3.55	1.084
Well-intentioned vs Bad-intentioned	865	1	5	3.64	1.007
Trustworthy vs Untrustworthy	865	1	5	3.58	1.030
Sincere vs Insincere	865	1	5	3.66	1.015
Warm vs Cold	865	1	5	3.55	1.054
Good-natured vs Bad-natured	865	1	5	3.67	.997
Efficient vs Inefficient	865	1	5	3.93	.986
Independent vs Dependent	865	1	5	3.91	.999
Competitive vs Noncompetitive	865	1	5	3.91	1.009
Confident vs Not confident	865	1	5	4.06	.983
Competent vs Incompetent	865	1	5	3.95	.988
Intelligent vs Not intelligent	865	1	5	3.87	1.051

*1= The positive trait (ex. friendly)

*5= The negative trait (ex. unfriendly)

Table 5.4 shows the descriptive statistics for items related to Turkey's National Stereotype. The highest mean score is obtained for the item "Confident" (i.e., $M = 4.06$; $S.D = 0.983$) and the lowest mean score is obtained for item "Warm" (i.e. $M = 3.55$; $S.D = 1.054$). According to the statistical results, Turkey's perceived National Stereotype by the respondents of the study is significantly positive. However, the participant's answers indicated that Turkish people are considered as being competent (efficient, independent, competitive, confident, competent, intelligent) more than being warm (friendly, well-intentioned, trustworthy, sincere, warm, good-natured).

5.5. Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) is conducted in order to reduce the data to a smaller set of the summary variables as well as to explore the underlying theoretical

structures or dimensions within each variable (Field, 2009). In this study, Exploratory Factor Analysis (EFA) was carried out. The researcher ran the Exploratory Factor Analysis (EFA) to determine the dimensionality of items measuring the main Cultural Products construct of the study as it was the only construct developed by the researcher. The random sample was taken from the main data set in order to run the EFA. Later in order to determine the Constructs (Country brand image, National stereotype, Purchase intention, and visit intention) and the subconstructs (Culture, Tourism, Immigration-Investment, People, Exports, Government, Warmth, and Competence) first and second order Confirmatory Factor analysis (CFA) was used.

Regarding the Cultural Products Consumption construct, nine items were exploratory factor analyzed using principal component analysis with Varimax rotation. According to the outcomes of EFA, two new components were extracted: Component 1 was named as Media Cultural Products (MCP) due to the high loadings by the following items: Turkish Series, Turkish Movies, Turkish Music, Turkish Celebrity. The second component derived was named as Art and Heritage Cultural Products (ACP). This factor was labeled as such due to the high loadings by the following items: Turkish Food, Turkish Heritage, Turkish Crafts, Turkish Fashion, Turkish Architecture Arts. The results of the analysis are presented in Table 5.5.

Table 5.5. Rotated Component Matrix for Cultural Products

Items	Component	
	1	2
Turkish Movies	.829	
Turkish Series	.848	
Turkish Music	.714	
Turkish Celebrities	.678	
Turkish Heritage		.727
Turkish Crafts		.718
Turkish Fashion		.606
Turkish Architecture arts		.788
Turkish Food		.544

Extraction Method: Principal Component Analysis; Rotation Method: Varimax with Kaiser Normalization.

The rotated component matrix shows that as a result of Factor Analysis, two factors appeared in the Rotated Matrix. According to Field (2009) factor loadings, 0.5 and above is

considered as acceptable. Any items having factor loading 0.5 and above will be used for further analysis, and any items having factor loading below 0.5 will be excluded. All items in Table 5.5 shows higher Factor Loadings than 0.5, either in component 1 or in Component 2. Based on this, the Cultural Products variable is given two components i.e., Art-Heritage Cultural Products and Media Cultural Products.

Table 5.6. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.848
Approx. Chi-Square		2489.053
Bartlett's Test of Sphericity	Df	36
	Sig.	.000

Kaiser-Meyer-Olkin (KMO) is a sampling adequacy test, and it is used to test how much data is suitable for the Factor Analysis. KMO statistical value is the measure of the proportion of variance among the variables. Since the value of KMO (a measure of sampling adequacy value which measures the degree to which the sets of correlations) tests lies within the desirable range of 0.8 to 1; and it was 0.848, it follows that sampling of the factor analysis test is adequate (Field, 2009). Table 5.6 shows that KMO value indicates that data over Cultural Products is adequate for Factor Analysis. Small significance value (i.e. $p < .01$) in Bartlett's Test of Sphericity also indicate that Factor Analysis is useful to this data (Hair, Black, Babin, & Anderson, 2014).

Table 5.7. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.858	42.871	42.871	3.858	42.871	42.871	2.800	31.110	31.110
2	1.398	15.532	58.404	1.398	15.532	58.404	2.456	27.293	58.404
3	.888	9.870	68.273						
4	.661	7.343	75.616						
5	.582	6.471	82.087						
6	.460	5.110	87.197						
7	.441	4.895	92.093						
8	.373	4.146	96.239						
9	.339	3.761	100.000						

Extraction Method: Principal Component Analysis.

Table 5.7 and Figure 5.1 (scree plot) shows the extraction method used in this Factor analysis which is Principal Component Analysis. In addition to this, it is evident that there were only two eigenvalues initially, after extraction and after rotation that are above 1. According to Field, (2013), the eigenvalue should be 1 or above 1. In addition, the variance explained is also above 85% for the two components (see Table 5.7). This indicates that cultural products variable has two dimensions.

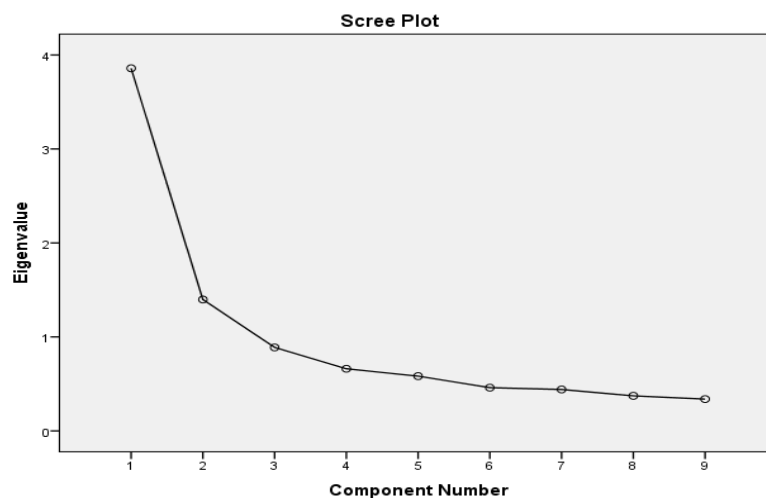


Figure 5.1. *Scree Plot for Cultural Products*

5.6. Modified Hypotheses and Research Model

After conducting Exploratory Factor Analysis, two new variables were extracted from Cultural Products variable. Therefore, the hypotheses and the research model of the study were modified. Table 5.8 shows the new hypotheses after the modification, and Figure 5.2 shows the modified research model.

Table 5.8. Modified Hypotheses

Hypothesis Statement	
H1a	The consumption of Turkish media cultural products has a positive influence on the consumers' intention to visit Turkey
H1b	The consumption of Turkish media cultural products has a positive influence on the consumers' intention to purchase Turkish products.
H1c	The consumption of Turkish media cultural products has a positive influence on the consumers' perceptions of Turkey's country brand image.
H1d	The consumption of Turkish media cultural products has a positive influence on the consumers' perceived stereotypes towards Turkish people.
H2a	The consumption of Turkish art-heritage cultural products has a positive influence on the consumers' intention to visit Turkey
H2b	The consumption of Turkish art-heritage cultural products has a positive influence on the consumers' intention to purchase Turkish products.
H2c	The consumption of Turkish art-heritage cultural products has a positive influence on the consumers' perceptions of Turkey's country brand image.
H2d	The consumption of Turkish art-heritage cultural products has a positive influence on the consumers' perceived stereotypes towards Turkish people.
H3a	Turkey's country brand image has a significant positive effect on customers' intention to visit Turkey.
H3b	Turkey's country brand image has a significant positive effect on customers' intention to purchase Turkish products.
H3c	Turkey's country brand image mediates the relationship between the Turkish media cultural products consumption and the intention to visit Turkey.
H3d	Turkey's country brand image mediates the relationship between the Turkish media cultural products consumption and the purchase intention of Turkish products
H3e	Turkey's country brand image mediates the relationship between the Turkish art-heritage cultural products consumption and the intention to visit Turkey.
H3f	Turkey's country brand image mediates the relationship between the Turkish art-heritage cultural products consumption and the purchase intention of Turkish products.
H4a	Turkey's national stereotype has a significant positive effect on the customers' intention to visit Turkey.
H4b	Turkey's national stereotype has a significant positive effect on customers' intention to purchase Turkish products.

H4c	Turkey's national stereotype has a significant positive effect on the country brand image of Turkey.
H4d	Turkey's national stereotype mediates the relationship between Turkish media cultural products consumption and the customers' intention to visit Turkey.
H4e	Turkey's national stereotype mediates the relationship between Turkish art-heritage cultural products consumption and the customers' intention to visit Turkey.
H4f	Turkey's national stereotype mediates the relationship between Turkish media cultural products consumption and the consumers' intention to purchase Turkish products.
H4g	Turkey's national stereotype mediates the relationship between Turkish art-heritage cultural products consumption and the consumers' intention to purchase Turkish products.
H5	The level of consumption of Turkish cultural products, the level of intention to visit Turkey, and the level of intention to purchase Turkish products by the people in the MENA region vary according to their ages.
H6	The level of consumption of Turkish cultural products, the level of intention to visit Turkey, and the level of intention to purchase Turkish products by the people in the MENA region vary according to their nationalities.
H7a	Perceived Turkey's country brand image and Perceived Turkey's national stereotype differ between people who have visited Turkey and those who have not.
H7b	There are differences in the perceptions of the customers about Turkey's country brand image, and national stereotype, according to the duration of their stay in Turkey.

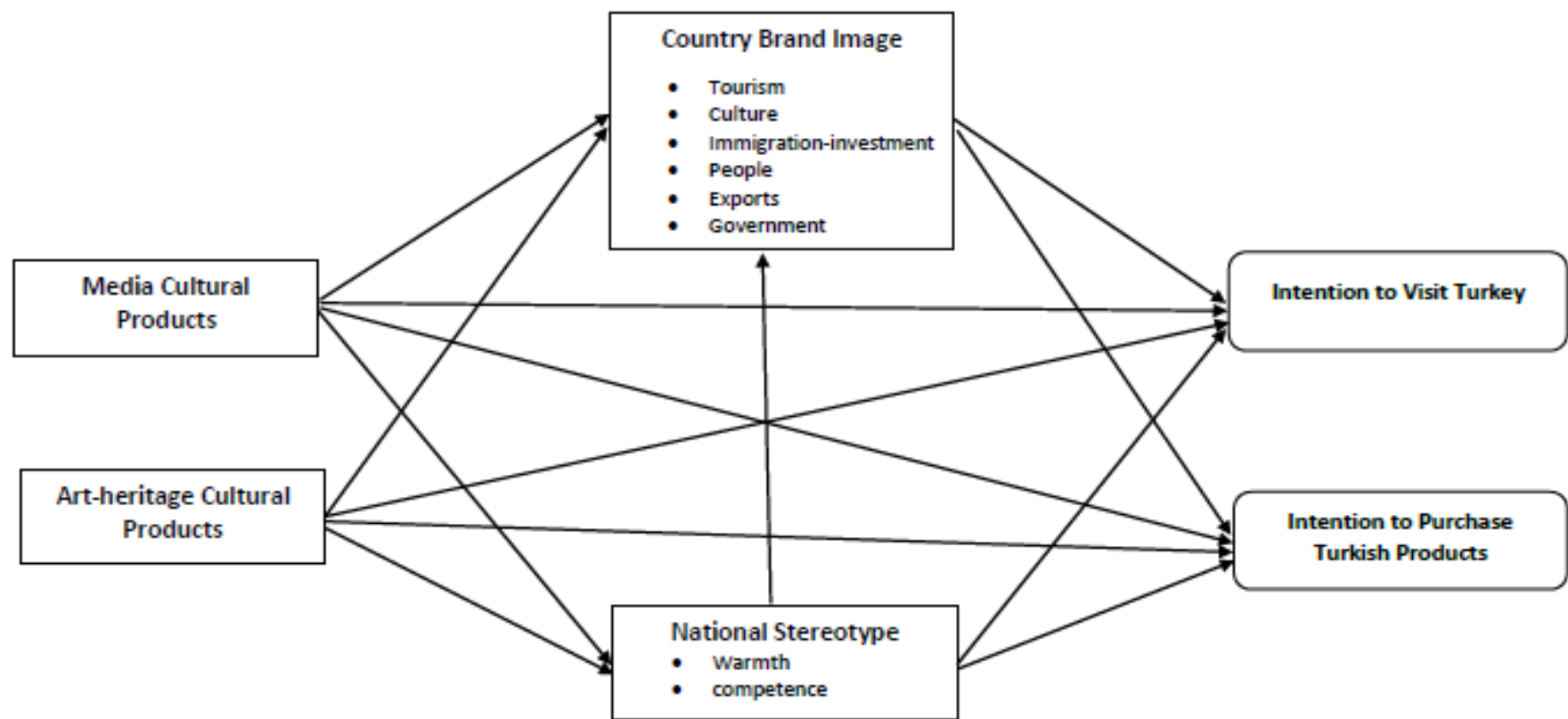


Figure 5.2. *The Modified Model of the Study*

5.7. Data Preparation for CFA and SEM

Screening, preparation, and editing the data are vital steps before conducting and running SEM and further multivariate analysis (Hair et al., 2014). It is also vital to conduct data screening tests such as outliers, normality, and linearity to determine any potential violation of the underlying assumptions related to the application of SEM (Hair et al., 2014). Besides, initial data preparation for the multivariate techniques enables the researcher to gain a deeper understanding of the data collected (Aminu & Shariff, 2014). Therefore, the correlation matrix, normality, linearity, multicollinearity, outliers, and homoscedasticity are inspected in this study.

5.7.1. Correlation matrix

The correlation matrix is presented in Table 5.9, and according to correlation analysis, there is a statistically significant positive relationship between all independent and dependent variables including Media Cultural Products, Art-Heritage Cultural Products, Visit intentions, Purchase Intentions, Country Brand Image, and National Stereotype with R ranging from .234 to .587; $p < .05$. The results indicate that all the variables of this study are correlated with each other. Besides, this correlation is not higher than 0.85, which prove that there is no multicollinearity (Awang, 2012), and the data is ready for proceeding further analysis.

Table 5.9. *Correlation Matrix*

Variables		MCP	ACP	VI	PI	CPI	NS
MCP	Pearson Correlation	1	.498**	.308**	.376**	.234**	.411**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
ACP	Pearson Correlation		1	.426**	.587**	.260**	.397**
	Sig. (2-tailed)			.000	.000	.000	.000
VI	Pearson Correlation			1	.511**	.377**	.325**
	Sig. (2-tailed)				.000	.000	.000
PI	Pearson Correlation				1	.308**	.448**
	Sig. (2-tailed)					.000	.000
CPI	Pearson Correlation					1	.288**
	Sig. (2-tailed)						.000
NS	Pearson Correlation						1
	Sig. (2-tailed)						

5.7.2. Normality test

Since the normal distribution of the data is an essential assumption for structural equation model analysis (Hair et al., 2014), the normal distribution of the data in this study was tested. In order to test the normality in this study, the Skewness and Kurtosis statistical method were applied. However, the variation from the normality of Kurtosis and Skewness often do not make an actual difference in the analysis when the samples are huge (Aminu & Shariff, 2014).

The values between -2 and +2 for Skewness and Kurtosis are acceptable in order to prove normal univariate distribution (George & Mallery, 2016b). However, the data is considered to be normal if the value of Skewness is between -2 to +2, and the value of Kurtosis is between -7 to +7 (Hair et al., 2010). Furthermore, Kline (2011) indicates that the Skewness value of higher than 3 and Kurtosis value higher than 10 might indicate a problem (Kline, 2011).

Based on these recommendations it is concluded that, the absolute values of the Skewness and Kurtosis of all the items in this study are within the acceptable range. Table 5.10 shows the values of the Skewness and Kurtosis for the main constructs of this study and Tables 5.11 shows the values of the Skewness and Kurtosis for all the items in this study.

Table 5.10. *Skewness and Kurtosis Values of the Constructs*

Variable	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
ACP	1.000	5.000	3.19	1.07	-.152	-.913
MCP	1.000	5.000	2.97	1.18	.031	-1.105
NS	1.000	5.000	3.77	.823	-.596	.471
CBI	1.000	5.000	3.93	.860	-1.224	1.624
PI	1.000	5.000	3.99	1.00	-1.033	.545
VI	1.000	5.000	4.26	.957	-1.637	2.335

Table 5.10 given above, shows the descriptive statistics including mean, standard deviation, minimum, maximum, skewness and kurtosis of the study main constructs (Media Cultural Products, Art-Heritage Cultural Products, Visit intention, Purchase Intention, Country Brand Image, and National Stereotype). It is quite understandable that skewness and kurtosis values for all variables lie within the desired range, which indicates the normal

distribution of data. This means that all main variables of the study are normally distributed. In the following Table Skewness and Kurtosis values for every item in the study is presented.

Table 5.11. *Skewness and Kurtosis Values of the all Study's items*

Item	min	max	Skewness	C.R.	Kurtosis	C.R.
PI3	1.000	5.000	-.758	-9.101	-.269	-1.612
PI2	1.000	5.000	-1.004	-12.051	.250	1.498
PI1	1.000	5.000	-1.077	-12.933	.518	3.109
VI3	1.000	5.000	-1.068	-12.827	.298	1.787
VI1	1.000	5.000	-2.115	-25.398	3.953	23.732
CP7	1.000	5.000	-.285	-3.422	-1.250	-7.503
CP5	1.000	5.000	-.002	-.021	-1.046	-6.279
CP6	1.000	5.000	-.133	-1.602	-1.234	-7.411
CP8	1.000	5.000	-.299	-3.585	-1.178	-7.073
CP2	1.000	5.000	.219	2.625	-1.394	-8.369
CP3	1.000	5.000	-.205	-2.466	-1.356	-8.138
CP4	1.000	5.000	.112	1.343	-1.347	-8.088
CP9	1.000	5.000	-.088	-1.060	-1.410	-8.463
War6	1.000	5.000	-.454	-5.450	-.054	-.323
War5	1.000	5.000	-.405	-4.866	-.169	-1.012
War4	1.000	5.000	-.449	-5.392	-.146	-.876
War3	1.000	5.000	-.388	-4.657	-.226	-1.357
War2	1.000	5.000	-.357	-4.282	-.272	-1.635
War1	1.000	5.000	-.370	-4.443	-.390	-2.342
Com6	1.000	5.000	-.747	-8.968	.087	.522
Com5	1.000	5.000	-.782	-9.386	.252	1.514
Com4	1.000	5.000	-.976	-11.722	.624	3.748
Com3	1.000	5.000	-.696	-8.353	.077	.462
Com2	1.000	5.000	-.717	-8.608	.198	1.186
Com1	1.000	5.000	-.716	-8.596	.245	1.470
Gov1	1.000	5.000	-.852	-10.225	.128	.770
Gov2	1.000	5.000	-.827	-9.925	.003	.020
Gov3	1.000	5.000	-.863	-10.356	.103	.617
Gov4	1.000	5.000	-.905	-10.872	.203	1.218
Gov5	1.000	5.000	-1.011	-12.135	.573	3.438
Gov6	1.000	5.000	-.747	-8.967	.070	.419

Item	min	max	Skewness	C.R.	Kurtosis	C.R.
Ex2	1.000	5.000	-1.217	-14.607	1.216	7.302
Ex3	1.000	5.000	-.848	-10.185	.447	2.681
Pp1	1.000	5.000	-.758	-9.097	.143	.861
Pp2	1.000	5.000	-1.114	-13.372	.546	3.275
Pp3	1.000	5.000	-.852	-10.233	.119	.717
Im1	1.000	5.000	-1.230	-14.770	1.013	6.081
Im2	1.000	5.000	-.716	-8.595	.034	.203
Im3	1.000	5.000	-.889	-10.678	.443	2.658
Im4	1.000	5.000	-.857	-10.290	.170	1.018
Im5	1.000	5.000	-.876	-10.518	-.057	-.342
Im6	1.000	5.000	-.749	-8.994	.242	1.450
Cul1	1.000	5.000	-1.084	-13.019	.684	4.107
Cul2	1.000	5.000	-1.238	-14.864	1.517	9.109
Cul3	1.000	5.000	-1.265	-15.193	1.580	9.487
Cul4	1.000	5.000	-1.290	-15.487	1.587	9.529
Tr1	1.000	5.000	-1.624	-19.502	2.626	15.766
Tr2	1.000	5.000	-1.676	-20.120	2.732	16.404
Tr3	1.000	5.000	-1.752	-21.030	2.445	14.679
Tr4	1.000	5.000	-2.066	-24.809	3.880	23.293

Table 5.11 given above shows Skewness and Kurtosis values for every item in the study. It is evident that skewness and kurtosis values for all items lie within the desired range, which indicates the normal distribution of data.

5.7.3. The outliers

The outlier occurs when the distance of certain observation is too far compared to the majority of other observations in a dataset (Awang, 2012). The removing of a few extreme outliers in the model might improve the normality. However, according to Awang (2012), there is no necessity to removed outliers if the non-normality issue does not arise. In our study, as the normality assumption is fulfilled, we did not remove any observations from the main dataset.

Further, the most popular method lately is to continue with the analysis with maximum likelihood estimation (MLE) without removing any observation and re-confirm the result of analysis through Bootstrapping (Awang, 2012). In this study, we checked the Bootstrapping outcomes to create a new sampling distribution with instructing Amos to collect 5000 random sample from the dataset and re-do the analysis. After that, we compare the actual results with the bootstrapped results to confirm the analysis outcomes, and the results were the same.

5.7.4. Linearity

In order to meet all the assumptions of SEM, the linearity with normality was inspected for every relationship in the research model. Regression Normality Curve, Normal P-P plot, Regression Scatter Plot were checked for every relationship. All necessary figures with interpretation showed in the Appendices section. Analysis outcomes showed that linearity, normality, and homoscedasticity are all met the assumptions of SEM. This means SEM and regression analysis can be applied between all the relationships of the study.

5.8. Confirmatory Factor Analysis CFA and The Measurement Model

The measurement model is one of the two major steps in order to complete structural model analysis. It is a structural equation modeling that determines the indicators for each construct and enables the assessment of construct validity (Hair et al., 2014). Since the CFA for all the constructs of the study (pooled measurement models) is more efficient and highly suggested, the pooled measurement model was used in this study (Awang, 2012). The measurement model for all constructs involved in this study assessed together at once (Pooled CFA) in order to assess the measurement model of latent constructs as well as to evaluate the validity for the model as a whole. In the Pooled CFA, the item-deletion process has been made for every latent variable by selecting the item having the lowest factor loading in each variable.

Figure 5.3 shows the measurement model (Pooled CFA) after the item-deletion process. The model contains four First-Order constructs, namely:

1. Media Cultural Products MCP (measured using 4 items CP2, CP3, CP4, and CP9)
2. Art-Heritage Cultural Products ACP (measured using 4 items CP5, CP6, CP7, and CP8)
3. Visit intention VI (measured using 2 items VI1 and VI3)
4. Purchase Intention PI (measured using 3 items PI1, PI2, and PI3)

And two Second-Order constructs namely:

1. Country Brand Image CPI measured using six subconstructs namely:
 - A. Tourism (Tur) (measured using 4 items Tr1, Tr2, Tr3, and Tr4)
 - B. Culture (Cul) (measured using 4 items Cul1, Cul2, Cul3, and Cul4)
 - C. Immigration and investment (Im) (measured using 6 items Im1, Im2, Im3, Im4, Im5, and Im6)
 - D. People (Pep) (measured using three items Pp1, Pp2, and Pp3).
 - E. Export (Ex) (measured using two items Ex2 and Ex3).
 - F. Government (Gov) (measured using six items Gov1, Gov2, Gov3, Gov4, Gov5, and Gov6).
2. National Stereotype NS measured using two subconstructs, namely:
 - A. Warmth War (measured using six items War1, War2, War3, War4, War5, and War6).
 - B. Competence Com (measured using six items Com1, Com2, Com3, Com4, Com5, and Com6).

5.8.1. Testing the measurement model

The overall measurement model was improved and within the recommended values after excluding "Turkish Food" indicator variable (CP1), "likelihood of visiting Turkey" indicator variable (VI2) because their loading factor is less than 0.5, and "Turkey has a major contribution to science and technology" (EX1) indicator variable which showed to have problematic modification indices. According to CFA outcomes, Table 5.13 shows the Factor loading for every indicator variable and the reliability for every latent variable.

Furthermore, the individual relationship between each indicator variable and the latent variable assessed by the observed variable's R^2 value. The R^2 value identifies how much of the indicator variable's variance explains the factor. An R^2 value $\leq .20$ suggests that the observed variable does not adequately describe the factor and should be removed from the model (Hooper, Coughlan, & Mullen, 2008).

There are a variety of ways to measure if the CFA model adequately describes the data. The Chi-square statistic is one of the statistics used to measure the model fit. However, this test is sensitive to sample size, which causes the test to almost always reject the null hypothesis and indicate a poor model fit when the sample size is large (Hooper et al., 2008). Therefore, the absolute fit index of minimum discrepancy chi-square could be ignored if the sample size obtained for the study is greater than 200 (Awang, 2012; Jöreskog & Sörbom, 1996). Besides the Chi-square statistic, fit indices are an excellent used way to help researchers determine if the factor analysis model fits the data correctly. The following fit indices were used to assess the model fit: root mean square error of approximation (RMSEA), comparative fit index (CFI), Tucker-Lewis index (TLI), The Normed Fit Index (NFI), and The Goodness of Fit Index (GFI).

