

THE ROLE OF COUNTRY OF BRAND, COUNTRY OF MANUFACTURE
AND SELF-CONGRUENCE IN INFLUENCING TURKISH AUTOMOBILE
CUSTOMERS' BRAND PERSONALITY PERCEPTIONS, PURCHASE
INTENTIONS AND WILLINGNESS TO PAY PRICE PREMIUM



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BY

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PLAGIARISM

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

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ABSTRACT

Companies have gathered in huge groups by mergers and acquisitions with an increasing pace, also each firm can shift their production to various places for numerous reasons. In that sense, country of production place and brand origin could influence brand image and consumer preferences. Consumer's self-image is one of the powerful substances in their decisions, their congruence with that specific country play role in their purchase behavior as well. With rapidly increasing prices, automobile purchase decision is important for Turkish customers, also Turkey is on the edge of producing an own branded automobile, that's why this study could enlighten the Turkish customer's perception on countries' automobile brands and production places.

Aim of this study is to examine the effects of country of brand and country of manufacturing on behavioral responses of Turkish customers. Over a 2 (Country of brand: Turkey vs Germany) X 2 (Country of manufacturing: Turkey vs Germany) X 2 Self-image congruence (High vs Low) text-based experiment, consumers' perceptions of car brand's personality as well as customers' purchase intention and willingness to pay price premium are measured as their behavioral responses towards different country settings. Self-congruence on country is used as moderating variable to represent how they value countries. Study is maintained by distributing online questionnaires to 340 participants from various cities of Turkey. After completing factor and reliability analysis, MANOVA is used to test the hypotheses.

According to the results of the study, all dependent variables; brand personality; purchase intention and willingness to pay price premium have been significantly affected by country of brand and country of manufacturing, while country of brand is slightly more influential than manufacturing. However, moderating effect of self-congruence is rather limited.

Keywords: Brand Personality, Self-Image, Self-Congruity, Country of Origin, Country of Brand, Country of Manufacturing, Willingness to Pay Price Premium, Purchase Intention, Turkish Customer, Automotive Industry, Automobile Brands



ÖZET

Şirketler, satın alma ve birleşmelerle büyük gruplar haline gelmekte ve üretimlerini çok farklı lokasyonlara kaydırmaktadır. Bu sebeplerle, üretim ülkesi ve marka (menşei) ülkesi, marka imajını ve tüketici tercihlerini etkileyebilmektedir. Tüketici kararlarında, öz imaj güçlü bir yere sahip olduğundan, öz imajın söz konusu ülke ile uyumu da satın alma kararında önemli bir rol oynayabilmektedir. Hızla artan fiyatları ile otomobil almak Türk tüketicisi açısından kritik durumdadır, ayrıca Türkiye, kendi markası altında bir otomobil üretmeye çok yakındır, buradan hareketle bu araştırma Türk tüketicisinin farklı üretim yerleri ve ülke markaları üzerindeki algısını aydınlayabilecektir.

Çalışmanın amacı, Türk tüketicisinin üretim ülkesi ve marka ülkesi üzerindeki davranışsal tepkisini tespit etmektir. Çalışmada 2 Marka ülkesi (Türk ve Alman) X 2 Üretim Ülkesi (Türkiye ve Almanya) X 2 Öz İmaj (Yüksek ve Düşük) üzerinden yazı tabanlı bir deney setinde, tüketicilerin marka kişiliği, satın alma niyeti ve fazla ödemeye istekliliğe dair algıları farklı ülkeler bağlamında ölçülmüştür. Ülkelere verilen değerler saptanabilmesi amacıyla da tüketicilerin ülkelerle olan öz imaj uyumları moderatör değişkenler olarak kullanılmıştır. Çalışma, Türkiye'nin farklı şehirlerinden 340 katılımcıya internet üzerinden anket gönderimi yoluyla gerçekleştirilmiştir. Faktör ve güvenilirlik analizleri sonrasında çok değişkenli varyans analizi (MANOVA) ile sonuçlar yorumlanmıştır.

Çalışma sonuçlarına göre, bağımlı değişkenler olan marka kişiliği, satın alma niyeti ve fazla ödemeye isteklilik, marka ülkesi ve üretim ülkesi farklılıklarından önemli ölçüde etkilenmektedir. Marka ülkesinin üretim ülkesinden daha etkili olduğu da ortaya çıkmıştır. Bunlara rağmen, öz imajın moderasyon etkisinin sınırlı olduğu görülmüştür.