In this study, the ratio Chi-Square/Degrees of Freedom (χ^2/df) is 3.582, which was lower than the recommended threshold value of 5.0 (Marsh & Hocevar, 1985). The Root Mean Square Error of Approximation (RMSEA) coefficient (0.055) was lower than the threshold of 0.08 (Hooper et al., 2008). The Comparative Fit Index (CFI) was higher than .90, CFI = 0.928, suggesting that the model is indicative of a good model fit (Hooper et al., 2008). The Tucker-Lewis index (TLI) was greater than .90, TLI = 0.923, which is indicative of a good model fit (Hooper et al., 2008). The Normed Fit Index (NFI) was 0,903, which is higher than the recommended value 0.90 and suggesting good model fit also.

Table 5.12. *Fit Indices of the Measurement Model*

χ^2/df	NFI	TLI	CFI	GFI	AGFI	RMSEA
3.582	0,903	0.923	0.928	0.830	0,811	0.055

The Goodness of Fit Index (GFI) was 0,830, and Adjusted Goodness of Fit Index (AGFI) was 0,811. Although the values of GFI and AGFI do not exceed the threshold value (0.9), they still met the requirement as Baumgartner and Homburg (1995), and Doll, Xia, and Torkzadeh (1994) suggested. Therefore, the values of GFI and AGFI in this study indicate an acceptable model fit since they are higher than 0.8 (Baumgartner & B, 1995; Doll, Xia, & Torkzadeh, 1994).

All the recommended model fit values were met; therefore, the measurement model fit was evaluated as being adequate. The fit indices are presented in Table 5.12.

Table 5.13. Factor Loading and Cronbach Alpha Values for all Items After Achieved the Required Level (CFA)

Variables	Items	Factor Loadings	Cronbach Alpha
Cultural products Construct			
Media Cultural Products (MCP)	CP2	Turkish movies	.78
	CP3	Turkish series	.77
	CP4	Turkish music	.66
	CP9	Turkish celebrities	.68
Art-Heritage Cultural Products (ACP)	CP1	Turkish Food	Removed
	CP5	Turkish heritage	.63
	CP6	Turkish crafts	.81
	CP7	Turkish fashion	.63
	CP8	Turkish architecture arts	.70
Country Brand Image Construct			
Tourism (Tur)	Tr1	Turkey is rich in historic buildings and monuments	.85
	Tr2	Turkey has a vibrant city life and urban attractions	.90
	Tr3	I would like to visit Turkey if I had enough money	.84
	Tr4	Turkey is rich in natural beauty	.94
Culture (Cul)	Cul1	Turkey is an interesting and exciting place for contemporary cultures such as music, films, art and literature	.67
	Cul2	Turkey is outstanding in sport	.99
	Cul3	Turkey has a rich cultural heritage	.99
	Cul4	Turkey has lots of cultural events and attractions	.78
Immigration-investment (Im)	Im1	Turkey is a good place to live for a substantial period	.82
	Im2	Turkey is a good place to work for a substantial period	.74
	Im3	Turkey is a place with a high quality of life	.88

Variables	Items	Factor Loadings	Cronbach Alpha
	Im4 Turkey is a good place to study and get educational qualifications	.83	
	Im5 If I had businesses, I'd like to invest in Turkey	.79	
	Im6 Turkey cares about equality in society	.82	
People (Pep)	Pp1 People in Turkey are welcoming	.81	
	Pp2 I would like to have a close friend from Turkey	.89	.88
	Pp3 I would like to work with a person from Turkey	.86	
Exports (Ex)	Ex1 Turkey has a major contribution to science and technology.	Removed	
	Ex2 I feel good about buying products made in Turkey	.89	.86
	Ex3 Turkey has a role in creative, cutting-edge ideas of production	.86	
Government (Gov)	Gov1 Turkish government is competent	.86	
	Gov2 Turkish government is honest	.91	
	Gov3 Turkish government respects the rights of citizens and treats them with fairness	.94	
	Gov4 Turkish government behaves responsibly in international peace and security	.93	.96
	Gov5 Turkish government behaves responsibly in protecting the environment	.89	
	Gov6 Turkish government behaves responsibly toward reducing world poverty	.88	
National Stereotype (NS) Construct			
Warmth (War)	War1 Friendly	.75	
	War2 Well-intentioned	.81	
	War3 Trustworthy	.85	.93
	War4 Sincere	.85	
	War5 Warm	.85	
	War6 Good-natured	.87	
Competence (Com)	Com1 Efficient	.82	.92
	Com2 Independent	.80	

Variables	Items	Factor Loadings	Cronbach Alpha
	Com3	Competitive	,80
	Com4	Confident	,84
	Com5	Competent	,86
	Com5	Intelligent	,82
Visit intention (VI)	VI1	Intention to visit Turkey	,77
	VI2	Likelihood of visiting Turkey	Removed .80
	VI3	Preference of visiting Turkey comparing to other destinations	,87
Purchase intention (PI)	PI1	Intention to buy Turkish products	,94
	PI2	Likelihood of buying Turkish products	,84 .90
	PI3	Preference of buying Turkish products comparing to other products	,82

According to the results in Table 5.13, the Internal Reliability (Cronbach alpha) coefficient was calculated for latent variables of the present study, and then the observed reliability was assessed. Where $> .9$ excellent, $> .8$ good, $> .7$ acceptable, $> .6$ questionable, $> .5$ poor, and $\leq .5$ unacceptable as it was suggested by (George & Mallery, 2016a). The reliability analysis for the present study has revealed that the reliability of all latent variables is ranges from .70 to .96 i.e., from acceptable to excellent. The items in each variable, as well as respective reliabilities are given in the table above.

5.8.2. Validity and reliability

Convergent and discriminant validity of the measured constructs conducted to ensure the construct validity in evaluating measurement model (Hair et al., 2014). The validity was tested using the measurement model (CFA) based on structural equation modeling (SEM) for the six constructs (media cultural products, art-heritage cultural products, country brand image, national stereotype, visit intention, and purchase intention) in this study.

The convergent validity is accomplished when all items in a measurement model of the study are statistically significant. It could also be verified by computing the Average Variance Extracted (AVE) for every construct (Awang, 2012). Besides, the factor loading

is an essential consideration for convergent validity. In this case, the high factor loadings indicate high convergent validity. All factor loadings should be statistically significant with standardized loading estimates higher to 0.5 (Hair et al., 2014). According to Hair et al. (2014), reliability also is a good indicator of convergent validity.

Therefore, in order to evaluate convergent validity, the average variance extracted (AVE) was calculated, along with the evaluation of standardized factor loadings. For six constructs of the study, AVE was within the range of acceptability higher than 0,50 (Hair et al., 2014), ranging from 0.502 to 0.834 as it is showed in the Table 5.14. Standardized factor loadings for all items also were above the threshold value of 0.50, except the loading of CP1 (Turkish food) and VI2 (likelihood of visiting Turkey) items were less than 0.5, and due to that, they were removed from the measurement model as it is shown in Table 5.13.

For evaluation of the convergent validity of each construct, the Composite Reliability (CR) was also used as a measure. CR values for every construct were higher 0.7 which suggests good reliability (Hair et al., 2014), ranging between 0.789 and 0.954, as it is presented in Table 5.14, which indicate that all of the six constructs of this study have adequate CR values. These results revealed that the instrument had a good convergent validity for all constructs. For Maximal Reliability Max.R(H), the cutoff value should be less than 0.800 as a lower threshold (Hancock & Mueller, 2001). As it is presented in Table 5.14, the Max.R(H) values are less than 0.80 for every construct. These results also suggest good convergent validity for all constructs.

Table 5.14. *Results of Validity Tests*

Constructs	CR	AVE	MSV	MaxR(H)
VI	0.804	0.673	0.567	0.821
CBI	0.954	0.776	0.157	0.966
NS	0.909	0.834	0.248	0.910
PI	0.902	0.755	0.567	0.923
ACP	0.801	0.502	0.436	0.809
MCP	0.814	0.524	0.368	0.822

CR: Composite Reliability

AVE: Average Variance Extracted

MSV: Maximum Shared Variance

MaxR(H): Maximal Reliability

Discriminant validity defined as "the extent to which a construct is truly distinct from other constructs"(Hair et al., 2014, p. 601). A good discriminant validity provides evidence that the construct of the study is unique and captures certain phenomena that other measures do not. The discriminant validity assessed by two common ways: Maximum Shared Variance (MSV) value and the square root of the AVE value.

In order to ensure discriminant validity, MSV (maximum shared variance) values must be lower than AVE values (Hair et al., 2014). As it is presented in the Table 5.14 MSV values for each construct are lower than AVE values. As shown in Table 5.15, the discriminant validity has also achieved for all constructs due to a diagonal value (in bold) (the square root of the AVE values) is higher than the values in its row and column (correlations between the constructs) which means all constructs discriminate from each other.

Table 5.15. *Square Root of the AVE and Correlation Values for each Construct*

Constructs	VI	CBI	NS	PI	ACP	MCP
VI	0.820					
CBI	0.396	0.881				
NS	0.498	0.328	0.913			
PI	0.753	0.351	0.497	0.869		
ACP	0.577	0.287	0.471	0.660	0.709	
MCP	0.471	0.265	0.482	0.418	0.607	0.724

In sum, discriminant and convergent validity values for all constructs of this study are presented in Table 5.14 and Table 5.15. In this context, it was ensured AVE values for every construct is higher than 0.5. All values of CR are higher than 0.70. MSV values for every construct are lower than AVE values. Max.R(H) values for each construct are lower than 0.8. In addition, the square root of the AVE values for every construct is higher than correlations between the constructs. These values suggest a high validity of this study.

5.9. Structural Equation Modelling

The SEM was used in this study since it offers a tool to analyze structural models that are responsive to, and capture the complexity of, the phenomena under observation in marketing research (Richter, Sinkovics, Ringle, & Schlägel, 2016). And since the model of

this study includes multiple variables associated with each other, it allows to simultaneously model relationships between multiple, sequential variables (Richter et al., 2016). SEM is a useful tool for identifying and establishing relationships between structures, and for developing interpretations of these relationships. It is a useful tool for endoscopy in international business and marketing research because international business research is characterized by theorizing rather than the testing of strong theory (Richter et al., 2016).

SEM can be viewed as a combination of factor analysis, regression, and path analysis. The primary interest in SEM is mostly on theoretical constructs, that are represented by the latent factors and the relationship between theoretical constructs is reflected by path coefficients and regression between the factors (Hox & Bechger, 1998). SEM provides a structure for covariance between observed variables. SEM actually provides a convenient and general framework for the statistical analysis, which includes various multivariate analysis and various multivariate procedures. Another benefit of SEM is that it provides graphical visualization called the path diagram (Browne & Cudeck, 1992).

In this study as it is shown in node diagram for the SEM model Figure 5.4, the researcher intends to analyze the relationships among two exogenous variables (media cultural products, and art-heritage cultural products), two mediating variables (country brand image, and national stereotype), and two endogenous variables (visit intention, and purchase intention) in a model. The latent constructs involved in this study are:

1. Media Cultural Products (MCP). This latent construct is measured using four items labeled which are CP2, CP3, CP4, and CP9. This is an exogenous construct in the model.
2. Art and Heritage Cultural Products (ACP). This latent construct is measured using four items labeled, which are CP5, CP6, CP7, and CP8. This is also an exogenous construct in the model.
3. Country Brand Image (CPI). This latent construct is a mediator construct and measured by using six subconstructs. These latent subconstructs involved in measuring country brand image construct are:

1. Tourism (Tur). This subconstruct is measured using four items labeled, which are Tr1, Tr2, Tr3, and Tr4.
 2. Culture (Cul). This subconstruct is measured using four items labeled, which are Cul1, Cul2, Cul3, and Cul4.
 3. Immigration and investment (Im). This subconstruct is measured using six items labeled which are Im1, Im2, Im3, Im4, Im5, and Im6.
 4. People (Pep). This subconstruct is measured using three items labeled, which are Pp1, Pp2, and Pp3.
 5. Export (Ex). This subconstruct is measured using two items, namely Ex2 and Ex3.
 6. Government (Gov). This subconstruct is measured using six items labeled, which are Gov1, Gov2, Gov3, Gov4, Gov5, and Gov6.
4. National Stereotype (NS). This latent construct also is a mediator construct and measured by using two subconstructs. These latent subconstructs involved in measuring national stereotype construct are:
1. Warmth (War). This subconstruct is measured using six items labeled, which are War1, War2, War3, War4, War5, and War6.
 2. Competence (Com). This subconstruct is measured using six items labeled, which are Com1, Com2, Com3, Com4, Com5, and Com6.
5. Visit intention (VI). This latent construct is measured using two items labeled, which are VI1 and VI3. This is an endogenous construct in the model.
6. Purchase intention (PI). This latent construct is measured using three items labeled, which are PI1, PI2, and PI3. This is also an endogenous construct in the model

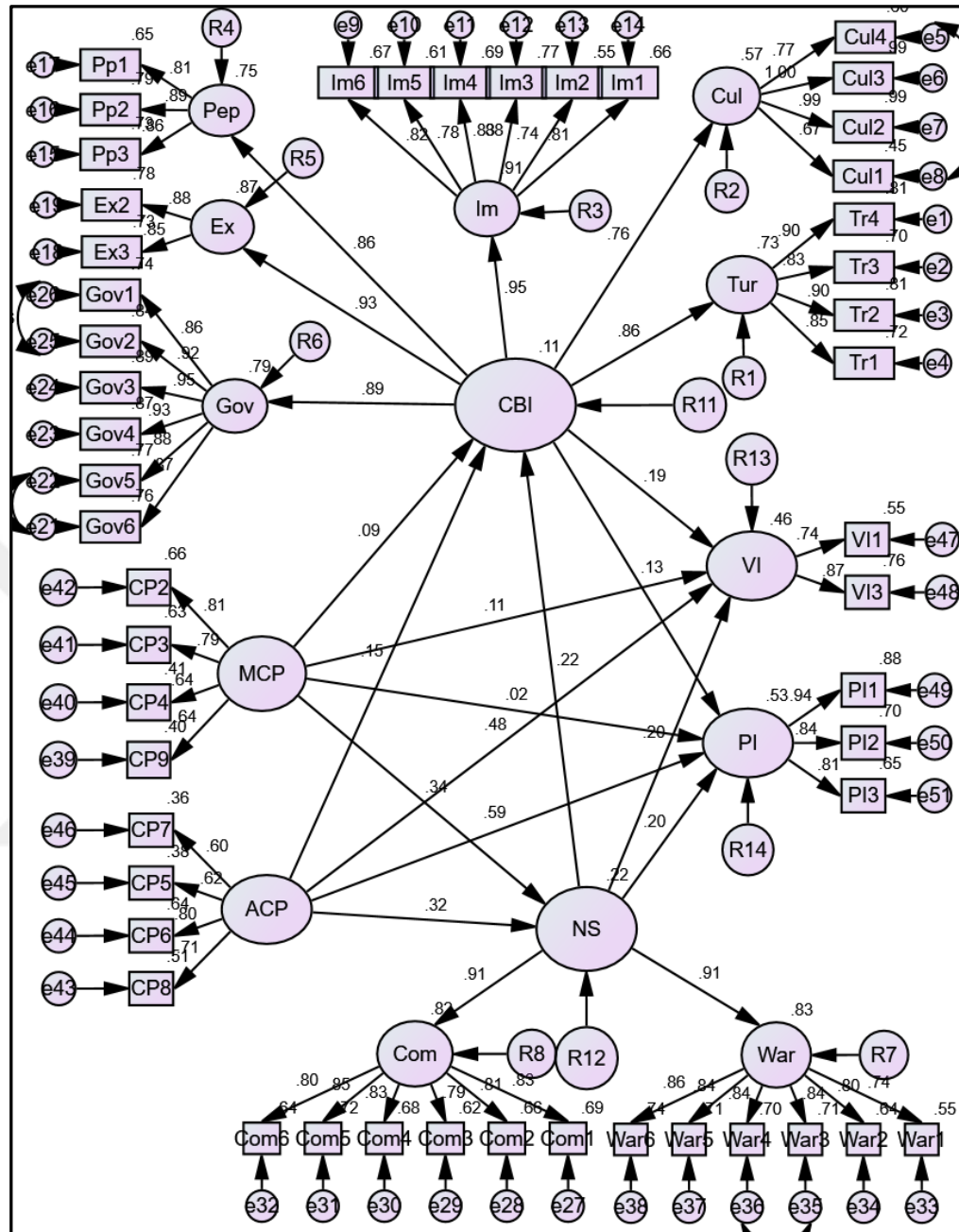


Figure 5.4. Structural Equation Model with Path Coefficients

In order to evaluate the hypothesized SEM, the following fit indices were used to assess the model fit: Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), Tucker-Lewis index (TLI), The Normed Fit Index (NFI), and The Goodness of Fit Index (GFI).

In this study, the ratio Chi-Square/Degrees of Freedom (χ^2/df) is 3.87 which was lower than the recommended threshold value of 5.0 (Marsh & Hocevar, 1985). The Root Mean Square Error of Approximation (RMSEA) coefficient (0.058) was lower than the threshold of 0.08 (Hooper et al., 2008). The Comparative Fit Index (CFI) was greater than .90, CFI = 0.92, suggesting that the model is indicative of a good model fit (Hooper et al., 2008). The Tucker-Lewis index (TLI) was higher than .90, TLI = 0.91, which is indicative of a good model fit (Hooper et al., 2008). The Normed Fit Index (NFI) was 0.90, which is higher than the recommended value 0.90 and suggesting good model fit also.

The Goodness of Fit Index (GFI) was 0.82, and Adjusted Goodness of Fit Index (AGFI) was 0.80. Although the values of GFI and AGFI do not exceed the threshold value (0.9), they still met the requirement as Baumgartner and Homburg (1995), and Doll, Xia, and Torkzadeh (1994) suggested. Therefore, the values of GFI and AGFI in this study indicated an acceptable model fit since they are higher than 0.8 (Baumgartner & B, 1995; Doll et al., 1994).

Since all the recommended model fit values were met, so the measurement model fit was evaluated as being adequate. The fit indices are presented in the following table.

Table 5.16. *Fit Indices of the Structural Equation Model*

χ^2/df	NFI	TLI	CFI	GFI	AGFI	RMSEA
3.87	0.90	0.91	0.92	0.82	0.80	0.058

According to the SEM outcomes, the actual Regression Weights are presented in Table 5.17. The values of regression weight indicate the effect of independent constructs on the dependent constructs. Standardized Regression Weights are presented in Table 5.18. Based on Standardized Regression values the hypotheses of this study were tested.

Table 5.17. *The Regression Weights for every path in the Model.*

Construct	The path	Construct	Unstandardized Coefficient	S.E.	C.R.	P	Result
VI	<---	MCP	.081	.032	2.532	.011*	Significant
PI	<---	MCP	.019	.038	.512	.608	Non-significant
CBI	<---	MCP	.078	.039	1.984	.047*	Significant
NS	<---	MCP	.254	.034	7.482	<.001**	Significant
VI	<---	ACP	.339	.036	9.375	<.001**	Significant
PI	<---	ACP	.570	.044	12.978	<.001	Significant
CBI	<---	ACP	.123	.038	3.212	.001*	Significant
NS	<---	ACP	.236	.033	7.072	<.001**	Significant
VI	<---	CBI	.160	.030	5.385	<.001**	Significant
PI	<---	CBI	.148	.036	4.169	<.001**	Significant
VI	<---	NS	.198	.042	4.711	<.001**	Significant
PI	<---	NS	.269	.050	5.410	<.001**	Significant
CBI	<---	NS	.253	.050	5.025	<.001**	Significant

Table 5.17 present the path and its coefficients for every relationship in the model, which indicate how much the effects of every independent construct on the respective dependent construct. Table 5.17 presents also the S.E. (estimate of the standard error) value, C.R (critical ratio) value, and p-value.

As it is presented in Table 5.17 above, the path coefficient of Media Cultural Products (MCP) variable to Visit Intention (VI) variable is 0.081. This value indicates – for every unit increase in Media Cultural Products, its effects would contribute 0.081 unit increase Visit Intention. Also, more importantly, the effect of Media Cultural Products on Visit intention is significant ($p < 0.001$). In terms of the effect of Media Cultural Products (MCP) on Purchase Intention (PI) variable is not significant as p-value was 0.60. The path coefficient of Media Cultural Products (MCP) variable to the Country Brand Image (CBI) variable is 0.078. This value indicates – for every unit increase in Media Cultural Products, its effects would contribute 0.078 unit increase in Country Brand Image. Also, the impact of Media Cultural Products on Country Brand Image is significant ($p < 0.001$). Table 5.17 above also shows that the path coefficient of Media Cultural Products (MCP) to National Stereotype (NS) is 0.254. This value indicates – for every unit increase in Media Cultural Products, its effects would contribute 0.254 unit increase in National Stereotype. Also, more importantly, the effect of Media Cultural Products on National Stereotype is significant ($p < 0.001$).

The path analysis outcomes in Table 5.17 above indicates that the path coefficient of Art-Heritage Cultural Products (ACP) variable to Visit Intention (VI) variable is 0.339. This value indicates – for every unit increase in Art-Heritage Cultural Products, its effects would contribute 0.339 unit increase in Visit intention. Besides, the impact of Media Cultural Products on Visit Intention is significant ($p < 0.001$). The outcomes of path analysis indicated that the path coefficient of Art-Heritage Cultural Products (ACP) variable to Purchase Intention (PI) variable is 0.570. This value suggests – for every unit increase in Art-Heritage Cultural Products, its effects would contribute 0.570 unit increase in Purchase Intention variable. Table 5.17 above also shows that the path coefficient of Art-Heritage Cultural Products (ACP) variable to the Country Brand Image (CBI) variable is 0.123. This value indicates – for every unit increase in Art-Heritage Cultural Products, its effects would contribute 0.123 unit increase in Country Brand Image. The path coefficient of Art-Heritage Cultural Products (ACP) variable to National Stereotype (NS) variable is 0.263. This value indicates – for every unit increase in Art-Heritage Cultural Products, its effects would contribute 0.263 unit increase in National Stereotype.

As it is presented in Table 5.17 above, the path coefficient of the Country Brand Image (CBI) variable to Visit Intention (VI) variable is 0.160. This value indicates – for every unit increase in Country Brand Image variable, its effects would contribute 0.160 unit increase Visit intention. Also, the path analysis outcome demonstrates that the effect of Country Brand Image on Visit Intention is significant ($p < 0.001$). Besides, the path coefficient of Country Brand Image (CBI) variable to Purchase Intention (PI) variable is 0.148. This value indicates – for every unit increase in Country Brand Image variable, its effects would contribute 0.148 unit increase in Purchase Intention. Furthermore, the effect of Country Brand Image variable on Purchase Intention variable is significant ($p < 0.001$).

The path analysis outcomes in Table 5.17 above indicates that the path coefficient National Stereotype (NS) variable to Visit Intention (VI) variable is 0.198. This value indicates – for every unit increase in National Stereotype variable, its effects would contribute 0.198 unit increase Visit Intention. Also, the path analysis outcome indicates that, the effect of National Stereotype on Visit Intention is significant ($p < 0.001$). Additionally, the path coefficient National Stereotype (NS) variable to Purchase Intention (PI) variable is 0.269. This value indicates – for every unit increase in National Stereotype variable, its

effects would contribute 0.269 unit increase in Purchase Intention. The path coefficient as it is presented in Table 5.17 of National Stereotype (NS) Country Brand Image (CBI) variable is 0.253. This value indicates – for every unit increase in National Stereotype variable, its effects would contribute 0.253 unit increase Country Brand Image.

The path analysis outcomes in Table 5.17 above indicates that the path coefficient National Stereotype (NS) variable to Visit intention (VI) variable is 0.198. This value suggests – for every unit increase in National Stereotype variable, its effects would contribute 0.198 unit increase Visit intention. Also, the path analysis outcome indicates that the effect of National Stereotype on Visit intention is significant ($p < 0.001$). Additionally, the path coefficient National Stereotype (NS) variable to Purchase Intention (PI) variable is 0.269. This value indicates – for every unit increase in National Stereotype variable, its effects would contribute 0.269 unit increase in Purchase Intention. The path coefficient as it is presented in Table 5.17 of National Stereotype (NS) Country Brand Image (CBI) variable is 0.253. This value indicates – for every unit increase in National Stereotype variable, its effects would contribute 0.253 unit increase in Country Brand Image variable.

Table 5.18. The Standardized Regression Weights of the Paths

Construct	The path	Construct	Standardized Coefficient β	Lower	Upper	P	Result
VI	<---	MCP	.107	.027	.188	.020	Significant
PI	<---	MCP	.017	-.053	.091	.709	Non-significant
CBI	<---	MCP	.087	.018	.158	.044	Significant
NS	<---	MCP	.338	.268	.408	.000	Significant
VI	<---	ACP	.479	.394	.568	.000	Significant
PI	<---	ACP	.589	.515	.666	.000	Significant
CBI	<---	ACP	.146	.066	.225	.003	Significant
NS	<---	ACP	.323	.240	.402	.000	Significant
VI	<---	CBI	.190	.133	.251	.000	Significant
PI	<---	CBI	.127	.071	.184	.000	Significant
VI	<---	NS	.199	.102	.288	.002	Significant
PI	<---	NS	.202	.116	.284	.000	Significant
CBI	<---	NS	.219	.139	.301	.000	Significant

5.10. Hypotheses Testing

5.10.1. Direct effect

According to the results of the direct effect relationships tests in this model presented in Table 5.18, for our hypothesis **H1a**, the Turkish media cultural products consumption has a statistically significant and positive effect on the intention to visit Turkey (β : 0.107; $p < 0.005$). Consequently, research Hypothesis **H1a** is confirmed. **H1b**, the Turkish media cultural products consumption has not a statistically significant and positive effect on the intention to purchase Turkish products (β : 0.017; $p = 0.608$). Therefore, that research Hypothesis **H1b** is not confirmed. **H1c**, the Turkish media cultural products consumptions variable has a statistically significant and positive effect on Turkey's perceived country brand image (β : 0.087; $p < 0.005$). Thus, research Hypothesis **H1c** is confirmed. **H1d**, the Turkish media cultural products consumption has a statistically significant and positive effect on Turkey's perceived national stereotype by the respondents of the study (β : 0.338; $p < .001$), indicating that research Hypothesis **H1d** is confirmed.

For our hypothesis of **H2a**, the Turkish art-heritage cultural products consumption has a statistically significant and positive effect on the intention to visit Turkey (β : 0.479; $p < 0.001$), indicating that research Hypothesis **H2a** is confirmed. **H2b**, the Turkish art-heritage cultural products consumption has a positive statistically significant effect on the intention to purchase Turkish products by the people in MENA region (β : 0.589; $p < .001$), illustrating that research Hypothesis **H2b** is confirmed. **H2c**, the Turkish art-heritage cultural products consumption has a positive statistically significant effect on Turkey's perceived country brand image by the respondents of the study (β : 0.146; $p < .005$), suggesting that research Hypothesis **H2c** is confirmed. **H2d**, the Turkish art-heritage cultural products consumption has a statistically significant and positive effect on Turkey's perceived national stereotype by the respondents of the study (β : 0.323; $p < .001$), suggesting that research Hypothesis **H2d** is confirmed.

H3a In Table 5.18, it is evident that with $p < .001$, the Estimate value for the relationship between Country Brand Image and Visit intentions is **0.190** and this means that CBI significantly predicts Visit intentions with $p < .001$. Thus, research Hypothesis **H3a** is confirmed. **H3b**, the regression weights show the estimate with $p < .001$ and the estimate in case of the relationship between Country Brand Image and Purchase Intention is **0.127**. This means the Country Brand Image variable predicts Purchase intention variable in this study. It suggests that research Hypothesis **H3b** is confirmed.

H4a, it is evident that with $p < .001$, the Estimate value for the relationship between National Stereotype variable and Visit intention variable is **0.199** and this means that Turkey's national stereotype significantly predicts Intention to visit Turkey with $p < .001$. Therefore, research Hypothesis **H4a** is confirmed. **H4b**, it is evident that with $p < .001$, the Estimate value for the relationship between National Stereotype variable and Purchase Intention variable is **0.202** and this means that Turkey's national stereotype significantly predicts Intention to buy Turkish products with $p < .001$. Consequently, research Hypothesis **H4b** is confirmed. **H4c**, Turkey's national stereotype variable has a positive statistically significant effect on Turkey's country brand image variable ($\beta: 0.210; p < 0.001$), indicating that the research Hypothesis **H4c** is supported.

5.10.2. Mediation effect

Mediation effect can be called as an intervening effect. A mediator variable is a predictor link in two relationships between two variables. The mediator variable can become an exogenous and endogenous variable at the same time (Afthanorhan, Ahmad, & Mamat, 2014), hence the mediator variables in this study playing both roles exogenous and endogenous at the same time in the structural model of the study. The mediation effect could be theorized by three main types of mediation; namely: 1) partial, 2) full, and 3) indirect based on Barron and Kenny approach (Fiedler & Sivo, 2015). However, recent literature indicates that mediation is less nuanced than this. Therefore, the existing of a significant indirect effect is adequate to approve the presence of mediation (Gaskin & Lim, 2018).

To test multiple mediations or multiple mediators in an SEM Gaskin, and Lim (2018) developed user defined estimand through bootstrapping in AMOS statistical package. Since

there is more than one mediator variable (Country Brand Image and National Stereotype) in the model of this study, the specific indirect effects in the latent SEM was tested by estimating specific indirect effects (or mediated effects) in IBM AMOS 24 through bootstrapping.

The structural model in this study shows the position of mediator variables, namely Country Brand Image and National Stereotype in the model. According to hypotheses H3c, H3d, H3e, and H3f of the study, the role of Country Brand Image as a mediator was assessed in the following relationships:

1. The relationship between Media Cultural Products and Visit intention
2. The relationship between Media Cultural Products and Purchase Intention
3. The relationship between Art-Heritage Cultural Products and Visit intention.
4. The relationship between Art-Heritage Cultural Products and Purchase Intention.

According to the hypotheses H4D, H4E, H4F, and H4G of this study, the role of National Stereotype as a mediator was assessed in the following relationships:

1. The relationship between Media Cultural Products and Visit intention
2. The relationship between Media Cultural Products and Purchase Intention
3. The relationship between Art-Heritage Cultural Products and Visit intention.
4. The relationship between Art-Heritage Cultural Products and Purchase Intention.

The following table illustrates the mediator effects of Country Brand Image and National Stereotype variables among the relationships mentioned above.

Table 5.19. *The Regression Weights of the Mediation Effect*

Indirect Path	Unstandardized Estimate	Lower	Upper	P-Value	Standardized Estimate	Result
ACP --> NS --> VI	.045	.019	.077	<.001	0.050***	Significant
ACP --> NS --> PI	.062	.032	.101	<.001	0.055***	significant
ACP --> CBI --> VI	.028	.015	.047	<.001	0.032***	Significant
ACP --> CBI --> PI	.023	.012	.039	<.001	0.024***	Significant
MCP --> NS --> VI	.049	.020	.088	<.001	0.056***	Significant
MCP --> NS --> PI	.069	.033	.117	<.001	0.063***	Significant
MCP --> CBI --> VI	.023	.013	.038	<.001	0.029***	Significant
MCP --> CBI --> PI	.019	.010	.032	<.001	0.022***	Significant

Significance of Estimates: *** $p < 0.001$

According to the findings of the indirect effect relationships tests in this study model presented in Table 5.19, the research Hypothesis **H3c** stating that Turkey's country brand image mediates the relationship between the Turkish media cultural products and intention to visit Turkey is confirmed by the findings of this analysis (β : 0.029; $p < 0.001$). **H3d**, the mediation effect of Turkey's country brand image on the relationship between Turkish media cultural products and the purchase intention of Turkish products is confirmed by the findings of indirect analysis (β : 0.022; $p < 0.001$). Therefore, research Hypothesis **H3d** is confirmed. The research Hypothesis **H3e** that Turkey's country brand image mediates the relationship between the Turkish art-heritage cultural products and intention to visit Turkey is supported by the findings of the indirect analysis in this study (β : 0.032; $p < 0.001$). **H3f**, the mediation effect of Turkey's country brand image on the relationship between Turkish art-heritage cultural products and the intention to buy Turkish products is confirmed by the findings of indirect analysis (β : 0.024; $p < 0.001$). This indicates that the research Hypothesis **H3d** is confirmed.

According to the results of the indirect effect in the Table 5.19, it can be determined that perceived Turkey's national stereotype has a mediating effect on the relationship between Turkish media cultural products and intention to visit Turkey by the findings of indirect analysis (β : 0.056; $p < 0.001$). It indicates that research Hypothesis **H4d** is

confirmed. **H4e**, the mediation effect of Turkey's national stereotype on the relationship between Turkish media cultural products and the purchase intention of Turkish products is confirmed by the findings of indirect analysis (β : 0.063; $p < 0.001$). Therefore, research Hypothesis **H4e** is confirmed. **H4f**, Turkey's national stereotype significantly mediates the relationship between the Turkish art-heritage cultural products and intention to visit Turkey (β : 0.050; $p < 0.001$). This indicates that research Hypothesis **H4f** is confirmed by the indirect analysis of this study. **H4g**, the mediation effect of Turkey's national stereotype on the relationship between Turkish art-heritage cultural products and the intention to purchase Turkish products is confirmed by the findings of indirect analysis (β : 0.055; $p < 0.001$). It suggests that the research Hypothesis **H4g** is confirmed.

5.10.3. Test the differences among groups

In order to test the differences in the responses between the different groups of participants, the analysis of variances (ANOVA test) and independent sample t-test were used. In this research, the following hypotheses were dedicated to illustrating the differences between the groups of the sample:

H5. The level of consumption of Turkish cultural products, the level of intention to visit Turkey, and the level of intention to purchase Turkish products by the people in the MENA region vary according to their ages.

H6. The level of consumption of Turkish cultural products, the level of intention to visit Turkey, and the level of intention to purchase Turkish products by the people in the MENA region vary according to their nationalities.

H7a. Perceived Turkey's country brand image and Perceived Turkey's national stereotype differ between people who have visited Turkey and those who have not.

H7b. There are differences in the perceptions of the customers about Turkey's country brand image, and national stereotype, according to the duration of their stay in Turkey.

Table 5.20. *Descriptive Statistics for Different Age Groups*

Variable	Age groups	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Cultural Products	> 20 years	112	26.30	9.138	.904	24.508	28.099	10.00	45.00
	20 - 30	441	27.84	8.353	.399	27.064	28.633	9.00	45.00
	31 - 40	180	28.79	8.453	.658	27.494	30.093	12.00	45.00
	41 - 50	69	28.57	7.288	.918	26.735	30.407	14.00	42.00
	< 50 years	63	27.86	7.026	.974	25.909	29.821	11.00	42.00
Visit intention	> 20 years	112	10.33	3.119	.308	9.720	10.946	3.00	15.00
	20 – 30	441	11.56	2.885	.137	11.295	11.837	3.00	15.00
	31 – 40	180	11.87	2.953	.229	11.418	12.326	3.00	15.00
	41 – 50	69	12.07	3.138	.395	11.289	12.869	3.00	15.00
	< 50 years	63	13.11	2.340	.324	12.463	13.766	5.00	15.00
Purchase Intention	> 20 years	112	11.18	3.556	.352	10.487	11.884	3.00	15.00
	20 – 30	441	11.60	3.032	.144	11.322	11.892	3.00	15.00
	31 – 40	180	12.28	2.851	.222	11.846	12.723	3.00	15.00
	41 – 50	69	12.58	2.882	.363	11.861	13.313	3.00	15.00
	< 50 years	63	13.07	2.325	.322	12.429	13.724	5.00	15.00

Table 5.20 shows the mean, standard deviation, lower upper bound, and minimum and maximum values for different age groups regarding Cultural Products, Visit Intention and Purchase Intention variables.

Table 5.21. *ANOVA test for Different Age Groups*

		Sum of Squares	df	Mean Square	F	Sig.
Cultural Products	Between Groups	421.276	4	105.319	1.520	.194
	Within Groups	56462.113	815	69.279		
	Total	56883.389	819			
Visit intention	Between Groups	310.193	4	77.548	9.106	.000
	Within Groups	6940.485	815	8.516		
	Total	7250.678	819			
Purchase Intention	Between Groups	214.380	4	53.595	5.886	.000
	Within Groups	7420.492	815	9.105		
	Total	7634.872	819			

One-way ANOVA analysis is used in order to explore the difference between different age groups in terms of Cultural Products, Visit Intention, and Purchase Intention. The findings of ANOVA analysis given in Table 5.21 shows that there is a non-significant difference between different age groups in terms of Cultural Products. However, there is a significant difference with $p = .000$ between different age groups in terms of Visit and Purchase Intentions, suggesting that the research Hypothesis **H5** is partially confirmed.

Whilst there is a significant difference between the four age groups in terms of 'visit intention' and 'purchase intention' variables. This significant difference may not necessarily be between all age groups. We, therefore, used the Bonferroni Post-Hoc test to observe where the significant differences lie exactly.

Table 5.22. Multiple Comparisons between age groups (Bonferroni)

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						LB	UB
Visit intentions	Less than 20 years old	20 – 30	-1.23288*	.3208	.001	-2.135	-.329
		31 – 40	-1.53939*	.3675	.000	-2.574	-.504
		41 – 50	-1.74603*	.4676	.002	-3.062	-.429
		< 50 years	-2.78205*	.4972	.000	-4.181	-1.382
	From 20 to 30 years old	> 20 years	1.23288*	.3208	.001	.329	2.135
		31 – 40	-.30652	.2665	1.000	-1.056	.443
		41 – 50	-.51316	.3932	1.000	-1.619	.593
		< 50 years	-1.54917*	.4280	.003	-2.754	-.344
	From 31 to 40 years old	> 20 years	1.53939*	.3675	.000	.504	2.574
		20 – 30	.30652	.2665	1.000	-.443	1.056
		41 – 50	-.20664	.4321	1.000	-1.423	1.009
		< 50 years	-1.24266	.4640	.076	-2.548	.063
	From 41 to 50 years old	> 20 years	1.74603*	.4676	.002	.429	3.062
		20 – 30	.51316	.3932	1.000	-.593	1.619
		31 – 40	.20664	.4321	1.000	-1.009	1.423
		< 50 years	-1.03602	.5467	.585	-2.575	.502
	More than 50 years old	> 20 years	2.78205*	.4972	.000	1.382	4.181
		20 – 30	1.54917*	.4280	.003	.344	2.754
		31 – 40	1.24266	.4640	.076	-.063	2.548
		41 – 50	1.03602	.5467	.585	-.502	2.575
Purchase Intentions	Less than 20 years	20 – 30	-.42103	.3317	1.000	-1.354	.5127
		31 – 40	-1.09857*	.3800	.039	-2.168	-.028

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						LB	UB
From 20 to 30 years old		41 – 50	-1.40103*	.4835	.039	-2.762	-.040
		< 50 years	-1.89065*	.5141	.003	-3.337	-.443
		> 20 years	.42103	.3317	1.000	-.512	1.3548
		31 – 40	-.67754	.2756	.142	-1.453	.098
		41 – 50	-.98000	.4065	.162	-2.124	.164
		< 50 years	-1.46962*	.4425	.009	-2.715	-.223
		> 20 years	1.09857*	.3800	.039	.028	2.168
		20 – 30	.67754	.2756	.142	-.098	1.453
	From 31 to 40 years old	41 – 50	-.30245	.4468	1.000	-1.560	.955
		< 50 years	-.79207	.4798	.992	-2.142	.558
		> 20 years	1.40103*	.4835	.039	.040	2.762
		20 - 30	.98000	.4065	.162	-.164	2.124
From 41 to 50 years old		31 - 40	.30245	.4468	1.000	-.955	1.56
		< 50 years	-.48962	.5653	1.000	-2.080	1.10
		> 20 years	1.89065*	.5141	.003	.443	3.33
		20 - 30	1.46962*	.4425	.009	.223	2.715
	More than 50 years old	31 - 40	.79207	.4798	.992	-.558	2.144
		41 - 50	.48962	.5653	1.000	-1.101	2.080
		> 20 years	1.89065*	.5141	.003	.443	3.33
		20 - 30	1.46962*	.4425	.009	.223	2.715

*. The mean difference is significant at the 0.05 level

Bonferroni Post Hoc test was applied in order to clarify the difference further between the age groups. The Bonferroni correction is applied in to limit the probability of getting a statistically significant outcome when examining multiple hypotheses. It is required because the more tests you run, the more possible you are to get a significant result (Glen, 2015).

According to the results of Bonferroni Post Hoc test, it was found that the age group less than 20 years old differ significantly from all age groups regarding Visit Intention. In addition to this, age group 50 and older differ significantly from less than 20 years old and 20-30 years old age groups only. In the case of Purchase Intention variable, the age group less than 20 years old differ significantly from all other age groups except 20-30 years old. However, age group 50 years and above differ significantly from 20-30 years old. Table 5.22 shows the results of the Post Hoc test that conducted multiple comparisons between age groups regarding visit and purchase intentions variables.

Table 5.23. ANOVA test for Different Nationalities

		Sum of Squares	Df	Mean Square	F	Sig.
Cultural Products	Between Groups	3112.429	17	183.084	2.731	.001
	Within Groups	53770.960	848	67.046		
	Total	56883.389	865			
Visit intention	Between Groups	341.181	17	20.069	2.330	.001
	Within Groups	6909.497	848	8.615		
	Total	7250.678	865			
Purchase Intention	Between Groups	430.162	17	25.304	2.817	.000
	Within Groups	7204.709	848	8.983		
	Total	7634.872	865			

Table 5.23 shows that there is a significant difference between different Nationalities regarding Cultural Products, Visit Intention, and Purchase Intention with $p > 0.05$. This indicates that research Hypothesis **H6** is confirmed.

To clarify the difference further between the different nationalities and to observe where the significant differences lie exactly, Bonferroni Post-Hoc test was conducted. See Bonferroni Post-Hoc test outcomes in Appendix 8.

Table 5.24. Independent Sample t-test

Measures	Yes (N=390)	No (N=475)	t value	P value
	M (SD)	M (SD)		
Country Brand Image	97.13 (23.47)	102.40 (22.93)	-3.22	.001
National Stereotype	44.10 (9.64)	45.98 (10.09)	-2.69	.007
Visit intention	12.84 (2.67)	12.08 (2.79)	1.766	.078
Purchase Intention	12.16 (2.88)	11.80 (3.10)	4.042	.000

Table 5.24 shows the difference between the respondents who have visited Turkey before and those who have never visited Turkey in terms of Country Brand Image, National Stereotype, Visit Intention, and Purchase Intention variables. The findings of Independent Sample *t*-test have revealed that there is a significant difference in participants' perceptions between those who have visited Turkey before and those have not in terms of Country Brand Image, National Stereotype with $p > 0.05$. The findings of Independent Sample *t*-test also revealed that there is a significant difference in participants' purchase intentions between those who have visited Turkey before and those have not with $p > 0.05$. However, the

findings of Independent Sample *t*-test have revealed that there is not a significant difference between those who have visited Turkey before and those who have not regarding Visit Intention variable with $p < 0.05$.

The analysis results also revealed that Country Brand Image is more positive among those who have never been to Turkey ($M = 102.40$; $S.D = 22.93$) as compared to those who have visited Turkey ($M = 97.13$; $S.D = 23.47$). In contrast, National Stereotypes are lower among those who have visited Turkey ($M = 44.10$; $S.D = 9.64$) as compared to those who never visited Turkey ($M = 45.98$; $S.D = 10.09$) with $p > 0.05$. Hence, research Hypothesis **H7a** i.e., ‘perceived country brand image and national stereotype of Turkey differ between people who have visited Turkey and those who have not visited Turkey’ is confirmed by the findings of the analysis.

Table 5.25. ANOVA Test for Different Period of Stay in Turkey

		Sum of Squares	df	Mean Square	F	Sig.
Country Brand Image	Between Groups	60500.593	3	20166.864	42.840	.000
	Within Groups	384127.382	816	470.744		
	Total	444627.974	819			
National Stereotype	Between Groups	1370.027	3	456.676	4.682	.003
	Within Groups	79597.382	816	97.546		
	Total	80967.410	819			

One Way ANOVA is conducted in order to explore the difference between the different period of stay of people from MENA in Turkey regarding Country Brand Image and National Stereotype variables. The findings show that there is a significant difference between stay period regarding Country Brand Image and National Stereotype, $P > 0.05$ as it is presented in Table 5.25. One Way ANOVA test’s results in Table 5.25, indicating that research Hypothesis **H7b** i.e., ‘there are differences in the perceptions of the people in MENA countries towards Turkey’s country brand image, national stereotype, according to their duration of stay in Turkey’ is confirmed. Bonferroni Post Hoc test is conducted for further clarification.

Table 5.26. Multiple Comparisons for Different Period of Stay in Turkey (Bonferroni)

Dependent Variable	(I) stay in Turkey	(J) stay in Turkey	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						LB	UB
Country Brand Image	never been	Many days	-1.5747	1.656	1.000	-5.95	2.80
		Many months	26.6626*	3.457	.000	17.51	35.80
		More than one year	29.3042*	3.616	.000	19.74	38.86
	Many days	never been	1.5747	1.656	1.000	-2.80	5.95
		Many months	28.2373*	3.561	.000	18.81	37.65
		More than one year	30.8789*	3.715	.000	21.05	40.70
	Many months	never been	-26.6626*	3.457	.000	-35.80	-17.51
		Many days	-28.2373*	3.561	.000	-37.65	-18.81
		More than one year	2.6416	4.797	1.000	-10.04	15.33
	More than one year	never been	-29.3042*	3.616	.000	-38.86	-19.74
		Many days	-30.8789*	3.715	.000	-40.70	-21.05
		Many months	-2.6416	4.797	1.000	-15.33	10.04
National Stereotype	never been	Many days	1.3703	.754	.418	-.62	3.36
		Many months	1.5875	1.573	1.000	-2.57	5.75
		More than one year	5.7521*	1.646	.003	1.39	10.10
	Many days	never been	-1.3703	.754	.418	-3.36	.62
		Many months	.2172	1.621	1.000	-4.07	4.50
		More than one year	4.3817	1.691	.059	-.09	8.85
	Many months	never been	-1.5875	1.573	1.000	-5.75	2.57
		Many days	-.2172	1.621	1.000	-4.50	4.07
		More than one year	4.1645	2.183	.341	-1.61	9.94
	More than one year	never been	-5.7521*	1.646	.003	-10.10	-1.39
		Many days	-4.3817	1.691	.059	-8.85	.09
		Many months	-4.1645	2.183	.341	-9.94	1.61

*. The mean difference is significant at the 0.05 level.

Post Hoc analysis in Table 5.26 shows that there is a significant difference in the perception of Country Brand Image among MENA people who have never been to Turkey from those who spent many months or more than a year in Turkey. In addition, the people who spent many days in Turkey differ significantly from those who spent many months or more than a year. Similarly, the perception of National Stereotypes of the MENA people who have never been to Turkey differs significantly from that of those who spent more than one year in Turkey.

Table 5.27. *The Results of Testing the Research Hypotheses*

Code	Hypothesis Statement	Decision
H1a	The consumption of Turkish media cultural products has a positive influence on the consumers' intention to visit Turkey	Supported
H1b	The consumption of Turkish media cultural products has a positive influence on the consumers' intention to purchase Turkish products.	Not Supported
H1c	The consumption of Turkish media cultural products has a positive influence on the consumers' perceptions of Turkey's country brand image.	Supported
H1d	The consumption of Turkish media cultural products has a positive influence on the consumers' perceived stereotypes towards Turkish people.	Supported
H2a	The consumption of Turkish art-heritage cultural products has a positive influence on the consumers' intention to visit Turkey	Supported
H2b	The consumption of Turkish art-heritage cultural products has a positive influence on the consumers' intention to purchase Turkish products.	Supported
H2c	The consumption of Turkish art-heritage cultural products has a positive influence on the consumers' perceptions of Turkey's country brand image.	Supported
H2d	The consumption of Turkish art-heritage cultural products has a positive influence on the consumers' perceived stereotypes towards Turkish people.	Supported
H3a	Turkey's country brand image has a significant positive effect on customers' intention to visit Turkey.	Supported
H3b	Turkey's country brand image has a significant positive effect on customers' intention to purchase Turkish products.	Supported
H3c	Turkey's country brand image mediates the relationship between the Turkish media cultural products consumption and the intention to visit Turkey.	Supported
H3d	Turkey's country brand image mediates the relationship between the Turkish media cultural products consumption and the purchase intention of Turkish products	Supported
H3e	Turkey's country brand image mediates the relationship between the Turkish art-heritage cultural products consumption and the intention to visit Turkey.	Supported
H3f	Turkey's country brand image mediates the relationship between the Turkish art-heritage cultural products consumption and the purchase intention of Turkish products.	Supported
H4a	Turkey's national stereotype has a significant positive effect on the customers' intention to visit Turkey.	Supported
H4b	Turkey's national stereotype has a significant positive effect on customers' intention to purchase Turkish products.	Supported
H4c	Turkey's national stereotype has a significant positive effect on the country brand image of Turkey.	Supported
H4d	Turkey's national stereotype mediates the relationship between Turkish media cultural products consumption and the customers' intention to visit Turkey.	Supported
H4e	Turkey's national stereotype mediates the relationship between Turkish art-heritage cultural products consumption and the customers' intention to visit Turkey.	Supported

H4f	Turkey's national stereotype mediates the relationship between Turkish media cultural products consumption and the consumers' intention to purchase Turkish products.	Supported
H4g	Turkey's national stereotype mediates the relationship between Turkish art-heritage cultural products consumption and the consumers' intention to purchase Turkish products.	Supported
H5	The level of consumption of Turkish cultural products, the level of intention to visit Turkey, and the level of intention to purchase Turkish products by the people in the MENA region vary according to their ages.	Partially Supported
H6	The level of consumption of Turkish cultural products, the level of intention to visit Turkey, and the level of intention to purchase Turkish products by the people in the MENA region vary according to their nationalities.	Supported
H7a	Perceived Turkey's country brand image and Perceived Turkey's national stereotype differ between people who have visited Turkey and those who have not.	Supported
H7b	There are differences in the perceptions of the customers about Turkey's country brand image, and national stereotype, according to the duration of their stay in Turkey.	Supported

CHAPTER SIX

6. DISCUSSIONS AND CONCLUSIONS

6.1. Introductions

This study investigates the impact of Turkish cultural products consumption on the customers' perceptions towards Turkey's country brand image and national stereotype. Additionally, investigate the impact of Turkish cultural products consumption on the customers' intentions to visit Turkey and intentions to purchase Turkish products. The model of this study was designed to test the relationships between the primary constructs of the study. The model comprised six main constructs: 1) media cultural products, 2) art-heritage cultural products, 3) country brand image, 4) national stereotype, 5) visit intention, and 6) purchase intention. In this chapter, these variables will be discussed according to results and outcomes that were shown in the data analysis chapter. The limitations of the study, recommendations, implications, future work, and conclusions are also addressed in this chapter.

6.2. Discussion of the Results

6.2.1. Cultural products consumption

Cultural products consumption variable was the main variable in the model of this study. The research question was derived from the problem that whether the consumption of a country's cultural products enhance the intentions to visit that county and the intentions to purchase its products. In the beginning, the study sought to identify certain cultural products that could be modeled in the study. However, due to the lack of sufficient references regarding the impact of cultural products consumption on the consumer's behavior, it was necessary to provide a theoretical framework for cultural products as a marketing concept.

Many studies (Peltoniemi, 2014; DCMS's, 2015; Crossman's, 2016; Joseph Nye's, 1980; Crossman, 2016) discuss cultural products as components of many concepts such as cultural industries, creative industries, popular culture, soft power, to name a few. Besides, Scott (2004) presents a theoretical classification of cultural products under the concepts of

cultural-products industries. Scott (2004) discusses almost all of the cultural products under one classification that is divided into groups which include many different cultural products. All of these studies discuss different concepts related to cultural products. However, none of them presented cultural products in marketing context.

In the prior works that discuss the impact of cultural products in the context of marketing, many studies illustrate the impact of cultural products. For example, many authors address the effect of the cultural products industry on a country economy as a whole (McFadyen, Hoskins, & Finn, 2000; Mihalis, 2005; Scott, 2004), the impact of cultural products in changing the attitudes of the audience positively towards the country, (Hurn, 2016; S. S. Kim et al., 2008; Simeon, 2006; Toyoshima, 2011; Willnat, He, & Xiaoming, 1997; Xiaoming & Leng, 2004), the impact of cultural products in the tourist destination (S. J. Lee & Bai, 2016), and cultural outcomes in purchasing behavior (Aljammazi & Asil, 2017; S. Kim, Kim, & Han, 2018; S. S. Kim et al., 2008; Nes, Yelkur, & Silkoset, 2014). However, none of these studies have addressed the cultural products as a marketing theme, nor they have created a theoretical framework that lays down between products and other marketing concepts. Thus, this study sought to construct a tested model linking cultural products with basic concepts in marketing such as purchase intention, visit intention, and country brand image.

Based on Peltoniemi (2014); DCMS's (2015); Crossman's (2016); Joseph Nye's (1980); Crossman, (2016); and Scott (2004) studies, the exploratory (pilot) study was conducted in order to determine a frame of cultural products that is used in this research. More than twenty cultural products were examined in the first pilot study; however, nine of them were considered popular in the MENA region. Consequently, these cultural products were accepted to be variables in the model of the study. After that, in light of factor analysis outcomes, these products were divided into two main groups: First, media cultural products which include (series, movies, music, and celebrities); second, art and heritage cultural products (food, heritage, crafts, architecture arts, and fashion). Each group of cultural products considered as a primary construct in the model of this study.

Since the evaluation of the incidence of consumption of cultural products in the MENA region was one of the study's aims, the descriptive analysis was used to evaluate it. By breaking down Turkish cultural products into nine different products categories, this

study was able to identify the most consumed cultural products as well as those that are not widespread in the market. However, most of the participants in the study showed a relatively good consumption of Turkish culture products.

The descriptive statistics analysis of Turkish cultural products consumption showed that Turkish food is widely consumed in MENA regions as the most participants in the study indicated that they have experience with Turkish food. On the other hand, the results illustrate that the people in the MENA region are not fond of watching Turkish movies. The findings show that the most consumed Turkish cultural product in MENA region countries is Turkish food, followed by Turkish fashion, architecture, Turkish series, Turkish crafts, Turkish celebrities, Turkish heritage and Turkish movies.

The high consumption of Turkish cultural products in the MENA region supports and raises the importance of this research. Since the results of this study revealed that the Turkish cultural products are widely consumed in MENA region, it was essential to study Turkish cultural products and their positive impact on the perceptions of consumers in these countries towards Turkey and Turkish products.

As cultural products were divided into two main variables (media cultural products and art-heritage cultural products), every variable was tested separately in the SEM in order to find their impacts on the dependent variables of the study. The outcomes of the SEM showed that: 1) Turkish art-heritage cultural products have a significant impact on Turkey's country brand image, national stereotype, intentions to visit Turkey, and intention to purchase Turkish products which supports hypotheses H1a, H1b, H1c, and H1d. 2) Turkish media cultural products have an impact on Turkey's country brand image, national stereotype, and intention to visit Turkey, which support hypotheses H2a, H2c, and H2d. However, the study findings revealed that the Turkish media cultural product does not have a significant direct impact on the intention to purchase Turkish products, which indicate that the hypothesis H2b is not supported. Further, the results of the indirect analysis revealed that media cultural products have an indirect effect on the intention to purchase Turkish products through mediator variables (country brand Image and national stereotype).

The result of our study does not differ from the previous studies in term of cultural products consumption effectiveness. Xiaoming and Leng (2004) in their study of the Impact of Japanese cultural products, found that the Japanese cultural products affect young

people's perception and their feelings towards Japan and its products. Also, the consumption of these products tends to lead consumers to think of the Japanese favorably and prompt them to buy Japanese products. Mihalís (2005) and Simeon (2006) also found that cultural and entertainment products have a major role to play in country and city branding. Their results strongly supported the view that cultural products have tremendous branding potential overseas, which was approved by our study results also. In terms of the impact of cultural products on the visit intention, our study results were not that different from Kim, Agrusa, Chon, and Cho's (2008) study which shows that respondents who tended to consume more Korean cultural products had a higher intention to visit Korea.

Our research findings show that Turkish cultural products consumption has a significant positive effect on Turkey's country brand image. These results confirm previous studies that examined the impact of cultural products on the country brand image such as Mihalís's (2005) study which indicated that culture and entertainment products have a leading role to play in local economic development, and place and city branding. Our findings also support Simeon (2006) study findings which emphasize the critical role of components of popular culture products as well the levels of experience with those products in branding potential overseas in the case of Japan's country brand image.

In terms of the impact of cultural products on national stereotypes, Xiaoming and Leng (2004) study's finding showed that respondents with a higher level of consumption of the Japanese media and popular cultural products respectively would have positive stereotypes towards Japanese people. Their results indicated that the participants see Japanese as creative, smart, pretty, and handsome. The results of our study are fully compatible with Xiaoming and Leng's study, which revealed that the participants with a higher level of exposure to Turkish cultural products have a more favorable stereotype towards Turkish people. The findings also illustrated that the people in the MENA region see Turkish people as competent and warm.

6.2.2. Country brand image

In this study, the construct of the country brand image was also one of the main variables. The country brand image was a mediator variable; at the same time, it was studied as predictors variable for both visit intention and purchase intention variables. The

objectives of this study in terms of Country Brand Image variable were to clarify the relationship between Turkey's country brand image variable which has many dimensions (Tourism, culture, people, investment and immigration, export, and government) on the intention to visit Turkey and intention to purchase Turkish products. It also was aimed at identifying perceptions of customers in MENA region countries towards Turkey's country brand image.

The developed hypotheses that related to country brand image variable consider that Turkey's country brand image exerts an impact on customer intention to visit Turkey and intention to purchase Turkish products. Besides, country brand image was tested as a mediator variable between cultural products consumption variables and visit intention variable as well as between cultural products consumption variables and purchase intention variable.

Regarding the SEM analysis outcomes, the findings show that Turkey's country brand image has a significant effect on the intention to visit Turkey. These results are consistent with previous studies that addressed the impact of the country brand image on visit intention. For example, Handayani, and Rashid (2016) study indicated that there is an impact of nation brand image on behavioral intention in terms of destination image however this impact not strong which is not a good agreement with our study results that found strong impact. In the same context, Zeineddine and ELzein (2015) study findings showed that country brand image positively affect the choice of the destination by the tourist, which is analogous to our findings.

The impact of country brand image on purchase intention was tested in the model of this study. According to the previous studies such as Diamantopoulos et al (2011), there is an impact of country image perceptions on purchase intention; however, this effect is not direct. Their findings indicate that the country of origin image and country image perceptions strongly influences purchase intentions indirectly through their impact on the brand image (Diamantopoulos, Schlegelmilch, & Palihawadana, 2011). Comparing the results of Diamantopoulos et al. (2011) with the results of our study, some similarities can be noticed in the overall results. However, the results of our study show that there is a direct effect, while their results showed an indirect effect of country image perceptions on purchase intention.

The result of model estimation in this research indicate that the mediation effect of Turkey's country brand image (tourism, culture, people, investment and immigration, export, and government) on the relationship between Turkish media cultural products and the intention to visit Turkey is significant. The results also indicated that the mediation effect of Turkey's country brand image significantly occurs between the relationship of Turkish media cultural products and the intention to buy Turkish products.

The findings of this research illustrate that country brand image has mediational roles in the relationship between Turkish art-heritage cultural products and the intention to visit Turkey. Also, Turkey's country brand image plays a mediational role in the relationship between Turkish art-heritage cultural products and the intention to purchase Turkish products.

These aspects lead not only to people's in the MENA region visit and purchase intentions but also to the country brand image formation. These propositions were tested empirically, and they are in line with past studies which suggest that people's experience with cultural products may play a role in the formation of the image and behavior intentions. Images derived from experiencing with one country cultural products may emerge as a country brand image when it is embedded with attributes and benefits, i.e., experiential, symbolic, functional, and attitude (Handayani & Rashid, 2016). Therefore, people' experience with cultural products plays a role in the formation of the country brand image, which is in turn influence customers' visit and purchase intentions.

Overall, these results backing the previous studies that highlight the consumption of the cultural product as an experience-based industry. Besides, these results do not only play a remarkable role as industry to introduce a country's profile and contribute to country brand image formation but also may influence behavior intentions of these customers.

TESEV's public opinion surveys in the Middle East shows that Turkey's attractiveness has been quite high in the Middle East countries. Also it shows that image of Turkey has positive perceptions by the people in the Middle East due to soft power activities and Turkish cultural products (Akgün & Gündoğar, 2012, 2013; Akgün et al., 2010). The descriptive analysis of our study does not differ from the findings of TESEV'S public opinion survey. Turkey's country brand image including the dimensions of Tourism appeal, Culture appeal, People appeal, Exports appeal, Investment and Immigration appeal, and

Governance appeal was perceived positively by the participant in this research. The results revealed that the customers in the MENA region have high positive perceptions of Turkey's country brand image.

6.2.3. National stereotype

In this study, the national stereotype was a mediator variable between cultural products variables (predictors) and visit intention and purchase intentions variables (outcomes). At the same time, national stereotype variable was studied as a predictor variable for both visit intention and purchase intentions variables. In addition to that, national stereotype direct effect on the country brand image was tested in the model of this research.

The national stereotype construct contained two main dimensions as the study based on the stereotype content model SCM. Perceived warmth and perceived competence are the main dimensions that measure the national stereotype variable in the model of this study.

The developed hypotheses related to national stereotype variable consider that Turkey's national stereotype construct exert an impact on customer intention to visit Turkey, intention to purchase Turkish products, and Turkey's country brand image. In addition, national stereotype variable was tested as a mediator variable between cultural products consumption variables and visit intention variable as well as between cultural products consumption variables and purchase intention variable.

Aaker, Vohs, and Mogilner (2010) found that perceived warmth and perceived competence perceptions as national stereotype dimensions influence consumers' willingness to buy. The empirical findings of Chattala's (2015) study also revealed that national stereotypes, that is, perceptions of the competence and warmth of a country's people, significantly affect consumer expectations and purchase likelihood. Further, Barbarossa et.al (2016) offered a relevant contribution under which conditions national stereotypes of perceived competence and perceived warmth influence the psychological mechanisms through which consumers evaluate and react to brands. They found that stereotypes influence consumers' evaluations and consumption behaviors and affect purchase intentions indirect way (Barbarossa, De Pelsmacker, Moons, & Marcatti, 2016). These results approved by our study outcomes which revealed that Turkey's national

stereotype significantly influence the consumers' intentions to purchase Turkish products in MENA region countries.

The literature review confirms that the formation of destination images of peoples and countries which ultimately can influence a tourist's decision to visit or not visit a destination (Bender, Gidlow, & Fisher, 2012). The findings of our study showed that Turkey's national stereotype (perceived warmth and perceived competence) has a significant effect on the intention to visit Turkey. These results support Bender et al. (2012) study that indicated Swiss stereotypes presented in their study could influence tourists' perceptions, their decisions to visit Switzerland and their behavior at the destination.

Motsi's (2016) study results revealed that the stereotypes of competence and warmth were positively related to the country image. He indicated that national stereotypes play a substantial role in the formation of a general country image. Motsi's also found that the perceived competence dimension had a substantial effect on the product-country image. The results of our study are somewhat similar to those of Motsi's study. Our study findings showed that Turkey's national stereotypes (perceived warmth and perceived competence) have significant effects on Turkey's country brand image. Thus, the results of this research accepted the hypothesis; H4c Turkey's national stereotype has a significant positive effect on Turkey's country brand image.

The result of model estimation indicated that the mediation effect of Turkey's national stereotype (perceived warmth and perceived competence) on the relationships of Turkish cultural products consumption (media cultural products, and art-heritage cultural products) on the intention to visit Turkey is significant. The result of model estimation also indicated that the mediation effect of Turkey's national stereotype on the relationships of Turkish cultural products (media-cultural products and art-heritage-cultural products) on the intention to buy Turkish products is significant.

Overall, the national stereotype (perceived warmth and competence) can play dual role predictors and mediators in consumers' brand perceptions and behavior intention (Ivens, Leischnig, Muller, & Valta, 2015). The result of our study suggests that the mediation effect of national stereotype on visit and purchase intentions is significantly influential through predictors, namely Media-cultural products and Art-heritage cultural products which is in a good agreement with the study of Ivens et al. (2015). As noted,

cultural products consumption variables have the most significant impact on visit and purchase intentions through the mediating effect of the national stereotype. In this case, the result indicates support for accepting hypotheses H4d, H4e, H4f, and H4g.

According to the descriptive results of the national stereotype constructs, the participants in our study showed positive stereotype towards Turkish people in general. However, the people in MENA region countries perceive Turkish people are more competent (Efficient, Independent, Competitive, Confident, Competent, Intelligent) than warm (Friendly, Well-intentioned, Trustworthy, Sincere, Warm, Good-natured).

6.2.4. Visit and purchase intentions

Visit and purchase intentions variables were the primary outcomes variables of this study. According to the findings, respondents' experiences in the MENA region with cultural products have positive impacts on their intentions to visit Turkey and buy Turkish products.

Most of the respondents' answers showed that they have intentions to visit Turkey, probably will visit turkey, and they prefer Turkey as a tourist destination comparing to other destinations. Also, the descriptive statics of purchase intentions indicated that consumers in the MENA region, in general, have intentions to buy Turkish products, and probably will buy Turkish products however their preference to buy Turkish products comparing to other products was not significant, for half of the participants.

6.2.5. Additional variables

In this research, it was expected that some personal characteristics of the respondents might help in explaining the phenomena under study. Testing the differences between age groups of the participants in the study was an essential factor in explaining reactions to foreign products (Turkish products) and visit a foreign country (Turkey). The nationality of the respondents was included as an additional variable also in order to know if there were different perceptions of the participants of the study according to their nationalities. Previous visit to Turkey and the length of the stay was studied as additional variables in order to clarify whether the perceptions and intentions of the participants who have been in Turkey differ from those who have not been there before.

The findings demonstrate that there is not a significant difference between different age groups of the participants in regarding Turkish cultural products consumption. However, there is a significant difference between age groups in term of the intention to visit Turkey and intention to purchase Turkish products. Further, it was found that the intentions to visit Turkey of the age group less than 20 years old differ significantly from all other age groups. In addition to this, the age group 50 and older differ significantly from less than 20 years old and 20-30 years old age groups only. As to the intention to purchase Turkish products, the age group less than 20 years old differ significantly from all other age groups except 20-30 years old. However, the age group 50 years and above differ significantly from 20-30 years old. In this context, our study results are consistent with Aluri and Palakurthi's (2011) study results which indicated that there are differences in consumer attitudes and intentions in terms of demographic factors such as age.

The analysis of variance showed that the differences in the nationalities of the participants in our study lead to different intentions to visit Turkey and purchase Turkish products as well as show the difference in the rate of the Turkish cultural products consumption. On the other hand, the results of this research indicated that there are differences in consumer intention to purchase Turkish products, perceptions of Turkey's country brand Image, and perceived Turkey's national stereotype in terms of their experience of the visit to Turkey and the duration of the visit. However, there are no differences in consumer intention to visit Turkey in terms of their experience of visiting Turkey before.

The analysis results also revealed that Turkey's country brand image is a little more positive among those who have never been to Turkey as compared to those who have visited Turkey. Also, the participants who have never visited Turkey before have more positive stereotypes towards Turkish people as compared to those who have visited Turkey before. These results are supporting the results related to Turkish cultural products in our study and showing the influential role of culture products in forming the consumer's perceptions of Turkey, Turkish people and Turkish products in the forging markets.

6.3. Recommendations and Implications

Deinema (2008) discussed the status of cultural products as they have not received much attention in the economic and business literature which focuses on producers and production only. He also argues that there is a lacking in the adequate theory of the cultural dimensions of the consumption of cultural products. The present study focuses on the consumption of cultural products and their effects on other concepts relating to the marketing. Therefore, it contributes significantly to bridging the gap in the literature related to cultural products industry concept in business and marketing field. This study adds to existing knowledge by taking a farther ingrained perspective on cultural products and their effects on country brand image, national stereotype, and behavioral intentions toward a country and its products.

Various studies commissioned in different countries and region show the vast potential effecting of the cultural products on consumer perceptions. There are numerous examples such as (Korean wave project or cool Japan project) where these governments have successfully implemented strategies and projects in the cultural products sectors. The lack of awareness about the impact of cultural products leads to a weak strategic approach or the absence of effective strategies. There are numbers of regions and countries that have yet to recognize the importance of cultural products industry and added value that they can provide for the society and economy. In this case, the Turkish government used to finance the initiatives and projects that enhance the cultural products sector. However, these projects are not yet as effective as other projects in other countries.

The widely Turkish cultural products consumption in the MENA region bodes well for the marketability of Turkey's products and its culture in general. Interests are growing in many countries, and this allows Turkish companies that working in the cultural industry sector to aggressively expand brand awareness and eventually acquisition of Turkish cultural products. Furthermore, this will help the Turkish government to enhance the efforts of using cultural products industry in the marketing strategies of the country.

The study highlights the impact of cultural products and how it could help in marketing and promoting the country through their effect on consumer perceptions in foreign countries towards the country brand image, country people, tourism destination, country's products. The study suggests that governments should find effective ways to set

up working mechanisms to support the cultural products sector. Since this study reveals the effectiveness of cultural products on the country marketing, it will hopefully serve as a steppingstone for Turkey and those countries that have not yet succeeded in implementing cultural products strategies.

The empirical results of the national stereotype variable (perceived warmth and perceived competence) have significant implications for the marketing sector of companies, brands, foreign market entrance strategies, and exporters also support the efforts of governments and industries to promote the brand of the country and effectively market them in foreign markets. With a focus on the dimensions of perceived warmth and competence in the national stereotype. Our findings help to clarify the relations between the consumption of Turkish cultural products and the national stereotype of Turkey on the perceptions of consumers towards Turkey's country brand image and their behavioral intentions towards Turkish products and visit Turkey. These results greatly help to favorably evaluate these relationships, leading them to be applied in marketing strategies for industrial and commercial companies as well as for government.

Countries are competing to market their brands/products and attract more visitors/investors. In order to get a competitive advantage, they should present an appropriate fit between their perceived warmth and perceived competence with proper levels of utilitarian and hedonic properties (Chattalas, 2015). Since our findings showed that the perceived competence of Turkish people was better than perceived warmth; therefore, Turkey should project an image as a warm country in the MENA region or target markets. Moreover, Turkey should promote the warmth perception of its citizens in order to project a higher level of heroicism or hedonics, in turn, attract more visitors.

In practical aspects, the research findings could be useful for Turkey and its strategies for tourism marketing. The findings could assist marketers and tourism promoters in identifying customers' expectations in the MENA region.

In order to enhance the impact of Turkish cultural products and to facilitate the growth of cultural products sector, many steps should be taken by the corporations, government, and agencies. Focusing on the content of cultural products help in enhancing their impact on the consumers in foreign markets and create a significant competitive advantage of the Turkish market. Government, universities, trading companies, advertising agencies, content

production companies, and consulting firms must cooperate and work together in order to get the advantage of outcomes of cultural products sector. For example, universities with the support of the government should establish specialized departments that focus on the marketing, production, and diffusion of various of Turkish cultural products. They should also study the impact of these products on foreign markets.

6.4. Future Research

This research can be expanded and studied in a different region that consumes Turkish cultural products. For this thesis, we investigated the Turkish cultural impact in MENA region countries. Prospective researchers can apply our method and theoretical model to find the impact of cultural products on consumers' perceptions for other countries. Moreover, since this study examined the effect of cultural products under the primary two constructs: Media cultural products (series, movies, music, and celebrities), art-heritage cultural products (heritage, crafts, architecture arts, and fashion) it is possible for future studies to measure the impact of each of these products separately.

Our study sought to demonstrate the impact of Turkish cultural products on the consumers' intentions to buy Turkish products in general, without specifying products. This opens the way for future studies that could investigate the impact of Turkish cultural products on the attitude to purchase specific Turkish products. Future studies can also compare the attitudes of the purchase products related to culture, such as fashion, furniture, and food, etc. with products not entirely linked to culture such as vehicles, electronics, etc.

Turkish food was one of the cultural products investigated in this study. However, it was removed from the final model of the study because of its low factor loading under the leading group of other cultural products. Prospective researchers can study the impact of Turkish food consumption in foreign markets. Future research also can examine the influence of the experience of Turkish food on the consumers' intentions and perceptions towards Turkey and its products.

The scope of cultural products is comprehensive. Researchers can go deeper into this field. Cultural products from a marketing perspective need to be addressed more thoroughly, not only should the impact of the cultural products be studied, but marketing and promotion strategies regarding foreign markets should also be investigated as well.

6.5. Limitations

Like any research, this study has limitations. The limitations of the study could be summarized as follows:

1. This research attempted to examine the impact of cultural products in the Marketing field. However, there is insufficient literature regarding cultural products in the field of Marketing:
2. Since our study needed to collect data from different countries in order to represent the population of the MENA region, the online method was used. Besides, the research findings were based on a snowball and convenience samples, which is non-probability samples. Also, a sample from some countries was small due to the difficulties in reaching people there.
3. Some variables were removed from the final model of this research due to the requirements of SEM. These variables were removed because of their low factor loading or for their negative effect on the model estimations and fitness.
4. Cultural, historical, and geographical proximity between Turkey and MENA countries might be a factor that affected the results of this study. As a result, the research of consumption of Turkish cultural products in different regions of the world may lead to different results.

6.6. Conclusions

As cultural products are moving steadily into a world, it becomes more cosmopolitan and eclectic in its modes of cultural consumption (Aiello & Cacia, 2014; Scott, 2004). The theoretical framework and the empirical analysis of the present study focus on addressing the main concepts related to cultural products and their effect on marketing, precisely on visit intention, purchase intention, country brand, and national stereotype. The outcomes revealed a critical set of issues concerning the impact of cultural products: the relations between model's variables and the problem of cultural products consumption impacts on country's growth and development in general.

Our study findings were consistent with previous studies that the usage of cultural products does influence people's perception of the countries and their behavior towards countries' products concerned in a pleasant way. The purpose of this research was to

construct a model of consumer perceptions towards a country and its people as well as consumers visit intentions and purchase intentions based on the impact of cultural products from the perspectives of cultural products' consumers in MENA region countries. The study is exploratory in nature as it assesses customers' perception through a self-administrated questionnaire. Grounded theory was useful for achieving a deep understanding of the impact of cultural products on consumers' perception and intentions towards a country and its products. This research identified in greater detail the direct and indirect impact of cultural products (Series, movies, music, celebrities, heritage, crafts, architecture arts, and fashion) on customers perceptions towards the country brand image, their stereotypes towards the country people, their intention to visit the country, and their intention to purchase the country's products.

The results of this study show cultural products play a major role in Turkey's country brand image, national stereotype, visit intention, and purchase intentions. This leads to a significant impact on the country's economy as well. The results also demonstrate that the consumption of Turkish cultural products affects people's awareness of the country's cultural activities as well as the people's perception and their impression on a particular nation.

This study suggests that cultural products have a significant impact on the marketing of the country and its products. Cultural products can enhance the national brand of the country from its enormous impact on the perception of others towards tourism, cultural and investment attractions as well as enhance export potential and government image.

The theoretical model of the study combines six main variables (media cultural products, art-heritage cultural products, country brand image, national stereotype, visit intention, and purchase intention). This model was approved after being tested through SEM. The outcomes of SEM illustrate that Turkish media cultural products (series, movies, music, and celebrities) have a significant positive effect on consumers' intentions to visit Turkey as well as on their perceptions toward Turkey's country brand image and Turkey's national stereotype. However, the consumption of Turkish media cultural products does not have a significant direct effect on consumers' intentions to purchase Turkish products whereas there is a significant indirect relationship between Turkish media-cultural products consumption and consumers' intentions to purchase Turkish products.

The findings of this study reveal that the higher range of a respondent's consumption of the Turkish art and heritage cultural product (heritage, crafts, architecture arts, and fashion), the more likely they would have the intentions to visit Turkey and purchase Turkish products. Also, customers with a higher level of consumption of Turkish art-heritage cultural products would have a positive perception of Turkey's country brand image favorable stereotypes towards Turkish people.

The results of model estimation reveal that Turkey's country brand image significantly influences consumers' intentions to visit Turkey and purchase Turkish products. Besides, our study findings support the mediational roles of country brand image in the relationship between Turkish cultural products and intention to visit Turkey on the one hand, as well as for the mediational role of Turkey's country brand image in the relationship between Turkish cultural products and intention to purchase Turkish products on the other.

The results of model estimation demonstrate that national stereotypes, that is, perceptions of the warmth and competence of Turkish people, significantly influence consumers' intentions to visit Turkey and purchase Turkish products. Further, our study support the mediational roles of national stereotype in the relationship between Turkish cultural products and intention to visit Turkey, and for the mediational role of Turkey's national stereotype in the relationship between Turkish cultural products and intention purchase Turkish products.

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APPENDICES

The Questionnaire (English)

Dear Participant,

This study is investigating the influence of Turkish cultural products on customers' perception and intention towards Turkey and Turkish products. To assist us, we would like to ask you to fill out this survey completely. There are no right or wrong answers. We are only interested in your perceptions. Don't take too much time - work quite quickly and give us your first assessment on each item.

Thank you for your time,

Note: "Cultural Products" are any components; items; events; activities; programs; or products that are cultural in nature or represent the culture such as drama, music, food, heritage, etc.

Part One:

Q1. Age:

Q2. The gender:

A. Male

☐

B. Female

☐

Q3: The Nationality:

Q4: Have you been In Turkey before?

A. Yes

☐

B. No

☐

Q5: If yes, how long you stayed in Turkey:

A. Days

B. Months

C. Years

Part two:

Please put a sign on the scale from 1 to 5 to reflect your extent of engagement with Turkish cultural products (drama, music, movies, etc.).

Rate your interaction with Turkish cultural products by using the scale from 1 to 5 where the number 1 = “never interaction” and the number 5= “so much interaction”.

Your experience with Turkish food	0 Never	1	2	3	4	5 So much
Your habit of watching Turkish movies	0 Never	1	2	3	4	5 So much
Your habit of watching Turkish series /drama	0 Never	1	2	3	4	5 So much
Your behavior of listening to Turkish music	0 Never	1	2	3	4	5 So much
Your knowledge of Turkish heritage	0 Never	1	2	3	4	5 So much
Your habit of owning Turkish crafts	0 Never	1	2	3	4	5 So much
Your interests in Turkish fashion	0 Never	1	2	3	4	5 So much
Your interests in Turkish architecture arts	0 Never	1	2	3	4	5 So much
Your tendency of following up Turkish celebrities	0 Never	1	2	3	4	5 So much

Part three:

Please put a sign on the scale from 1 to 5 to reflect your intention of visiting Turkey and buying Turkish products. Rate your behavior intention by using the scale from 1 to 5 where the number 1= “very low intention” and 5= “so high intention”.

Your intention to visit Turkey	1 Very low	2	3	4	5 So high
Your likelihood of visiting Turkey	1 Very low	2	3	4	5 So high
Your preference for visiting Turkey comparing to other destinations	1 Very low	2	3	4	5 So high
Your intention to buy Turkish products	1 Very low	2	3	4	5 So high
Your likelihood of buying Turkish products	1 Very low	2	3	4	5 So high
Your preference for buying Turkish products comparing to other foreign products	1 Very low	2	3	4	5 So high

Part Four:

Please put a CIRCLE on the scale from 1 to 5 to give us a number that best reflects your perception of Turkey. Where number 1 means that you strongly disagree with the statement and number 5 means that you strongly agree with the statement about Turkey.

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Turkey is rich in historic buildings and monuments	1	2	3	4	5
Turkey has a vibrant city life and urban attractions	1	2	3	4	5
I would like to visit Turkey if I had enough money	1	2	3	4	5
Turkey is rich in natural beauty	1	2	3	4	5
Turkey is an interesting and exciting place for contemporary culture such as music, films, art and literature	1	2	3	4	5
Turkey is outstanding in sport	1	2	3	4	5
Turkey has a rich cultural heritage	1	2	3	4	5
Turkey has lots of cultural events and attractions	1	2	3	4	5
Turkey is a good place to live for a substantial period	1	2	3	4	5
Turkey is a good place to work for a substantial period	1	2	3	4	5
Turkey is a place with a high quality of life	1	2	3	4	5

Turkey is a good place to study and get educational qualifications	1	2	3	4	5
If I had businesses, I'd like to invest in Turkey	1	2	3	4	5
Turkey cares about equality in society	1	2	3	4	5
People in Turkey are welcoming	1	2	3	4	5
I would like to have a close friend from Turkey	1	2	3	4	5
I would like to work with a person from Turkey	1	2	3	4	5
Turkey has a major contribution to science and technology.	1	2	3	4	5
I feel good about buying products made in Turkey	1	2	3	4	5
Turkey has a role in creative, cutting-edge ideas of production	1	2	3	4	5
Turkish government is competent	1	2	3	4	5
Turkish government is honest	1	2	3	4	5
Turkish government respects the rights of citizens and treats them with fairness	1	2	3	4	5
Turkish government behaves responsibly in international peace and security	1	2	3	4	5
Turkish government behaves responsibly in protecting the environment	1	2	3	4	5
Turkish government behaves responsibly toward reducing world poverty	1	2	3	4	5

Part Five:

Please indicate how well each of the word pairs below apply to Turkish people by circling on the scale from 1 to 5 to reflect your perception of Turkish people. Evaluate by using the scale from 1 to 5 where the number 1= the negative trait and the number 5 = the positive trait.

Unfriendly	1	2	3	4	5	Friendly
Bad-intentioned	1	2	3	4	5	Well-intentioned
Untrustworthy	1	2	3	4	5	Trustworthy
Insincere	1	2	3	4	5	Sincere
Cold	1	2	3	4	5	Warm
Bad-natured	1	2	3	4	5	Good-natured
Inefficient	1	2	3	4	5	Efficient
Dependent	1	2	3	4	5	Independent
Noncompetitive	1	2	3	4	5	Competitive
Not confident	1	2	3	4	5	Confident
Incompetent	1	2	3	4	5	Competent
Not intelligent	1	2	3	4	5	Intelligent

APPENDIX - 2

The Questionnaire (Arabic)

الاستبيان

عزيزي المشارك،

تبحث هذه الدراسة تأثير المنتجات الثقافية التركية على إدراك العملاء ونواياهم تجاه تركيا والمنتجات التركية. من أجل مساعدتنا، نود أن نطلب منك ملء هذا الاستبيان بالكامل. لا توجد اجابات صحيحة أو خاطئة، نحن مهتمون فقط بتصوراتك حاول ان لا تأخذ الكثير من الوقت وقدم لنا تقييمك الأول لكل عنصر.

شكرا كثيرا لتعاونك،

ملاحظة: "المنتجات الثقافية" هي أي مكونات؛ عناصر؛ أحداث؛ أنشطة؛ منتجات أو برامج، ذات طبيعة ثقافية أو تمثل ثقافة معينة مثل الدراما والموسيقى والطعام والتراث وما إلى ذلك.

القسم الأول:

1. العمر:

2. الجنس:

☐ ذكر -

☐ أنثى -

3. الجنسية:

4. هل زرت تركيا من قبل؟

☐ نعم -

☐ لا -

5. إذا كانت الإجابة نعم، كم كانت مدة الزيارة؟

- يوم

- شهر

- سنة

القسم الثاني:

يرجى وضع دائرة على المقياس من 1 إلى 5 من أجل توضيح مدى تفاعلك مع المنتجات الثقافية التركية (الدراما والموسيقى والأفلام وغيرها).

قيم تفاعلك مع المنتجات الثقافية التركية باستخدام المقياس من 1 إلى 5 حيث الرقم 1 = "لا تتفاعل أبداً" والرقم 5 = "تتفاعل بشكل كبير".

6	قيم تجربتك الخاصة مع الطعام التركي	5	عالية جدا	4	3	2	1	لا يوجد نهائيا
7	عادتك في مشاهدة الأفلام التركية	5	عالية جدا	4	3	2	1	لا يوجد نهائيا
8	عادتك في مشاهدة المسلسلات والدراما التركية	5	عالية جدا	4	3	2	1	لا يوجد نهائيا
9	سلوكك الخاص في الاستماع إلى الموسيقى التركية	5	عالية جدا	4	3	2	1	لا يوجد نهائيا
10	معرفتك الخاصة بالتراث التركي	5	عالية جدا	4	3	2	1	لا يوجد نهائيا
11	عاداتك في امتلاك المنتجات الحرفية التركية	5	عالية جدا	4	3	2	1	لا يوجد نهائيا
12	مدى اهتمامك بالموضة التركية	5	عالية جدا	4	3	2	1	لا يوجد نهائيا
13	مدى اهتمامك بفنون العمارة التركية	5	عالية جدا	4	3	2	1	لا يوجد نهائيا
14	ميولك في متابعة الشخصيات المشهورة في تركيا	5	عالية جدا	4	3	2	1	لا يوجد نهائيا

القسم الثالث:

يرجى وضع دائرة على مقياس التقييم من 1 إلى 5 لتبين نواياك في زيارة تركيا وشراء المنتجات التركية. قيم نواياك السلوكية باستخدام المقياس من 1 إلى 5 حيث الرقم 1 = "نية منخفضة جداً" والرقم 5 = "نية عالية جداً".

15	نيتك لزيارة تركيا	5 مرتفعة جداً	4	3	2 منخفضة جداً	1
16	احتمالية زيارتك لتركيا	5 مرتفعة جداً	4	3	2 منخفضة جداً	1
17	تفضيلك لزيارة تركيا مقارنة بوجهات أخرى	5 مرتفع جداً	4	3	2 منخفض جداً	1
18	نيتك لشراء المنتجات التركية	5 مرتفعة جداً	4	3	2 منخفضة جداً	1
19	احتمالية شرائك للمنتجات التركية	5 مرتفعة جداً	4	3	2 منخفضة جداً	1
20	تفضيلك لشراء المنتجات التركية مقارنة بالمنتجات الأجنبية الأخرى	5 مرتفع جداً	4	3	2 منخفض جداً	1

القسم الرابع:

يرجى وضع دائرة على مقياس التقييم من 1 إلى 5 لتعطينا رقمًا يعكس تصور انك لتركيا على أفضل وجه. حيث يعني الرقم 1 أنك لا توافق بشدة على العبارة والرقم 5 يعني أنك توافق بشدة على العبارة.

	موافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة
21	5	4	3	2	1
22	5	4	3	2	1
23	5	4	3	2	1
24	5	4	3	2	1
25	5	4	3	2	1
26	5	4	3	2	1

1	2	3	4	5	27	تتمتع تركيا بتراث ثقافي غني
1	2	3	4	5	28	تركيا لديها الكثير من الفعاليات الثقافية والمعالم السياحية
1	2	3	4	5	29	تركيا مكان جيد للعيش فيه لفترة طويلة
1	2	3	4	5	30	تركيا مكان جيد للعمل فيه لفترة طويلة
1	2	3	4	5	31	تتسم الحياة في تركيا بجودة عالية
1	2	3	4	5	32	تعد تركيا مكانًا جيدًا للدراسة والحصول على مؤهلات علمية
1	2	3	4	5	33	لو كان لدي رأس مال، لودت الاستثمار في تركيا
1	2	3	4	5	34	تركيا تهتم بالمساواة في المجتمع
1	2	3	4	5	35	الناس في تركيا يتسمون بحسن الضيافة والاستقبال
1	2	3	4	5	36	أود أن يكون لي صديق مقرب من تركيا
1	2	3	4	5	37	أود العمل مع شخص من تركيا
1	2	3	4	5	38	تركيا لديها مساهمات بارزة في العلوم والتكنولوجيا
1	2	3	4	5	39	أشعر بالرضا عند شراء المنتجات المصنوعة في تركيا
1	2	3	4	5	40	تركيا لها دور في تقديم أفكار إبداعية ومتطورة للإنتاج
1	2	3	4	5	41	تتمتع الحكومة التركية بالافتقار
1	2	3	4	5	42	الحكومة التركية صادقة
1	2	3	4	5	43	تحترم الحكومة التركية حقوق المواطنين وتعاملهم بإنصاف
1	2	3	4	5	44	الحكومة التركية تتصرف بمسؤولية تجاه السلام والأمن الدوليين
1	2	3	4	5	45	تتصرف الحكومة التركية بمسؤولية تجاه حماية البيئة
1	2	3	4	5	46	الحكومة التركية تتصرف بمسؤولية تجاه الحد من الفقر في العالم

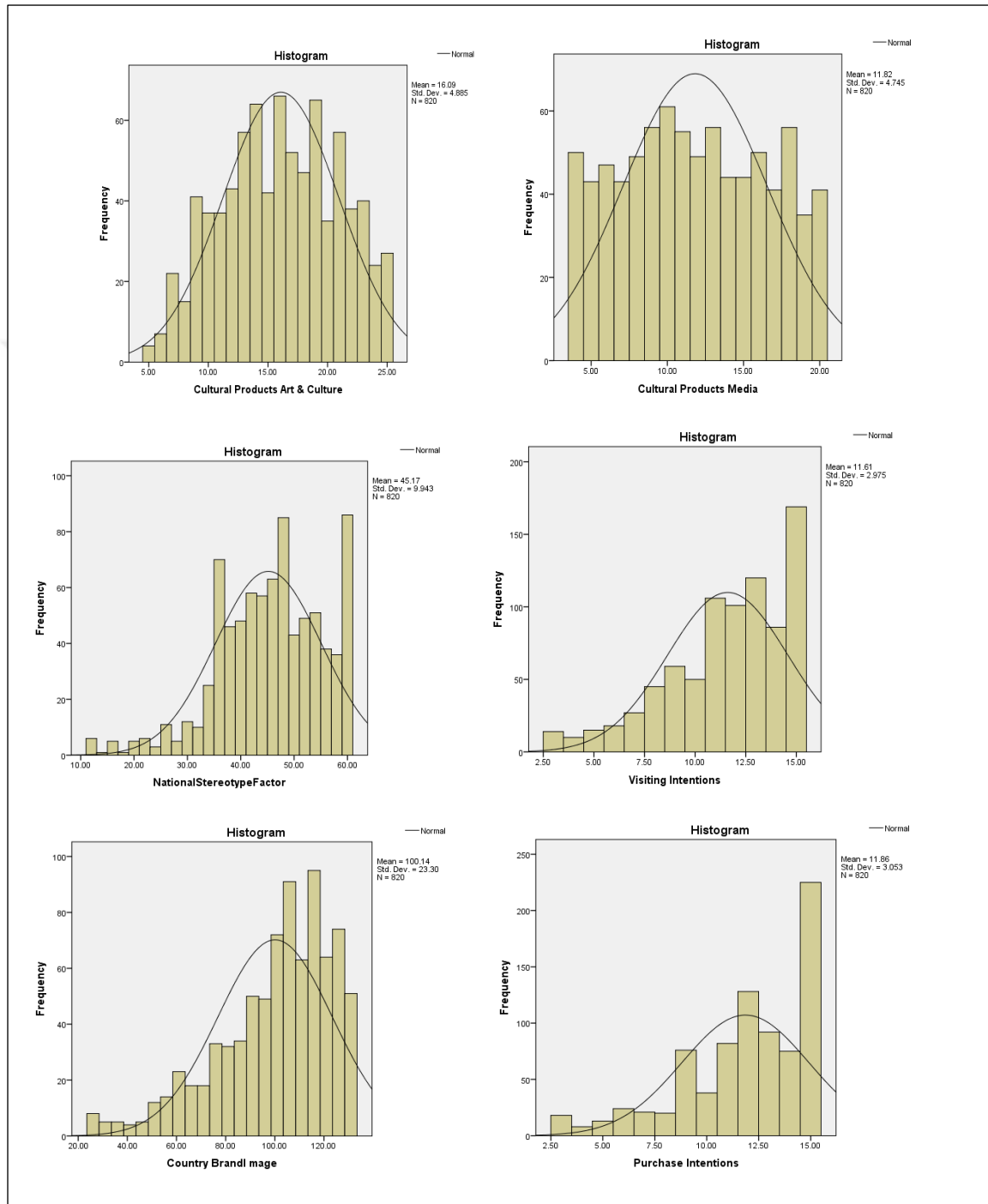
القسم الخامس:

يرجى الإشارة إلى مدى تطبيق السمات التالية على الشعب التركي من خلال وضع دائرة على المقياس من 1 إلى 5 لتعكس وجهة نظرك عن الشعب التركي.
قم بالتقييم باستخدام المقياس من 1 إلى 5 حيث الرقم 1 = السمة السلبية والرقم 5 = السمة الإيجابية

47	ودود	5	4	3	2	1	غير ودود
48	حسن النية	5	4	3	2	1	سيئ النية
49	جدير بالثقة	5	4	3	2	1	لا يمكن الوثوق به
50	صادق	5	4	3	2	1	غير صادق
51	حميم	5	4	3	2	1	غير حميم
52	حسن العشرة	5	4	3	2	1	سيئ العشرة
53	فعال	5	4	3	2	1	غير فعال
54	مستقل	5	4	3	2	1	غير مستقل
55	تنافسي	5	4	3	2	1	غير تنافسي
56	واثق من نفسه	5	4	3	2	1	غير واثق من نفسه
57	كفؤ	5	4	3	2	1	غير كفؤ
58	ذكي	5	4	3	2	1	ليس ذكي

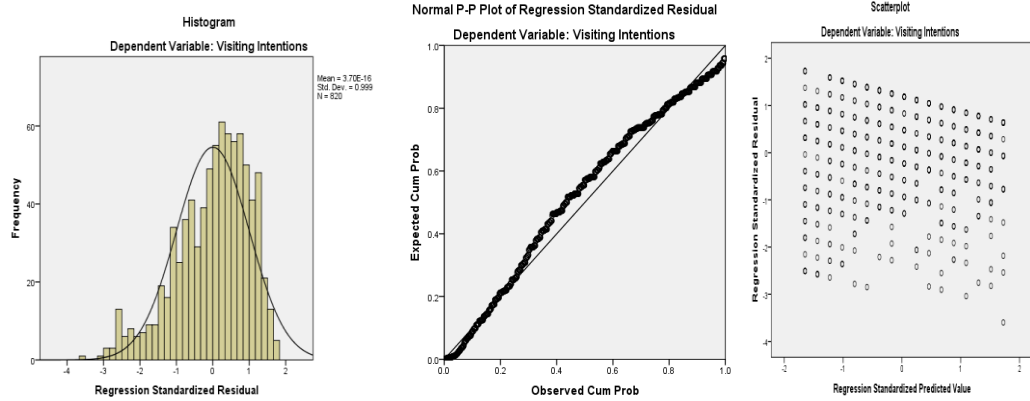
APPENDIX – 3

The Histogram of the Research Variables

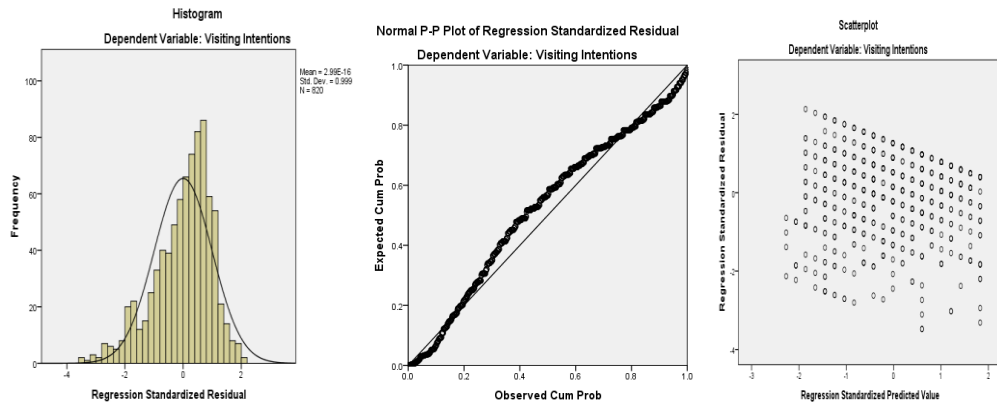


APPENDIX - 4 **Regression Normality Curve, Normal P-P plot, and Scatter Plot for every** **research relationship in the study**

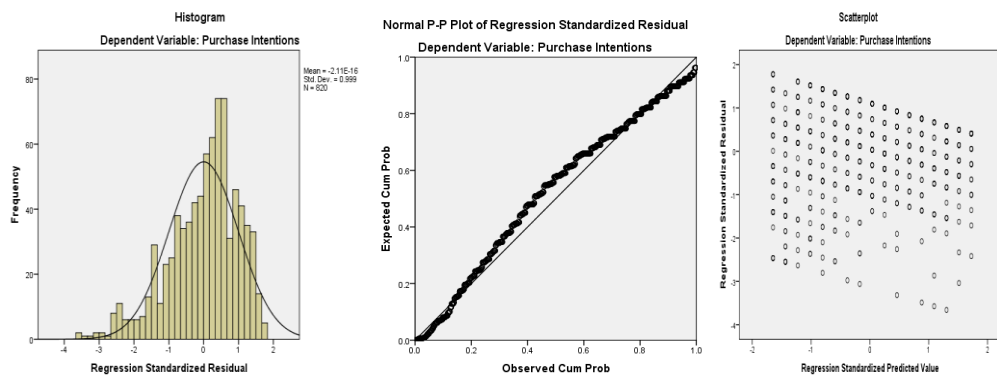
Media Cultural Products and Visit intention:



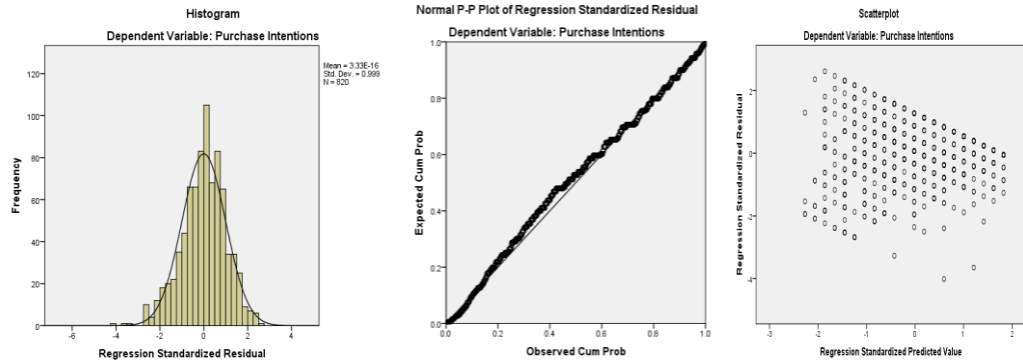
Art-Heritage Cultural Products and Visit intention:



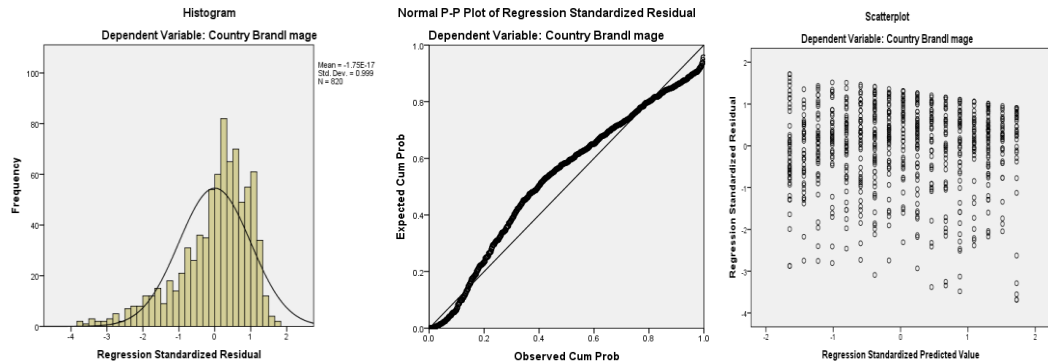
Media Cultural Products and Purchase Intention:



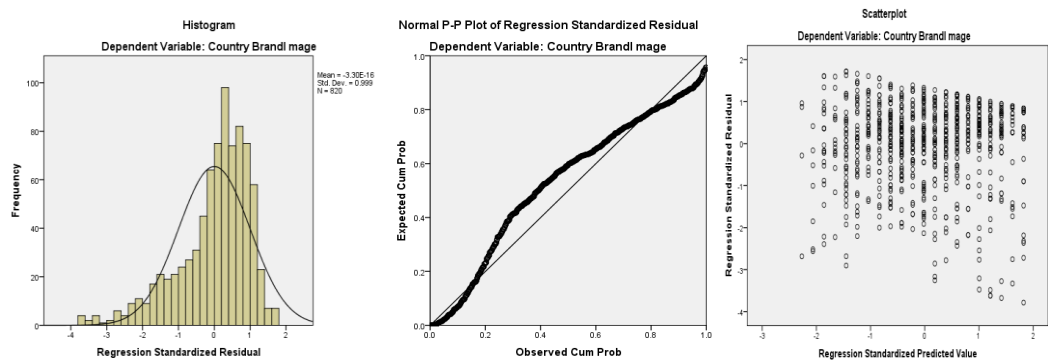
Art-Heritage Cultural Products and Purchase Intention:



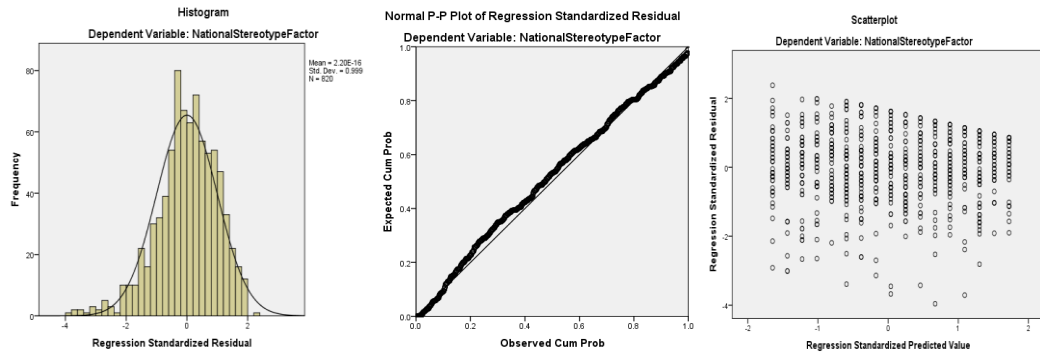
Media Cultural Products and Country Brand Image:



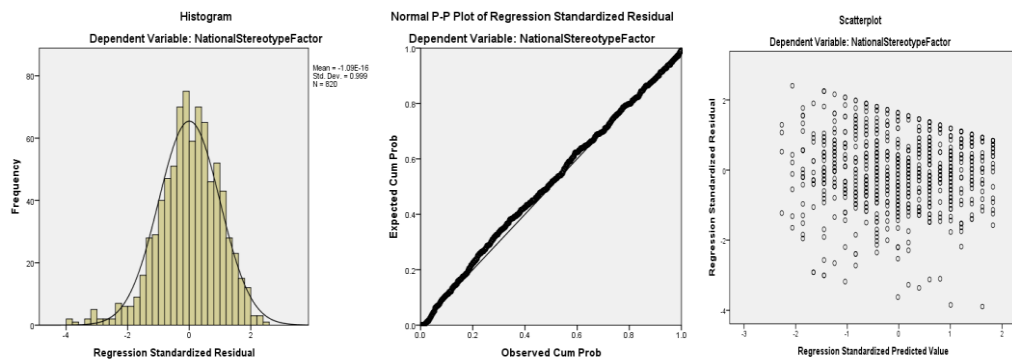
Art-Heritage Cultural Products and Country Brand Image:



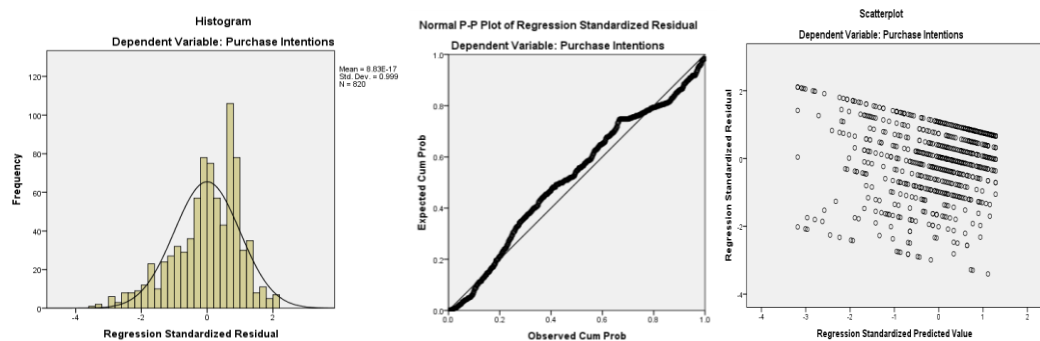
Media Cultural Products and National Stereotype:



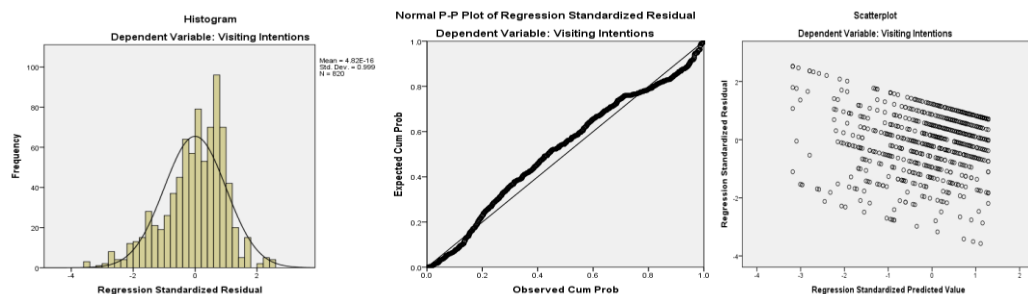
Art-Heritage Cultural Products and National Stereotype:



Country Brand Image and Purchase Intention:



Country Brand Image and Visit intention:



APPENDIX – 5

Amos Output 1

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
NS	<---	MCP	.257	.034	7.580	***	A
NS	<---	ACP	.234	.033	7.004	***	
CBI	<---	MCP	.076	.039	1.961	.050	
CBI	<---	ACP	.121	.038	3.218	.001	
CBI	<---	NS	.251	.050	5.045	***	
Tur	<---	CBI	.908	.035	25.763	***	
Cul	<---	CBI	.684	.034	20.326	***	
Im	<---	CBI	.978	.038	26.061	***	
Pep	<---	CBI	.993	.040	24.542	***	
Ex	<---	CBI	.957	.036	26.680	***	
Gov	<---	CBI	1.000				
War	<---	NS	.993	.056	17.764	***	
Com	<---	NS	1.000				
VI	<---	MCP	.080	.032	2.509	.012	
PI	<---	MCP	.018	.038	.470	.638	
VI	<---	ACP	.340	.036	9.408	***	B
PI	<---	ACP	.571	.044	13.001	***	
VI	<---	CBI	.163	.030	5.390	***	
PI	<---	CBI	.149	.036	4.134	***	
VI	<---	NS	.195	.042	4.655	***	
PI	<---	NS	.270	.050	5.434	***	
Tr4	<---	Tur	1.000				
Tr3	<---	Tur	.997	.029	34.819	***	
Tr2	<---	Tur	1.000	.025	40.670	***	
Tr1	<---	Tur	.917	.026	35.442	***	
Cul4	<---	Cul	1.000				
Cul3	<---	Cul	1.277	.036	35.739	***	
Cul2	<---	Cul	1.263	.035	35.662	***	
Cul1	<---	Cul	.945	.036	26.378	***	
Im6	<---	Im	1.000				
Im5	<---	Im	1.087	.040	27.349	***	
Im4	<---	Im	1.067	.036	29.454	***	
Im3	<---	Im	1.038	.032	32.305	***	
Im2	<---	Im	.943	.038	24.880	***	
Im1	<---	Im	1.012	.036	28.447	***	
Pp3	<---	Pep	1.000				
Pp2	<---	Pep	1.060	.031	34.728	***	

			Estimate	S.E.	C.R.	P	Label
Pp1	<---	Pep	.903	.032	28.352	***	
Ex3	<---	Ex	1.000				
Ex2	<---	Ex	1.057	.032	33.227	***	
Gov6	<---	Gov	1.000				
Gov5	<---	Gov	1.004	.023	44.076	***	
Gov4	<---	Gov	1.114	.026	42.581	***	
Gov3	<---	Gov	1.111	.025	43.618	***	
Gov2	<---	Gov	1.113	.027	40.826	***	
Gov1	<---	Gov	.992	.028	35.438	***	
Com1	<---	Com	1.000				
Com2	<---	Com	.997	.033	29.802	***	
Com3	<---	Com	.977	.035	27.961	***	
Com4	<---	Com	.995	.033	29.887	***	
Com5	<---	Com	1.025	.033	31.154	***	
Com6	<---	Com	1.032	.036	28.653	***	
War1	<---	War	1.000				
War2	<---	War	.999	.040	24.929	***	
War3	<---	War	1.073	.041	26.102	***	
War4	<---	War	1.051	.041	25.838	***	
War5	<---	War	1.097	.042	26.220	***	
War6	<---	War	1.062	.040	26.816	***	
CP9	<---	MCP	1.000				
CP4	<---	MCP	.970	.064	15.187	***	
CP3	<---	MCP	1.234	.070	17.670	***	
CP2	<---	MCP	1.280	.074	17.322	***	
CP8	<---	ACP	1.000				
CP6	<---	ACP	1.112	.056	19.693	***	
CP5	<---	ACP	.797	.049	16.203	***	
CP7	<---	ACP	.868	.055	15.756	***	
VI1	<---	VI	1.000				
VI3	<---	VI	1.327	.068	19.600	***	
PI1	<---	PI	1.000				
PI2	<---	PI	.947	.026	36.054	***	
PI3	<---	PI	.928	.029	32.538	***	

APPENDIX – 6

Amos Output 2

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
MCP	.903	.095	9.527	***	
ACP	.998	.090	11.039	***	
R12	.409	.036	11.414	***	
R11	.608	.044	13.715	***	
R1	.206	.016	12.716	***	
R2	.239	.018	13.019	***	
R3	.066	.009	6.997	***	
R4	.229	.022	10.429	***	
R5	.092	.014	6.648	***	
R6	.181	.014	12.591	***	
R8	.113	.022	5.162	***	
R7	.107	.022	4.844	***	
R13	.271	.026	10.480	***	
R14	.439	.033	13.219	***	
e1	.179	.012	14.706	***	
e2	.334	.019	17.490	***	
e3	.175	.012	14.544	***	
e4	.256	.015	17.256	***	
e5	.376	.018	20.639	***	
e6	.007	.002	3.371	***	
e7	.010	.002	5.055	***	
e8	.611	.030	20.704	***	
e9	.348	.019	18.159	***	
e10	.535	.028	18.838	***	
e11	.376	.021	18.056	***	
e12	.226	.014	16.496	***	
e13	.531	.028	19.189	***	
e14	.379	.021	18.363	***	
e15	.332	.022	15.097	***	
e16	.262	.021	12.571	***	
e17	.393	.024	16.451	***	
e18	.269	.018	15.052	***	
e19	.223	.017	12.758	***	
e21	.270	.015	18.130	***	
e22	.265	.015	18.062	***	
e23	.162	.010	15.850	***	
e24	.128	.009	14.459	***	

	Estimate	S.E.	C.R.	P	Label
e25	.202	.012	16.651	***	
e26	.303	.016	18.375	***	
e27	.292	.017	17.323	***	
e28	.323	.018	17.727	***	
e29	.368	.020	18.241	***	
e30	.292	.017	17.449	***	
e31	.260	.015	16.809	***	
e32	.378	.021	18.070	***	
e33	.509	.027	18.859	***	
e34	.349	.020	17.879	***	
e35	.293	.018	16.521	***	
e36	.294	.018	16.747	***	
e37	.310	.018	16.868	***	
e38	.242	.015	16.123	***	
e39	1.331	.075	17.742	***	
e40	1.247	.070	17.854	***	
e41	.813	.061	13.318	***	
e42	.774	.063	12.324	***	
e43	.969	.060	16.215	***	
e44	.703	.054	12.945	***	
e45	1.027	.057	18.007	***	
e46	1.315	.072	18.273	***	
e47	.404	.030	13.620	***	
e48	.285	.042	6.825	***	
e49	.123	.016	7.588	***	
e50	.356	.022	16.410	***	
e51	.438	.026	16.973	***	

APPENDIX – 8

Multiple comparisons between different nationalities (Post hoc test, Bonferroni), over Cultural Products, Visit Intention, and Purchase Intentions variables:

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Nationality	(J) Nationality	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
CP	Egypt	Iran	-2.87608	1.64591	1.000	-8.8143	3.0622
		Algeria	1.84976	1.40597	1.000	-3.2228	6.9223
		Iraq	.54868	1.25776	1.000	-3.9892	5.0865
		Morocco	3.99816	1.74081	1.000	-2.2825	10.2788
		Saudi Arabia	2.26872	1.57164	1.000	-3.4016	7.9390
		Yemen	.71487	1.34909	1.000	-4.1525	5.5822
		Syria	.18667	2.25169	1.000	-7.9372	8.3105
		Tunisia	3.69500	1.47152	1.000	-1.6141	9.0041
		United Arab Emirates	-.94667	3.67700	1.000	-14.2128	12.3195
		Jordan	3.54358	1.27197	.835	-1.0455	8.1327
		Libya	3.25333	2.68005	1.000	-6.4160	12.9226
		Lebanon	-.64419	1.16995	1.000	-4.8652	3.5769
		Palestine	.24708	1.35472	1.000	-4.6406	5.1348
		Oman	-.19852	1.78670	1.000	-6.6447	6.2477
		Kuwait	-1.52615	1.57164	1.000	-7.1965	4.1441
		Qatar	.70021	1.35472	1.000	-4.1875	5.5879
		Bahrain	4.65333	3.37754	1.000	-7.5324	16.8391
	Iran	Egypt	2.87608	1.64591	1.000	-3.0622	8.8143
		Algeria	4.72584	1.73082	.988	-1.5188	10.9704
		Iraq	3.42476	1.61275	1.000	-2.3938	9.2434
		Morocco	6.87424	2.01231	.102	-.3860	14.1344
		Saudi Arabia	5.14480	1.86790	.919	-1.5944	11.8840
		Yemen	3.59095	1.68494	1.000	-2.4881	9.6700
		Syria	3.06275	2.46761	1.000	-5.8401	11.9656

		Tunisia	6.57108*	1.78448	.038	.1329	13.0093
		United Arab Emirates	1.92941	3.81305	1.000	-11.8276	15.6864
		Jordan	6.41966*	1.62385	.013	.5610	12.2783
		Libya	6.12941	2.86385	1.000	-4.2030	16.4619
		Lebanon	2.23189	1.54525	1.000	-3.3432	7.8070
		Palestine	3.12316	1.68946	1.000	-2.9722	9.2185
		Oman	2.67756	2.05214	1.000	-4.7263	10.0815
		Kuwait	1.34992	1.86790	1.000	-5.3892	8.0891
		Qatar	3.57629	1.68946	1.000	-2.5191	9.6717
		Bahrain	7.52941	3.52516	1.000	-5.1890	20.2478
	Algeria	Egypt	-1.84976	1.40597	1.000	-6.9223	3.2228
		Iran	-4.72584	1.73082	.988	-10.9704	1.5188
		Iraq	-1.30108	1.36699	1.000	-6.2330	3.6309
		Morocco	2.14840	1.82130	1.000	-4.4226	8.7194
		Saudi Arabia	.41896	1.66035	1.000	-5.5714	6.4093
		Yemen	-1.13489	1.45146	1.000	-6.3716	4.1018
		Syria	-1.66310	2.31448	1.000	-10.0135	6.6873
		Tunisia	1.84524	1.56591	1.000	-3.8044	7.4948
		United Arab Emirates	-2.79643	3.71578	1.000	-16.2025	10.6097
		Jordan	1.69382	1.38008	1.000	-3.2853	6.6730
		Libya	1.40357	2.73302	1.000	-8.4568	11.2640
		Lebanon	-2.49395	1.28666	1.000	-7.1361	2.1482
		Palestine	-1.60268	1.45670	1.000	-6.8583	3.6529
		Oman	-2.04828	1.86521	1.000	-8.7777	4.6812
		Kuwait	-3.37592	1.66035	1.000	-9.3663	2.6144
		Qatar	-1.14955	1.45670	1.000	-6.4052	4.1061
		Bahrain	2.80357	3.41972	1.000	-9.5344	15.1415
	Iraq	Egypt	-.54868	1.25776	1.000	-5.0865	3.9892
		Iran	-3.42476	1.61275	1.000	-9.2434	2.3938
		Algeria	1.30108	1.36699	1.000	-3.6309	6.2330
		Morocco	3.44948	1.70948	1.000	-2.7181	9.6171
		Saudi Arabia	1.72004	1.53687	1.000	-3.8248	7.2649
		Yemen	.16619	1.30842	1.000	-4.5544	4.8868
		Syria	-.36202	2.22756	1.000	-8.3988	7.6748
		Tunisia	3.14632	1.43432	1.000	-2.0285	8.3212

	United Arab Emirates	-1.49535	3.66227	1.000	-14.7084	11.7177
	Jordan	2.99490	1.22875	1.000	-1.4383	7.4281
	Libya	2.70465	2.65981	1.000	-6.8916	12.3009
	Lebanon	-1.19287	1.12281	1.000	-5.2438	2.8581
	Palestine	-.30160	1.31423	1.000	-5.0432	4.4400
	Oman	-.74720	1.75619	1.000	-7.0833	5.5889
	Kuwait	-2.07484	1.53687	1.000	-7.6197	3.4700
	Qatar	.15153	1.31423	1.000	-4.5901	4.8931
	Bahrain	4.10465	3.36150	1.000	-8.0232	16.2326
	Egypt	-3.99816	1.74081	1.000	-10.2788	2.2825
Morocco	Iran	-6.87424	2.01231	.102	-14.1344	.3860
	Algeria	-2.14840	1.82130	1.000	-8.7194	4.4226
	Iraq	-3.44948	1.70948	1.000	-9.6171	2.7181
	Saudi Arabia	-1.72944	1.95203	1.000	-8.7722	5.3133
	Yemen	-3.28329	1.77776	1.000	-9.6972	3.1306
	Syria	-3.81149	2.53190	1.000	-12.9463	5.3233
	Tunisia	-.30316	1.87236	1.000	-7.0584	6.4521
	United Arab Emirates	-4.94483	3.85496	1.000	-18.8531	8.9634
	Jordan	-.45458	1.71997	1.000	-6.6600	5.7508
	Libya	-.74483	2.91943	1.000	-11.2778	9.7881
	Lebanon	-4.64235	1.64596	.751	-10.5808	1.2961
	Palestine	-3.75108	1.78204	1.000	-10.1805	2.6783
	Oman	-4.19668	2.12901	1.000	-11.8779	3.4845
	Kuwait	-5.52431	1.95203	.729	-12.5670	1.5184
	Qatar	-3.29795	1.78204	1.000	-9.7273	3.1314
	Bahrain	.65517	3.57045	1.000	-12.2266	13.5370
Saudi Arabia	Egypt	-2.26872	1.57164	1.000	-7.9390	3.4016
	Iran	-5.14480	1.86790	.919	-11.8840	1.5944
	Algeria	-.41896	1.66035	1.000	-6.4093	5.5714
	Iraq	-1.72004	1.53687	1.000	-7.2649	3.8248
	Morocco	1.72944	1.95203	1.000	-5.3133	8.7722
	Yemen	-1.55385	1.61247	1.000	-7.3715	4.2638
	Syria	-2.08205	2.41871	1.000	-10.8085	6.6444
	Tunisia	1.42628	1.71621	1.000	-4.7656	7.6182

	United Arab Emirates	-3.21538	3.78158	1.000	-16.8589	10.4281
	Jordan	1.27486	1.54852	1.000	-4.3120	6.8617
	Libya	.98462	2.82182	1.000	-9.1962	11.1654
	Lebanon	-2.91291	1.46588	1.000	-8.2016	2.3758
	Palestine	-2.02163	1.61719	1.000	-7.8563	3.8130
	Oman	-2.46724	1.99307	1.000	-9.6580	4.7235
	Kuwait	-3.79487	1.80280	1.000	-10.2992	2.7094
	Qatar	-1.56851	1.61719	1.000	-7.4031	4.2661
	Bahrain	2.38462	3.49110	1.000	-10.2109	14.9801
	Yemen					
	Egypt	-.71487	1.34909	1.000	-5.5822	4.1525
	Iran	-3.59095	1.68494	1.000	-9.6700	2.4881
	Algeria	1.13489	1.45146	1.000	-4.1018	6.3716
	Iraq	-.16619	1.30842	1.000	-4.8868	4.5544
	Morocco	3.28329	1.77776	1.000	-3.1306	9.6972
	Saudi Arabia	1.55385	1.61247	1.000	-4.2638	7.3715
	Syria	-.52821	2.28038	1.000	-8.7555	7.6991
	Tunisia	2.98013	1.51505	1.000	-2.4860	8.4462
	United Arab Emirates	-1.66154	3.69463	1.000	-14.9913	11.6683
	Jordan	2.82871	1.32208	1.000	-1.9412	7.5986
	Libya	2.53846	2.70420	1.000	-7.2180	12.2949
	Lebanon	-1.35906	1.22425	1.000	-5.7760	3.0579
	Palestine	-.46779	1.40188	1.000	-5.5256	4.5900
	Oman	-.91339	1.82272	1.000	-7.4895	5.6628
	Kuwait	-2.24103	1.61247	1.000	-8.0586	3.5766
	Qatar	-.01466	1.40188	1.000	-5.0725	5.0432
	Bahrain	3.93846	3.39673	1.000	-8.3165	16.1935
	Syria					
	Egypt	-.18667	2.25169	1.000	-8.3105	7.9372
	Iran	-3.06275	2.46761	1.000	-11.9656	5.8401
	Algeria	1.66310	2.31448	1.000	-6.6873	10.0135
	Iraq	.36202	2.22756	1.000	-7.6748	8.3988
	Morocco	3.81149	2.53190	1.000	-5.3233	12.9463
	Saudi Arabia	2.08205	2.41871	1.000	-6.6444	10.8085
	Yemen	.52821	2.28038	1.000	-7.6991	8.7555
	Tunisia	3.50833	2.35488	1.000	-4.9878	12.0045

		United Arab Emirates	-1.13333	4.11101	1.000	-15.9654	13.6987
		Jordan	3.35691	2.23562	1.000	-4.7089	11.4228
		Libya	3.06667	3.25004	1.000	-8.6591	14.7924
		Lebanon	-.83085	2.17919	1.000	-8.6931	7.0314
		Palestine	.06042	2.28372	1.000	-8.1790	8.2998
		Oman	-.38519	2.56366	1.000	-9.6346	8.8642
		Kuwait	-1.71282	2.41871	1.000	-10.4392	7.0136
		Qatar	.51354	2.28372	1.000	-7.7258	8.7529
		Bahrain	4.46667	3.84550	1.000	-9.4074	18.3408
	Tunisia	Egypt	-3.69500	1.47152	1.000	-9.0041	1.6141
		Iran	-6.57108*	1.78448	.038	-13.0093	-.1329
		Algeria	-1.84524	1.56591	1.000	-7.4948	3.8044
		Iraq	-3.14632	1.43432	1.000	-8.3212	2.0285
		Morocco	.30316	1.87236	1.000	-6.4521	7.0584
		Saudi Arabia	-1.42628	1.71621	1.000	-7.6182	4.7656
		Yemen	-2.98013	1.51505	1.000	-8.4462	2.4860
		Syria	-3.50833	2.35488	1.000	-12.0045	4.9878
		United Arab Emirates	-4.64167	3.74108	1.000	-18.1390	8.8557
		Jordan	-.15142	1.44680	1.000	-5.3713	5.0685
		Libya	-.44167	2.76731	1.000	-10.4258	9.5425
		Lebanon	-4.33919	1.35798	.222	-9.2386	.5603
		Palestine	-3.44792	1.52007	1.000	-8.9321	2.0363
		Oman	-3.89352	1.91510	1.000	-10.8030	3.0159
		Kuwait	-5.22115	1.71621	.370	-11.4130	.9707
		Qatar	-2.99479	1.52007	1.000	-8.4790	2.4894
		Bahrain	.95833	3.44719	1.000	-11.4787	13.3954
	United Arab Emirates	Egypt	.94667	3.67700	1.000	-12.3195	14.2128
		Iran	-1.92941	3.81305	1.000	-15.6864	11.8276
		Algeria	2.79643	3.71578	1.000	-10.6097	16.2025
		Iraq	1.49535	3.66227	1.000	-11.7177	14.7084
		Morocco	4.94483	3.85496	1.000	-8.9634	18.8531
		Saudi Arabia	3.21538	3.78158	1.000	-10.4281	16.8589
		Yemen	1.66154	3.69463	1.000	-11.6683	14.9913
		Syria	1.13333	4.11101	1.000	-13.6987	15.9654
		Tunisia	4.64167	3.74108	1.000	-8.8557	18.1390

		Jordan	4.49024	3.66718	1.000	-8.7405	17.7210	
		Libya	4.20000	4.36038	1.000	-11.5318	19.9318	
		Lebanon	.30248	3.63305	1.000	-12.8051	13.4101	
		Palestine	1.19375	3.69670	1.000	-12.1435	14.5310	
		Oman	.74815	3.87590	1.000	-13.2356	14.7319	
		Kuwait	-.57949	3.78158	1.000	-14.2230	13.0640	
		Qatar	1.64688	3.69670	1.000	-11.6904	14.9841	
		Bahrain	5.60000	4.82059	1.000	-11.7921	22.9921	
	Jordan		Egypt	-3.54358	1.27197	.835	-8.1327	1.0455
			Iran	-6.41966*	1.62385	.013	-12.2783	-.5610
			Algeria	-1.69382	1.38008	1.000	-6.6730	3.2853
			Iraq	-2.99490	1.22875	1.000	-7.4281	1.4383
			Morocco	.45458	1.71997	1.000	-5.7508	6.6600
			Saudi Arabia	-1.27486	1.54852	1.000	-6.8617	4.3120
			Yemen	-2.82871	1.32208	1.000	-7.5986	1.9412
			Syria	-3.35691	2.23562	1.000	-11.4228	4.7089
			Tunisia	.15142	1.44680	1.000	-5.0685	5.3713
			United Arab Emirates	-4.49024	3.66718	1.000	-17.7210	8.7405
			Libya	-.29024	2.66656	1.000	-9.9109	9.3304
			Lebanon	-4.18776*	1.13871	.038	-8.2961	-.0794
			Palestine	-3.29649	1.32783	1.000	-8.0872	1.4942
			Oman	-3.74210	1.76640	1.000	-10.1151	2.6309
			Kuwait	-5.06973	1.54852	.169	-10.6566	.5172
			Qatar	-2.84337	1.32783	1.000	-7.6340	1.9473
		Bahrain	1.10976	3.36684	1.000	-11.0374	13.2569	
	Libya		Egypt	-3.25333	2.68005	1.000	-12.9226	6.4160
			Iran	-6.12941	2.86385	1.000	-16.4619	4.2030
			Algeria	-1.40357	2.73302	1.000	-11.2640	8.4568
			Iraq	-2.70465	2.65981	1.000	-12.3009	6.8916
			Morocco	.74483	2.91943	1.000	-9.7881	11.2778
			Saudi Arabia	-.98462	2.82182	1.000	-11.1654	9.1962
			Yemen	-2.53846	2.70420	1.000	-12.2949	7.2180
		Syria	-3.06667	3.25004	1.000	-14.7924	8.6591	
		Tunisia	.44167	2.76731	1.000	-9.5425	10.4258	
		United Arab Emirates	-4.20000	4.36038	1.000	-19.9318	11.5318	

Lebanon	Jordan	.29024	2.66656	1.000	-9.3304	9.9109
	Lebanon	-3.89752	2.61943	1.000	-13.3481	5.5531
	Palestine	-3.00625	2.70701	1.000	-12.7728	6.7603
	Oman	-3.45185	2.94702	1.000	-14.0844	7.1807
	Kuwait	-4.77949	2.82182	1.000	-14.9603	5.4013
	Qatar	-2.55313	2.70701	1.000	-12.3197	7.2135
	Bahrain	1.40000	4.11101	1.000	-13.4320	16.2320
	Egypt	.64419	1.16995	1.000	-3.5769	4.8652
	Iran	-2.23189	1.54525	1.000	-7.8070	3.3432
	Algeria	2.49395	1.28666	1.000	-2.1482	7.1361
	Iraq	1.19287	1.12281	1.000	-2.8581	5.2438
	Morocco	4.64235	1.64596	.751	-1.2961	10.5808
	Saudi Arabia	2.91291	1.46588	1.000	-2.3758	8.2016
	Yemen	1.35906	1.22425	1.000	-3.0579	5.7760
	Syria	.83085	2.17919	1.000	-7.0314	8.6931
	Tunisia	4.33919	1.35798	.222	-.5603	9.2386
	United Arab Emirates	-.30248	3.63305	1.000	-13.4101	12.8051
	Jordan	4.18776*	1.13871	.038	.0794	8.2961
	Libya	3.89752	2.61943	1.000	-5.5531	13.3481
	Palestine	.89127	1.23046	1.000	-3.5481	5.3306
	Oman	.44567	1.69442	1.000	-5.6676	6.5589
	Kuwait	-.88197	1.46588	1.000	-6.1707	4.4068
	Qatar	1.34440	1.23046	1.000	-3.0950	5.7837
	Bahrain	5.29752	3.32964	1.000	-6.7154	17.3105
Palestine	Egypt	-.24708	1.35472	1.000	-5.1348	4.6406
	Iran	-3.12316	1.68946	1.000	-9.2185	2.9722
	Algeria	1.60268	1.45670	1.000	-3.6529	6.8583
	Iraq	.30160	1.31423	1.000	-4.4400	5.0432
	Morocco	3.75108	1.78204	1.000	-2.6783	10.1805
	Saudi Arabia	2.02163	1.61719	1.000	-3.8130	7.8563
	Yemen	.46779	1.40188	1.000	-4.5900	5.5256
	Syria	-.06042	2.28372	1.000	-8.2998	8.1790
	Tunisia	3.44792	1.52007	1.000	-2.0363	8.9321
	United Arab Emirates	-1.19375	3.69670	1.000	-14.5310	12.1435
	Jordan	3.29649	1.32783	1.000	-1.4942	8.0872

		Libya	3.00625	2.70701	1.000	-6.7603	12.7728
		Lebanon	-.89127	1.23046	1.000	-5.3306	3.5481
		Oman	-.44560	1.82689	1.000	-7.0368	6.1456
		Kuwait	-1.77324	1.61719	1.000	-7.6079	4.0614
		Qatar	.45313	1.40731	1.000	-4.6243	5.5305
		Bahrain	4.40625	3.39897	1.000	-7.8568	16.6693
	Oman	Egypt	.19852	1.78670	1.000	-6.2477	6.6447
		Iran	-2.67756	2.05214	1.000	-10.0815	4.7263
		Algeria	2.04828	1.86521	1.000	-4.6812	8.7777
		Iraq	.74720	1.75619	1.000	-5.5889	7.0833
		Morocco	4.19668	2.12901	1.000	-3.4845	11.8779
		Saudi Arabia	2.46724	1.99307	1.000	-4.7235	9.6580
		Yemen	.91339	1.82272	1.000	-5.6628	7.4895
		Syria	.38519	2.56366	1.000	-8.8642	9.6346
		Tunisia	3.89352	1.91510	1.000	-3.0159	10.8030
		United Arab Emirates	-.74815	3.87590	1.000	-14.7319	13.2356
		Jordan	3.74210	1.76640	1.000	-2.6309	10.1151
		Libya	3.45185	2.94702	1.000	-7.1807	14.0844
		Lebanon	-.44567	1.69442	1.000	-6.5589	5.6676
		Palestine	.44560	1.82689	1.000	-6.1456	7.0368
		Kuwait	-1.32764	1.99307	1.000	-8.5184	5.8631
		Qatar	.89873	1.82689	1.000	-5.6925	7.4899
		Bahrain	4.85185	3.59305	1.000	-8.1115	17.8152
	Kuwait	Egypt	1.52615	1.57164	1.000	-4.1441	7.1965
		Iran	-1.34992	1.86790	1.000	-8.0891	5.3892
		Algeria	3.37592	1.66035	1.000	-2.6144	9.3663
		Iraq	2.07484	1.53687	1.000	-3.4700	7.6197
		Morocco	5.52431	1.95203	.729	-1.5184	12.5670
		Saudi Arabia	3.79487	1.80280	1.000	-2.7094	10.2992
		Yemen	2.24103	1.61247	1.000	-3.5766	8.0586
		Syria	1.71282	2.41871	1.000	-7.0136	10.4392
		Tunisia	5.22115	1.71621	.370	-.9707	11.4130
		United Arab Emirates	.57949	3.78158	1.000	-13.0640	14.2230
		Jordan	5.06973	1.54852	.169	-.5172	10.6566
		Libya	4.77949	2.82182	1.000	-5.4013	14.9603

		Lebanon	.88197	1.46588	1.000	-4.4068	6.1707
		Palestine	1.77324	1.61719	1.000	-4.0614	7.6079
		Oman	1.32764	1.99307	1.000	-5.8631	8.5184
		Qatar	2.22636	1.61719	1.000	-3.6083	8.0610
		Bahrain	6.17949	3.49110	1.000	-6.4160	18.7750
	Qatar	Egypt	-.70021	1.35472	1.000	-5.5879	4.1875
		Iran	-3.57629	1.68946	1.000	-9.6717	2.5191
		Algeria	1.14955	1.45670	1.000	-4.1061	6.4052
		Iraq	-.15153	1.31423	1.000	-4.8931	4.5901
		Morocco	3.29795	1.78204	1.000	-3.1314	9.7273
		Saudi Arabia	1.56851	1.61719	1.000	-4.2661	7.4031
		Yemen	.01466	1.40188	1.000	-5.0432	5.0725
		Syria	-.51354	2.28372	1.000	-8.7529	7.7258
		Tunisia	2.99479	1.52007	1.000	-2.4894	8.4790
		United Arab Emirates	-1.64688	3.69670	1.000	-14.9841	11.6904
		Jordan	2.84337	1.32783	1.000	-1.9473	7.6340
		Libya	2.55313	2.70701	1.000	-7.2135	12.3197
		Lebanon	-1.34440	1.23046	1.000	-5.7837	3.0950
		Palestine	-.45313	1.40731	1.000	-5.5305	4.6243
		Oman	-.89873	1.82689	1.000	-7.4899	5.6925
		Kuwait	-2.22636	1.61719	1.000	-8.0610	3.6083
		Bahrain	3.95313	3.39897	1.000	-8.3100	16.2162
	Bahrain	Egypt	-4.65333	3.37754	1.000	-16.8391	7.5324
		Iran	-7.52941	3.52516	1.000	-20.2478	5.1890
		Algeria	-2.80357	3.41972	1.000	-15.1415	9.5344
		Iraq	-4.10465	3.36150	1.000	-16.2326	8.0232
		Morocco	-.65517	3.57045	1.000	-13.5370	12.2266
		Saudi Arabia	-2.38462	3.49110	1.000	-14.9801	10.2109
		Yemen	-3.93846	3.39673	1.000	-16.1935	8.3165
		Syria	-4.46667	3.84550	1.000	-18.3408	9.4074
		Tunisia	-.95833	3.44719	1.000	-13.3954	11.4787
		United Arab Emirates	-5.60000	4.82059	1.000	-22.9921	11.7921
		Jordan	-1.10976	3.36684	1.000	-13.2569	11.0374
		Libya	-1.40000	4.11101	1.000	-16.2320	13.4320
		Lebanon	-5.29752	3.32964	1.000	-17.3105	6.7154

VI	Egypt	Palestine	-4.40625	3.39897	1.000	-16.6693	7.8568
		Oman	-4.85185	3.59305	1.000	-17.8152	8.1115
		Kuwait	-6.17949	3.49110	1.000	-18.7750	6.4160
		Qatar	-3.95313	3.39897	1.000	-16.2162	8.3100
		Iran	.44000	.19519	1.000	-.2642	1.1442
		Algeria	.31500	.16674	1.000	-.2866	.9166
		Iraq	.00977	.14916	1.000	-.5284	.5479
		Morocco	.49172	.20644	1.000	-.2531	1.2366
		Saudi Arabia	.56821	.18638	.363	-.1042	1.2407
		Yemen	.01692	.15999	1.000	-.5603	.5941
		Syria	.04000	.26703	1.000	-.9234	1.0034
		Tunisia	.32542	.17451	1.000	-.3042	.9550
		United Arab Emirates	-.26000	.43606	1.000	-1.8333	1.3133
		Jordan	.19610	.15084	1.000	-.3481	.7403
		Libya	.49000	.31783	1.000	-.6567	1.6367
		Lebanon	-.08479	.13875	1.000	-.5854	.4158
		Palestine	.13531	.16066	1.000	-.4443	.7149
		Oman	.58815	.21189	.861	-.1763	1.3526
		Kuwait	.11949	.18638	1.000	-.5530	.7919
		Qatar	.27594	.16066	1.000	-.3037	.8556
	Iran	Bahrain	.60667	.40055	1.000	-.8385	2.0518
		Egypt	-.44000	.19519	1.000	-1.1442	.2642
		Algeria	-.12500	.20526	1.000	-.8656	.6156
		Iraq	-.43023	.19126	1.000	-1.1203	.2598
		Morocco	.05172	.23864	1.000	-.8093	.9127
		Saudi Arabia	.12821	.22152	1.000	-.6710	.9274
		Yemen	-.42308	.19982	1.000	-1.1440	.2978
		Syria	-.40000	.29264	1.000	-1.4558	.6558
		Tunisia	-.11458	.21162	1.000	-.8781	.6489
		United Arab Emirates	-.70000	.45219	1.000	-2.3315	.9315
		Jordan	-.24390	.19257	1.000	-.9387	.4509
		Libya	.05000	.33963	1.000	-1.1753	1.2753
		Lebanon	-.52479	.18325	.656	-1.1859	.1364
		Palestine	-.30469	.20035	1.000	-1.0275	.4182
		Oman	.14815	.24337	1.000	-.7299	1.0262

Algeria	Kuwait	-.32051	.22152	1.000	-1.1197	.4787
	Qatar	-.16406	.20035	1.000	-.8869	.5588
	Bahrain	.16667	.41805	1.000	-1.3416	1.6750
	Egypt	-.31500	.16674	1.000	-.9166	.2866
	Iran	.12500	.20526	1.000	-.6156	.8656
	Iraq	-.30523	.16211	1.000	-.8901	.2797
	Morocco	.17672	.21599	1.000	-.6025	.9560
	Saudi Arabia	.25321	.19690	1.000	-.4572	.9636
	Yemen	-.29808	.17213	1.000	-.9191	.3230
	Syria	-.27500	.27448	1.000	-1.2653	.7153
	Tunisia	.01042	.18570	1.000	-.6596	.6804
	United Arab Emirates	-.57500	.44066	1.000	-2.1648	1.0148
	Jordan	-.11890	.16366	1.000	-.7094	.4716
	Libya	.17500	.32411	1.000	-.9944	1.3444
	Lebanon	-.39979	.15259	1.000	-.9503	.1507
	Palestine	-.17969	.17275	1.000	-.8030	.4436
	Oman	.27315	.22120	1.000	-.5249	1.0712
	Kuwait	-.19551	.19690	1.000	-.9059	.5149
	Qatar	-.03906	.17275	1.000	-.6623	.5842
	Bahrain	.29167	.40555	1.000	-1.1715	1.7548
Iraq	Egypt	-.00977	.14916	1.000	-.5479	.5284
	Iran	.43023	.19126	1.000	-.2598	1.1203
	Algeria	.30523	.16211	1.000	-.2797	.8901
	Morocco	.48196	.20273	1.000	-.2495	1.2134
	Saudi Arabia	.55844	.18226	.345	-.0991	1.2160
	Yemen	.00716	.15517	1.000	-.5527	.5670
	Syria	.03023	.26417	1.000	-.9229	.9833
	Tunisia	.31565	.17010	1.000	-.2980	.9293
	United Arab Emirates	-.26977	.43431	1.000	-1.8367	1.2972
	Jordan	.18633	.14572	1.000	-.3394	.7121
	Libya	.48023	.31543	1.000	-.6578	1.6183
	Lebanon	-.09456	.13316	1.000	-.5750	.3858
	Palestine	.12555	.15586	1.000	-.4368	.6879
	Oman	.57838	.20827	.858	-.1730	1.3298
	Kuwait	.10972	.18226	1.000	-.5479	.7673

Morocco	<u>Qatar</u>	.26617	.15586	1.000	-.2961	.8285
	<u>Bahrain</u>	.59690	.39864	1.000	-.8414	2.0352
	<u>Egypt</u>	-.49172	.20644	1.000	-1.2366	.2531
	<u>Iran</u>	-.05172	.23864	1.000	-.9127	.8093
	<u>Algeria</u>	-.17672	.21599	1.000	-.9560	.6025
	<u>Iraq</u>	-.48196	.20273	1.000	-1.2134	.2495
	<u>Saudi Arabia</u>	.07648	.23149	1.000	-.7587	.9117
	<u>Yemen</u>	-.47480	.21083	1.000	-1.2354	.2858
	<u>Syria</u>	-.45172	.30026	1.000	-1.5350	.6316
	<u>Tunisia</u>	-.16631	.22205	1.000	-.9674	.6348
	<u>United Arab Emirates</u>	-.75172	.45716	1.000	-2.4011	.8977
	<u>Jordan</u>	-.29563	.20397	1.000	-1.0315	.4403
	<u>Libya</u>	-.00172	.34622	1.000	-1.2508	1.2474
	<u>Lebanon</u>	-.57652	.19520	.494	-1.2808	.1277
	<u>Palestine</u>	-.35641	.21133	1.000	-1.1189	.4061
	<u>Oman</u>	.09642	.25248	1.000	-.8145	1.0073
	<u>Kuwait</u>	-.37224	.23149	1.000	-1.2074	.4630
	<u>Qatar</u>	-.21579	.21133	1.000	-.9783	.5467
	<u>Bahrain</u>	.11494	.42342	1.000	-1.4127	1.6426
Saudi Arabia	<u>Egypt</u>	-.56821	.18638	.363	-1.2407	.1042
	<u>Iran</u>	-.12821	.22152	1.000	-.9274	.6710
	<u>Algeria</u>	-.25321	.19690	1.000	-.9636	.4572
	<u>Iraq</u>	-.55844	.18226	.345	-1.2160	.0991
	<u>Morocco</u>	-.07648	.23149	1.000	-.9117	.7587
	<u>Yemen</u>	-.55128	.19122	.618	-1.2412	.1386
	<u>Syria</u>	-.52821	.28684	1.000	-1.5631	.5067
	<u>Tunisia</u>	-.24279	.20353	1.000	-.9771	.4915
	<u>United Arab Emirates</u>	-.82821	.44846	1.000	-2.4462	.7898
	<u>Jordan</u>	-.37211	.18364	1.000	-1.0347	.2904
	<u>Libya</u>	-.07821	.33464	1.000	-1.2856	1.1291
	<u>Lebanon</u>	-.65300*	.17384	.028	-1.2802	-.0258
	<u>Palestine</u>	-.43289	.19178	1.000	-1.1248	.2590
	<u>Oman</u>	.01994	.23636	1.000	-.8328	.8727
	<u>Kuwait</u>	-.44872	.21380	1.000	-1.2201	.3226
	<u>Qatar</u>	-.29227	.19178	1.000	-.9842	.3997

Yemen	Bahrain	.03846	.41401	1.000	-1.4553	1.5322
	Egypt	-.01692	.15999	1.000	-.5941	.5603
	Iran	.42308	.19982	1.000	-.2978	1.1440
	Algeria	.29808	.17213	1.000	-.3230	.9191
	Iraq	-.00716	.15517	1.000	-.5670	.5527
	Morocco	.47480	.21083	1.000	-.2858	1.2354
	Saudi Arabia	.55128	.19122	.618	-.1386	1.2412
	Syria	.02308	.27043	1.000	-.9526	.9988
	Tunisia	.30849	.17967	1.000	-.3397	.9567
	United Arab Emirates	-.27692	.43815	1.000	-1.8577	1.3039
	Jordan	.17917	.15679	1.000	-.3865	.7448
	Libya	.47308	.32069	1.000	-.6839	1.6301
	Lebanon	-.10172	.14519	1.000	-.6255	.4221
	Palestine	.11839	.16625	1.000	-.4814	.7182
	Oman	.57123	.21616	1.000	-.2086	1.3511
	Kuwait	.10256	.19122	1.000	-.5874	.7925
	Qatar	.25901	.16625	1.000	-.3408	.8588
	Bahrain	.58974	.40282	1.000	-.8636	2.0431
Syria	Egypt	-.04000	.26703	1.000	-1.0034	.9234
	Iran	.40000	.29264	1.000	-.6558	1.4558
	Algeria	.27500	.27448	1.000	-.7153	1.2653
	Iraq	-.03023	.26417	1.000	-.9833	.9229
	Morocco	.45172	.30026	1.000	-.6316	1.5350
	Saudi Arabia	.52821	.28684	1.000	-.5067	1.5631
	Yemen	-.02308	.27043	1.000	-.9988	.9526
	Tunisia	.28542	.27927	1.000	-.7221	1.2930
	United Arab Emirates	-.30000	.48753	1.000	-2.0589	1.4589
	Jordan	.15610	.26512	1.000	-.8004	1.1126
	Libya	.45000	.38543	1.000	-.9406	1.8406
	Lebanon	-.12479	.25843	1.000	-1.0572	.8076
	Palestine	.09531	.27083	1.000	-.8818	1.0724
	Oman	.54815	.30403	1.000	-.5487	1.6450
	Kuwait	.07949	.28684	1.000	-.9554	1.1144
	Qatar	.23594	.27083	1.000	-.7412	1.2131
	Bahrain	.56667	.45604	1.000	-1.0787	2.2120

Tunisia	Egypt	-.32542	.17451	1.000	-.9550	.3042
	Iran	.11458	.21162	1.000	-.6489	.8781
	Algeria	-.01042	.18570	1.000	-.6804	.6596
	Iraq	-.31565	.17010	1.000	-.9293	.2980
	Morocco	.16631	.22205	1.000	-.6348	.9674
	Saudi Arabia	.24279	.20353	1.000	-.4915	.9771
	Yemen	-.30849	.17967	1.000	-.9567	.3397
	Syria	-.28542	.27927	1.000	-1.2930	.7221
	United Arab Emirates	-.58542	.44366	1.000	-2.1861	1.0152
	Jordan	-.12932	.17158	1.000	-.7484	.4897
	Libya	.16458	.32818	1.000	-1.0194	1.3486
	Lebanon	-.41021	.16104	1.000	-.9912	.1708
	Palestine	-.19010	.18027	1.000	-.8405	.4603
	Oman	.26273	.22711	1.000	-.5567	1.0821
	Kuwait	-.20593	.20353	1.000	-.9402	.5284
	Qatar	-.04948	.18027	1.000	-.6999	.6009
	Bahrain	.28125	.40881	1.000	-1.1937	1.7562
United Arab Emirates	Egypt	.26000	.43606	1.000	-1.3133	1.8333
	Iran	.70000	.45219	1.000	-.9315	2.3315
	Algeria	.57500	.44066	1.000	-1.0148	2.1648
	Iraq	.26977	.43431	1.000	-1.2972	1.8367
	Morocco	.75172	.45716	1.000	-.8977	2.4011
	Saudi Arabia	.82821	.44846	1.000	-.7898	2.4462
	Yemen	.27692	.43815	1.000	-1.3039	1.8577
	Syria	.30000	.48753	1.000	-1.4589	2.0589
	Tunisia	.58542	.44366	1.000	-1.0152	2.1861
	Jordan	.45610	.43489	1.000	-1.1130	2.0251
	Libya	.75000	.51710	1.000	-1.1156	2.6156
	Lebanon	.17521	.43085	1.000	-1.3792	1.7297
	Palestine	.39531	.43840	1.000	-1.1864	1.9770
	Oman	.84815	.45965	1.000	-.8102	2.5065
	Kuwait	.37949	.44846	1.000	-1.2385	1.9975
	Qatar	.53594	.43840	1.000	-1.0457	2.1176
	Bahrain	.86667	.57168	1.000	-1.1959	2.9292
Jordan	Egypt	-.19610	.15084	1.000	-.7403	.3481
	Iran	.24390	.19257	1.000	-.4509	.9387

	Algeria	.11890	.16366	1.000	-.4716	.7094
	Iraq	-.18633	.14572	1.000	-.7121	.3394
	Morocco	.29563	.20397	1.000	-.4403	1.0315
	Saudi Arabia	.37211	.18364	1.000	-.2904	1.0347
	Yemen	-.17917	.15679	1.000	-.7448	.3865
	Syria	-.15610	.26512	1.000	-1.1126	.8004
	Tunisia	.12932	.17158	1.000	-.4897	.7484
	United Arab Emirates	-.45610	.43489	1.000	-2.0251	1.1130
	Libya	.29390	.31623	1.000	-.8470	1.4348
	Lebanon	-.28089	.13504	1.000	-.7681	.2063
	Palestine	-.06079	.15747	1.000	-.6289	.5073
	Oman	.39205	.20948	1.000	-.3637	1.1478
	Kuwait	-.07661	.18364	1.000	-.7392	.5859
	Qatar	.07984	.15747	1.000	-.4883	.6480
	Bahrain	.41057	.39928	1.000	-1.0300	1.8511
Libya	Egypt	-.49000	.31783	1.000	-1.6367	.6567
	Iran	-.05000	.33963	1.000	-1.2753	1.1753
	Algeria	-.17500	.32411	1.000	-1.3444	.9944
	Iraq	-.48023	.31543	1.000	-1.6183	.6578
	Morocco	.00172	.34622	1.000	-1.2474	1.2508
	Saudi Arabia	.07821	.33464	1.000	-1.1291	1.2856
	Yemen	-.47308	.32069	1.000	-1.6301	.6839
	Syria	-.45000	.38543	1.000	-1.8406	.9406
	Tunisia	-.16458	.32818	1.000	-1.3486	1.0194
	United Arab Emirates	-.75000	.51710	1.000	-2.6156	1.1156
	Jordan	-.29390	.31623	1.000	-1.4348	.8470
	Lebanon	-.57479	.31064	1.000	-1.6956	.5460
	Palestine	-.35469	.32103	1.000	-1.5129	.8035
	Oman	.09815	.34949	1.000	-1.1628	1.3591
	Kuwait	-.37051	.33464	1.000	-1.5779	.8368
Lebanon	Qatar	-.21406	.32103	1.000	-1.3723	.9442
	Bahrain	.11667	.48753	1.000	-1.6423	1.8756
	Egypt	.08479	.13875	1.000	-.4158	.5854
	Iran	.52479	.18325	.656	-.1364	1.1859
	Algeria	.39979	.15259	1.000	-.1507	.9503

	Iraq	.09456	.13316	1.000	-.3858	.5750
	Morocco	.57652	.19520	.494	-.1277	1.2808
	Saudi Arabia	.65300*	.17384	.028	.0258	1.2802
	Yemen	.10172	.14519	1.000	-.4221	.6255
	Syria	.12479	.25843	1.000	-.8076	1.0572
	Tunisia	.41021	.16104	1.000	-.1708	.9912
	United Arab Emirates	-.17521	.43085	1.000	-1.7297	1.3792
	Jordan	.28089	.13504	1.000	-.2063	.7681
	Libya	.57479	.31064	1.000	-.5460	1.6956
	Palestine	.22011	.14592	1.000	-.3064	.7466
	Oman	.67294	.20094	.130	-.0520	1.3979
	Kuwait	.20428	.17384	1.000	-.4229	.8315
	Qatar	.36073	.14592	1.000	-.1657	.8872
	Bahrain	.69146	.39487	1.000	-.7332	2.1161
	Egypt	-.13531	.16066	1.000	-.7149	.4443
	Iran	.30469	.20035	1.000	-.4182	1.0275
	Algeria	.17969	.17275	1.000	-.4436	.8030
	Iraq	-.12555	.15586	1.000	-.6879	.4368
	Morocco	.35641	.21133	1.000	-.4061	1.1189
	Saudi Arabia	.43289	.19178	1.000	-.2590	1.1248
Palestine	Yemen	-.11839	.16625	1.000	-.7182	.4814
	Syria	-.09531	.27083	1.000	-1.0724	.8818
	Tunisia	.19010	.18027	1.000	-.4603	.8405
	United Arab Emirates	-.39531	.43840	1.000	-1.9770	1.1864
	Jordan	.06079	.15747	1.000	-.5073	.6289
	Libya	.35469	.32103	1.000	-.8035	1.5129
	Lebanon	-.22011	.14592	1.000	-.7466	.3064
	Oman	.45284	.21665	1.000	-.3288	1.2345
	Kuwait	-.01583	.19178	1.000	-.7078	.6761
	Qatar	.14063	.16689	1.000	-.4615	.7428
Oman	Bahrain	.47135	.40309	1.000	-.9829	1.9256
	Egypt	-.58815	.21189	.861	-1.3526	.1763
	Iran	-.14815	.24337	1.000	-1.0262	.7299
	Algeria	-.27315	.22120	1.000	-1.0712	.5249
	Iraq	-.57838	.20827	.858	-1.3298	.1730

	Morocco	-.09642	.25248	1.000	-1.0073	.8145
	Saudi Arabia	-.01994	.23636	1.000	-.8727	.8328
	Yemen	-.57123	.21616	1.000	-1.3511	.2086
	Syria	-.54815	.30403	1.000	-1.6450	.5487
	Tunisia	-.26273	.22711	1.000	-1.0821	.5567
	United Arab Emirates	-.84815	.45965	1.000	-2.5065	.8102
	Jordan	-.39205	.20948	1.000	-1.1478	.3637
	Libya	-.09815	.34949	1.000	-1.3591	1.1628
	Lebanon	-.67294	.20094	.130	-1.3979	.0520
	Palestine	-.45284	.21665	1.000	-1.2345	.3288
	Kuwait	-.46866	.23636	1.000	-1.3214	.3841
	Qatar	-.31221	.21665	1.000	-1.0939	.4694
	Bahrain	.01852	.42610	1.000	-1.5188	1.5559
Kuwait	Egypt	-.11949	.18638	1.000	-.7919	.5530
	Iran	.32051	.22152	1.000	-.4787	1.1197
	Algeria	.19551	.19690	1.000	-.5149	.9059
	Iraq	-.10972	.18226	1.000	-.7673	.5479
	Morocco	.37224	.23149	1.000	-.4630	1.2074
	Saudi Arabia	.44872	.21380	1.000	-.3226	1.2201
	Yemen	-.10256	.19122	1.000	-.7925	.5874
	Syria	-.07949	.28684	1.000	-1.1144	.9554
	Tunisia	.20593	.20353	1.000	-.5284	.9402
	United Arab Emirates	-.37949	.44846	1.000	-1.9975	1.2385
	Jordan	.07661	.18364	1.000	-.5859	.7392
	Libya	.37051	.33464	1.000	-.8368	1.5779
	Lebanon	-.20428	.17384	1.000	-.8315	.4229
	Palestine	.01583	.19178	1.000	-.6761	.7078
	Oman	.46866	.23636	1.000	-.3841	1.3214
	Qatar	.15645	.19178	1.000	-.5355	.8484
	Bahrain	.48718	.41401	1.000	-1.0065	1.9809
Qatar	Egypt	-.27594	.16066	1.000	-.8556	.3037
	Iran	.16406	.20035	1.000	-.5588	.8869
	Algeria	.03906	.17275	1.000	-.5842	.6623
	Iraq	-.26617	.15586	1.000	-.8285	.2961
	Morocco	.21579	.21133	1.000	-.5467	.9783

		Saudi Arabia	.29227	.19178	1.000	-.3997	.9842	
		Yemen	-.25901	.16625	1.000	-.8588	.3408	
		Syria	-.23594	.27083	1.000	-1.2131	.7412	
		Tunisia	.04948	.18027	1.000	-.6009	.6999	
		United Arab Emirates	-.53594	.43840	1.000	-2.1176	1.0457	
		Jordan	-.07984	.15747	1.000	-.6480	.4883	
		Libya	.21406	.32103	1.000	-.9442	1.3723	
		Lebanon	-.36073	.14592	1.000	-.8872	.1657	
		Palestine	-.14063	.16689	1.000	-.7428	.4615	
		Oman	.31221	.21665	1.000	-.4694	1.0939	
		Kuwait	-.15645	.19178	1.000	-.8484	.5355	
		Bahrain	.33073	.40309	1.000	-1.1236	1.7850	
	Bahrain	Egypt	-.60667	.40055	1.000	-2.0518	.8385	
		Iran	-.16667	.41805	1.000	-1.6750	1.3416	
		Algeria	-.29167	.40555	1.000	-1.7548	1.1715	
		Iraq	-.59690	.39864	1.000	-2.0352	.8414	
		Morocco	-.11494	.42342	1.000	-1.6426	1.4127	
		Saudi Arabia	-.03846	.41401	1.000	-1.5322	1.4553	
		Yemen	-.58974	.40282	1.000	-2.0431	.8636	
		Syria	-.56667	.45604	1.000	-2.2120	1.0787	
		Tunisia	-.28125	.40881	1.000	-1.7562	1.1937	
		United Arab Emirates	-.86667	.57168	1.000	-2.9292	1.1959	
		Jordan	-.41057	.39928	1.000	-1.8511	1.0300	
		Libya	-.11667	.48753	1.000	-1.8756	1.6423	
		Lebanon	-.69146	.39487	1.000	-2.1161	.7332	
		Palestine	-.47135	.40309	1.000	-1.9256	.9829	
		Oman	-.01852	.42610	1.000	-1.5559	1.5188	
		Kuwait	-.48718	.41401	1.000	-1.9809	1.0065	
		Qatar	-.33073	.40309	1.000	-1.7850	1.1236	
	PI	Egypt	Iran	.17974	.20405	1.000	-.5564	.9159
			Algeria	.34921	.17430	1.000	-.2797	.9781
			Iraq	-.08269	.15593	1.000	-.6453	.4799
			Morocco	.37548	.21581	1.000	-.4032	1.1541
			Saudi Arabia	.47009	.19484	1.000	-.2329	1.1731
			Yemen	.05470	.16725	1.000	-.5487	.6581

		Syria	-.15556	.27915	1.000	-1.1627	.8516
		Tunisia	.62500	.18243	.098	-.0332	1.2832
		United Arab Emirates	-.28889	.45585	1.000	-1.9335	1.3558
		Jordan	.21680	.15769	1.000	-.3521	.7857
		Libya	.21111	.33226	1.000	-.9876	1.4098
		Lebanon	-.19192	.14504	1.000	-.7152	.3314
		Palestine	.12153	.16795	1.000	-.4844	.7275
		Oman	.49383	.22150	1.000	-.3053	1.2930
		Kuwait	.03419	.19484	1.000	-.6688	.7372
		Qatar	.12153	.16795	1.000	-.4844	.7275
		Bahrain	.05556	.41873	1.000	-1.4552	1.5663
	Iran	Egypt	-.17974	.20405	1.000	-.9159	.5564
		Algeria	.16947	.21458	1.000	-.6047	.9436
		Iraq	-.26243	.19994	1.000	-.9838	.4589
		Morocco	.19574	.24947	1.000	-.7043	1.0958
		Saudi Arabia	.29035	.23157	1.000	-.5451	1.1258
		Yemen	-.12504	.20889	1.000	-.8787	.6286
		Syria	-.33529	.30592	1.000	-1.4390	.7684
		Tunisia	.44526	.22123	1.000	-.3529	1.2434
		United Arab Emirates	-.46863	.47272	1.000	-2.1741	1.2369
		Jordan	.03706	.20131	1.000	-.6893	.7634
		Libya	.03137	.35504	1.000	-1.2496	1.3123
		Lebanon	-.37166	.19157	1.000	-1.0628	.3195
		Palestine	-.05821	.20945	1.000	-.8139	.6975
		Oman	.31409	.25441	1.000	-.6038	1.2320
		Kuwait	-.14555	.23157	1.000	-.9810	.6899
		Qatar	-.05821	.20945	1.000	-.8139	.6975
		Bahrain	-.12418	.43703	1.000	-1.7009	1.4526
	Algeria	Egypt	-.34921	.17430	1.000	-.9781	.2797
		Iran	-.16947	.21458	1.000	-.9436	.6047
		Iraq	-.43189	.16947	1.000	-1.0433	.1795
		Morocco	.02627	.22579	1.000	-.7884	.8409
		Saudi Arabia	.12088	.20584	1.000	-.6218	.8635
		Yemen	-.29451	.17994	1.000	-.9437	.3547
		Syria	-.50476	.28693	1.000	-1.5400	.5305

		Tunisia	.27579	.19413	1.000	-.4246	.9762
		United Arab Emirates	-.63810	.46066	1.000	-2.3001	1.0239
		Jordan	-.13240	.17109	1.000	-.7497	.4849
		Libya	-.13810	.33882	1.000	-1.3605	1.0843
		Lebanon	-.54113	.15951	.111	-1.1166	.0344
		Palestine	-.22768	.18059	1.000	-.8792	.4239
		Oman	.14462	.23124	1.000	-.6897	.9789
		Kuwait	-.31502	.20584	1.000	-1.0577	.4276
		Qatar	-.22768	.18059	1.000	-.8792	.4239
		Bahrain	-.29365	.42395	1.000	-1.8232	1.2359
	Iraq	Egypt	.08269	.15593	1.000	-.4799	.6453
		Iran	.26243	.19994	1.000	-.4589	.9838
		Algeria	.43189	.16947	1.000	-.1795	1.0433
		Morocco	.45817	.21193	1.000	-.3065	1.2228
		Saudi Arabia	.55277	.19053	.583	-.1346	1.2402
		Yemen	.13739	.16221	1.000	-.4478	.7226
		Syria	-.07287	.27616	1.000	-1.0692	.9235
		Tunisia	.70769*	.17782	.011	.0661	1.3492
		United Arab Emirates	-.20620	.45402	1.000	-1.8443	1.4319
		Jordan	.29949	.15233	1.000	-.2501	.8491
		Libya	.29380	.32975	1.000	-.8959	1.4835
		Lebanon	-.10923	.13920	1.000	-.6114	.3930
		Palestine	.20422	.16293	1.000	-.3836	.7920
		Oman	.57651	.21772	1.000	-.2090	1.3620
		Kuwait	.11688	.19053	1.000	-.5705	.8043
		Qatar	.20422	.16293	1.000	-.3836	.7920
		Bahrain	.13824	.41674	1.000	-1.3653	1.6418
	Morocco	Egypt	-.37548	.21581	1.000	-1.1541	.4032
		Iran	-.19574	.24947	1.000	-1.0958	.7043
		Algeria	-.02627	.22579	1.000	-.8409	.7884
		Iraq	-.45817	.21193	1.000	-1.2228	.3065
		Saudi Arabia	.09461	.24200	1.000	-.7785	.9677
		Yemen	-.32078	.22039	1.000	-1.1159	.4744
		Syria	-.53103	.31389	1.000	-1.6635	.6014
		Tunisia	.24952	.23212	1.000	-.5880	1.0870

		United Arab Emirates	-.66437	.47791	1.000	-2.3886	1.0599
		Jordan	-.15868	.21323	1.000	-.9280	.6106
		Libya	-.16437	.36193	1.000	-1.4702	1.1414
		Lebanon	-.56740	.20405	.849	-1.3036	.1688
		Palestine	-.25395	.22093	1.000	-1.0510	.5431
		Oman	.11835	.26394	1.000	-.8339	1.0706
		Kuwait	-.34129	.24200	1.000	-1.2144	.5318
		Qatar	-.25395	.22093	1.000	-1.0510	.5431
		Bahrain	-.31992	.44264	1.000	-1.9169	1.2771
	Saudi Arabia	Egypt	-.47009	.19484	1.000	-1.1731	.2329
		Iran	-.29035	.23157	1.000	-1.1258	.5451
		Algeria	-.12088	.20584	1.000	-.8635	.6218
		Iraq	-.55277	.19053	.583	-1.2402	.1346
		Morocco	-.09461	.24200	1.000	-.9677	.7785
		Yemen	-.41538	.19990	1.000	-1.1366	.3058
		Syria	-.62564	.29986	1.000	-1.7075	.4562
		Tunisia	.15491	.21276	1.000	-.6127	.9225
		United Arab Emirates	-.75897	.46882	1.000	-2.4504	.9325
		Jordan	-.25328	.19198	1.000	-.9459	.4393
		Libya	-.25897	.34983	1.000	-1.5211	1.0032
		Lebanon	-.66200*	.18173	.044	-1.3177	-.0063
		Palestine	-.34856	.20049	1.000	-1.0719	.3748
		Oman	.02374	.24709	1.000	-.8677	.9152
		Kuwait	-.43590	.22350	1.000	-1.2423	.3705
		Qatar	-.34856	.20049	1.000	-1.0719	.3748
		Bahrain	-.41453	.43280	1.000	-1.9760	1.1470
	Yemen	Egypt	-.05470	.16725	1.000	-.6581	.5487
		Iran	.12504	.20889	1.000	-.6286	.8787
		Algeria	.29451	.17994	1.000	-.3547	.9437
		Iraq	-.13739	.16221	1.000	-.7226	.4478
		Morocco	.32078	.22039	1.000	-.4744	1.1159
		Saudi Arabia	.41538	.19990	1.000	-.3058	1.1366
		Syria	-.21026	.28271	1.000	-1.2302	.8097
		Tunisia	.57030	.18783	.378	-.1074	1.2480

		United Arab Emirates	-.34359	.45804	1.000	-1.9961	1.3090
		Jordan	.16210	.16390	1.000	-.4292	.7534
		Libya	.15641	.33525	1.000	-1.0531	1.3659
		Lebanon	-.24662	.15177	1.000	-.7942	.3010
		Palestine	.06683	.17380	1.000	-.5602	.6939
		Oman	.43913	.22597	1.000	-.3761	1.2544
		Kuwait	-.02051	.19990	1.000	-.7417	.7007
		Qatar	.06683	.17380	1.000	-.5602	.6939
		Bahrain	.00085	.42110	1.000	-1.5184	1.5202
	Syria	Egypt	.15556	.27915	1.000	-.8516	1.1627
		Iran	.33529	.30592	1.000	-.7684	1.4390
		Algeria	.50476	.28693	1.000	-.5305	1.5400
		Iraq	.07287	.27616	1.000	-.9235	1.0692
		Morocco	.53103	.31389	1.000	-.6014	1.6635
		Saudi Arabia	.62564	.29986	1.000	-.4562	1.7075
		Yemen	.21026	.28271	1.000	-.8097	1.2302
		Tunisia	.78056	.29194	1.000	-.2727	1.8338
		United Arab Emirates	-.13333	.50966	1.000	-1.9721	1.7054
		Jordan	.37236	.27716	1.000	-.6276	1.3723
		Libya	.36667	.40292	1.000	-1.0870	1.8203
		Lebanon	-.03636	.27016	1.000	-1.0111	.9383
		Palestine	.27708	.28312	1.000	-.7444	1.2985
		Oman	.64938	.31783	1.000	-.4973	1.7961
		Kuwait	.18974	.29986	1.000	-.8921	1.2716
		Qatar	.27708	.28312	1.000	-.7444	1.2985
		Bahrain	.21111	.47674	1.000	-1.5089	1.9311
	Tunisia	Egypt	-.62500	.18243	.098	-1.2832	.0332
		Iran	-.44526	.22123	1.000	-1.2434	.3529
		Algeria	-.27579	.19413	1.000	-.9762	.4246
		Iraq	-.70769*	.17782	.011	-1.3492	-.0661
		Morocco	-.24952	.23212	1.000	-1.0870	.5880
		Saudi Arabia	-.15491	.21276	1.000	-.9225	.6127
		Yemen	-.57030	.18783	.378	-1.2480	.1074
		Syria	-.78056	.29194	1.000	-1.8338	.2727

	United Arab Emirates	United Arab Emirates	-.91389	.46379	1.000	-2.5872	.7594
		Jordan	-.40820	.17936	1.000	-1.0553	.2389
		Libya	-.41389	.34307	1.000	-1.6517	.8239
		Lebanon	-.81692*	.16835	.000	-1.4243	-.2095
		Palestine	-.50347	.18845	1.000	-1.1834	.1764
		Oman	-.13117	.23742	1.000	-.9878	.7254
		Kuwait	-.59081	.21276	.858	-1.3584	.1768
		Qatar	-.50347	.18845	1.000	-1.1834	.1764
		Bahrain	-.56944	.42736	1.000	-2.1113	.9724
	United Arab Emirates	Egypt	.28889	.45585	1.000	-1.3558	1.9335
		Iran	.46863	.47272	1.000	-1.2369	2.1741
		Algeria	.63810	.46066	1.000	-1.0239	2.3001
		Iraq	.20620	.45402	1.000	-1.4319	1.8443
		Morocco	.66437	.47791	1.000	-1.0599	2.3886
		Saudi Arabia	.75897	.46882	1.000	-.9325	2.4504
		Yemen	.34359	.45804	1.000	-1.3090	1.9961
		Syria	.13333	.50966	1.000	-1.7054	1.9721
		Tunisia	.91389	.46379	1.000	-.7594	2.5872
		Jordan	.50569	.45463	1.000	-1.1346	2.1460
	United Arab Emirates	Libya	.50000	.54057	1.000	-1.4503	2.4503
		Lebanon	.09697	.45040	1.000	-1.5280	1.7220
		Palestine	.41042	.45829	1.000	-1.2430	2.0639
		Oman	.78272	.48051	1.000	-.9509	2.5163
		Kuwait	.32308	.46882	1.000	-1.3684	2.0145
		Qatar	.41042	.45829	1.000	-1.2430	2.0639
		Bahrain	.34444	.59762	1.000	-1.8117	2.5006
	Jordan	Egypt	-.21680	.15769	1.000	-.7857	.3521
		Iran	-.03706	.20131	1.000	-.7634	.6893
		Algeria	.13240	.17109	1.000	-.4849	.7497
		Iraq	-.29949	.15233	1.000	-.8491	.2501
		Morocco	.15868	.21323	1.000	-.6106	.9280
		Saudi Arabia	.25328	.19198	1.000	-.4393	.9459
		Yemen	-.16210	.16390	1.000	-.7534	.4292
		Syria	-.37236	.27716	1.000	-1.3723	.6276
		Tunisia	.40820	.17936	1.000	-.2389	1.0553

Libya	United Arab Emirates	-.50569	.45463	1.000	-2.1460	1.1346
	Libya	-.00569	.33058	1.000	-1.1984	1.1870
	Lebanon	-.40872	.14117	.595	-.9180	.1006
	Palestine	-.09527	.16462	1.000	-.6892	.4986
	Oman	.27702	.21899	1.000	-.5131	1.0671
	Kuwait	-.18261	.19198	1.000	-.8752	.5100
	Qatar	-.09527	.16462	1.000	-.6892	.4986
	Bahrain	-.16125	.41740	1.000	-1.6672	1.3447
	Egypt	-.21111	.33226	1.000	-1.4098	.9876
	Iran	-.03137	.35504	1.000	-1.3123	1.2496
	Algeria	.13810	.33882	1.000	-1.0843	1.3605
	Iraq	-.29380	.32975	1.000	-1.4835	.8959
	Morocco	.16437	.36193	1.000	-1.1414	1.4702
	Saudi Arabia	.25897	.34983	1.000	-1.0032	1.5211
	Yemen	-.15641	.33525	1.000	-1.3659	1.0531
	Syria	-.36667	.40292	1.000	-1.8203	1.0870
	Tunisia	.41389	.34307	1.000	-.8239	1.6517
	United Arab Emirates	-.50000	.54057	1.000	-2.4503	1.4503
	Jordan	.00569	.33058	1.000	-1.1870	1.1984
	Lebanon	-.40303	.32474	1.000	-1.5747	.7686
	Palestine	-.08958	.33560	1.000	-1.3004	1.1212
	Oman	.28272	.36535	1.000	-1.0354	1.6009
	Kuwait	-.17692	.34983	1.000	-1.4391	1.0852
	Qatar	-.08958	.33560	1.000	-1.3004	1.1212
	Bahrain	-.15556	.50966	1.000	-1.9943	1.6832
	Egypt	.19192	.14504	1.000	-.3314	.7152
	Iran	.37166	.19157	1.000	-.3195	1.0628
	Algeria	.54113	.15951	.111	-.0344	1.1166
	Iraq	.10923	.13920	1.000	-.3930	.6114
	Morocco	.56740	.20405	.849	-.1688	1.3036
Lebanon	Saudi Arabia	.66200*	.18173	.044	.0063	1.3177
	Yemen	.24662	.15177	1.000	-.3010	.7942
	Syria	.03636	.27016	1.000	-.9383	1.0111
	Tunisia	.81692*	.16835	.000	.2095	1.4243

		United Arab Emirates	-.09697	.45040	1.000	-1.7220	1.5280
		Jordan	.40872	.14117	.595	-.1006	.9180
		Libya	.40303	.32474	1.000	-.7686	1.5747
		Palestine	.31345	.15254	1.000	-.2369	.8638
		Oman	.68575	.21006	.175	-.0721	1.4436
		Kuwait	.22611	.18173	1.000	-.4296	.8818
		Qatar	.31345	.15254	1.000	-.2369	.8638
		Bahrain	.24747	.41279	1.000	-1.2418	1.7368
	Palestine	Egypt	-.12153	.16795	1.000	-.7275	.4844
		Iran	.05821	.20945	1.000	-.6975	.8139
		Algeria	.22768	.18059	1.000	-.4239	.8792
		Iraq	-.20422	.16293	1.000	-.7920	.3836
		Morocco	.25395	.22093	1.000	-.5431	1.0510
		Saudi Arabia	.34856	.20049	1.000	-.3748	1.0719
		Yemen	-.06683	.17380	1.000	-.6939	.5602
		Syria	-.27708	.28312	1.000	-1.2985	.7444
		Tunisia	.50347	.18845	1.000	-.1764	1.1834
		United Arab Emirates	-.41042	.45829	1.000	-2.0639	1.2430
		Jordan	.09527	.16462	1.000	-.4986	.6892
		Libya	.08958	.33560	1.000	-1.1212	1.3004
		Lebanon	-.31345	.15254	1.000	-.8638	.2369
		Oman	.37230	.22649	1.000	-.4448	1.1894
		Kuwait	-.08734	.20049	1.000	-.8107	.6360
		Qatar	.00000	.17447	1.000	-.6295	.6295
		Bahrain	-.06597	.42138	1.000	-1.5863	1.4543
	Oman	Egypt	-.49383	.22150	1.000	-1.2930	.3053
		Iran	-.31409	.25441	1.000	-1.2320	.6038
		Algeria	-.14462	.23124	1.000	-.9789	.6897
		Iraq	-.57651	.21772	1.000	-1.3620	.2090
		Morocco	-.11835	.26394	1.000	-1.0706	.8339
		Saudi Arabia	-.02374	.24709	1.000	-.9152	.8677
		Yemen	-.43913	.22597	1.000	-1.2544	.3761
		Syria	-.64938	.31783	1.000	-1.7961	.4973
		Tunisia	.13117	.23742	1.000	-.7254	.9878

		United Arab Emirates	-.78272	.48051	1.000	-2.5163	.9509
		Jordan	-.27702	.21899	1.000	-1.0671	.5131
		Libya	-.28272	.36535	1.000	-1.6009	1.0354
		Lebanon	-.68575	.21006	.175	-1.4436	.0721
		Palestine	-.37230	.22649	1.000	-1.1894	.4448
		Kuwait	-.45964	.24709	1.000	-1.3511	.4318
		Qatar	-.37230	.22649	1.000	-1.1894	.4448
		Bahrain	-.43827	.44544	1.000	-2.0454	1.1688
	Kuwait	Egypt	-.03419	.19484	1.000	-.7372	.6688
		Iran	.14555	.23157	1.000	-.6899	.9810
		Algeria	.31502	.20584	1.000	-.4276	1.0577
		Iraq	-.11688	.19053	1.000	-.8043	.5705
		Morocco	.34129	.24200	1.000	-.5318	1.2144
		Saudi Arabia	.43590	.22350	1.000	-.3705	1.2423
		Yemen	.02051	.19990	1.000	-.7007	.7417
		Syria	-.18974	.29986	1.000	-1.2716	.8921
		Tunisia	.59081	.21276	.858	-.1768	1.3584
		United Arab Emirates	-.32308	.46882	1.000	-2.0145	1.3684
		Jordan	.18261	.19198	1.000	-.5100	.8752
		Libya	.17692	.34983	1.000	-1.0852	1.4391
		Lebanon	-.22611	.18173	1.000	-.8818	.4296
		Palestine	.08734	.20049	1.000	-.6360	.8107
		Oman	.45964	.24709	1.000	-.4318	1.3511
		Qatar	.08734	.20049	1.000	-.6360	.8107
	Qatar	Bahrain	.02137	.43280	1.000	-1.5401	1.5829
		Egypt	-.12153	.16795	1.000	-.7275	.4844
		Iran	.05821	.20945	1.000	-.6975	.8139
		Algeria	.22768	.18059	1.000	-.4239	.8792
		Iraq	-.20422	.16293	1.000	-.7920	.3836
		Morocco	.25395	.22093	1.000	-.5431	1.0510
		Saudi Arabia	.34856	.20049	1.000	-.3748	1.0719
		Yemen	-.06683	.17380	1.000	-.6939	.5602
		Syria	-.27708	.28312	1.000	-1.2985	.7444
		Tunisia	.50347	.18845	1.000	-.1764	1.1834

Bahrain	United Arab Emirates	-.41042	.45829	1.000	-2.0639	1.2430
	Jordan	.09527	.16462	1.000	-.4986	.6892
	Libya	.08958	.33560	1.000	-1.1212	1.3004
	Lebanon	-.31345	.15254	1.000	-.8638	.2369
	Palestine	.00000	.17447	1.000	-.6295	.6295
	Oman	.37230	.22649	1.000	-.4448	1.1894
	Kuwait	-.08734	.20049	1.000	-.8107	.6360
	Bahrain	-.06597	.42138	1.000	-1.5863	1.4543
	Egypt	-.05556	.41873	1.000	-1.5663	1.4552
	Iran	.12418	.43703	1.000	-1.4526	1.7009
	Algeria	.29365	.42395	1.000	-1.2359	1.8232
	Iraq	-.13824	.41674	1.000	-1.6418	1.3653
	Morocco	.31992	.44264	1.000	-1.2771	1.9169
	Saudi Arabia	.41453	.43280	1.000	-1.1470	1.9760
	Yemen	-.00085	.42110	1.000	-1.5202	1.5184
	Syria	-.21111	.47674	1.000	-1.9311	1.5089
	Tunisia	.56944	.42736	1.000	-.9724	2.1113
	United Arab Emirates	-.34444	.59762	1.000	-2.5006	1.8117
	Jordan	.16125	.41740	1.000	-1.3447	1.6672
	Libya	.15556	.50966	1.000	-1.6832	1.9943
	Lebanon	-.24747	.41279	1.000	-1.7368	1.2418
	Palestine	.06597	.42138	1.000	-1.4543	1.5863
	Oman	.43827	.44544	1.000	-1.1688	2.0454
	Kuwait	-.02137	.43280	1.000	-1.5829	1.5401
	Qatar	.06597	.42138	1.000	-1.4543	1.5863

*, The mean difference is significant at the 0.05 level.

Curriculum Vitae

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2019 PhD degree in Business Administration (Marketing)-Anadolu University, Eskişehir Turkey

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