Anahtar Kelimeler: Marka Kişiliği, Öz İmaj, Öz Uyum, Menşei Ülke, Üretim Ülkesi, Marka Ülkesi, Fazla Ödemeye İsteklilik, Satın Alma Niyeti, Türk Tüketicisi, Otomotiv Endüstrisi, Otomobil Markaları



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LIST OF ABBREVIATIONS

BP	Brand Personality
COB	Country of Brand
COM	Country of Manufacturing
COO	Country of Origin
FDI	Foreign Direct Investment
PI	Purchase Intention
OECD	Organisation for Economic Co-operation and Development
TOGG	Türkiye'nin Otomobili Girişim Grubu (Automobile Initiative Group of Turkey)
WTP	Willingness to Pay Price Premium

1. INTRODUCTION

For thousands of years, regardless of what they sell, merchants and dealers have been trying to market their products with numerous ways, even without knowing “marketing” term (Wengrow, 2008). In that sense, branding is the one of the most important factors to sell more. Especially in today’s highly competitive markets, there are lots of products and brands in market for customers to choose. Online searching opportunities and social media also increases consumer’s knowledge on specific brand and product which boosts competition as well. Various sales channels coming with e-commerce is also create other dimensions on customer perception. These channels diversify marketing media as well. As a result, today’s competition is much aggressive than before and in order to handle this, companies try to strive with the help of their brand’s values and differentiate themselves. To achieve differentiation, companies position their brand accordingly and create an appropriate brand image (Hosany et al., 2006). Moreover, firms’ brand image and brand positioning have to be suitable with the perceived personality of the brand to be successful (Ramaseshan & Tsao, 2007) and to reach customers (Hendon & Williams, 1985).

In addition to brand personality, customers ask where product is made because of increasing foreign investments on variety of geographical places. Product’s country of origin is another factor that affects consumer choices. For more than 60 years, the origin of the products has been one of the important aspects for brand perception (Dichter, 1962; Schooler, 1965). Because countries and their image are dynamic, consumers’ reaction is also an unsteady concepts, hence consumer’s country of origin implications could change over time (Kaynak et al., 2000) and shape consumer decision on purchasing.

According to data provided by Ministry of Trade (2020), with its 22 Billion \$ size, automotive sector is the biggest export goods of Turkey. Automotive export constitutes 13.03% of the whole country’s export. Therefore, it holds a significant place in Turkish

economy. That's why automobile brands and their origin is chosen as research area. On the other hand, this huge amount of export is done with the help of FDIs in Turkey where brands like Ford, Fiat, Hyundai, Mercedes, Renault and Toyota have located their factories. In that sense, separating brand's origin from manufacturing country and analysing both concepts is more meaningful for Turkish customers and Turkish automobile market.

For customers, automobile purchase decision is one of the most crucial shot because after house purchase it is the second most costly expense for ordinary middle class. Turkish customers with a very low GDP per capita, which is also decreasing in 6 consecutive years (Turkish Statistical Institute, 2020), and having the highest purchasing taxes on vehicles among OECD countries (OECD, 2020), should think twice before buying an expensive product like an automobile. When automobile purchase decision is such an important action for Turkish customer, their self-esteems could also affect their motivations as well (Onkvisit & Shaw, 1987; Sirgy, 1985). More specifically, similarity between brand image and self-image could change consumer decisions (Ekinici & Riley, 2003). In that sense, whilst there are numerous studies for country of origin impacts on consumer perceptions (Ashill & Sinha 2004; Chung, Pysarchik, & Hwang, 2009; Knight, 1999; Prendergast et al., 2010; Yu et al., 2013), also few research that focuses on brand personality (Basfirinci, 2013; Eisend & Stokburger-Sauer, 2013; Fetscherin & Toncar, 2009, 2010; Wang & Yang, 2008, 2011). However, consumer's self-image on product is not measured frequently with altogether. Therefore, this research is one of the first in literature which measures product's brand origin and manufacturing place separately, and at the same time analyses moderating effect of self-congruity theory.

To conclude, the aim of this study is to contribute to the literature by conducting a multi-dimensional research within the usage of origin country and manufacturing place as independent variables and their effect on customer perceptions with the help of self-images of

consumers for that specific country. Moreover, this research is the one of the initial studies on Turkish setting of different country of brand and manufacturing of product in alternative combination, thus it could yield an impression for Turkish customer on Turkish and German automobiles. Last but not least, executive managers of companies from all over the world could benefit from this research before their automotive sector related investments on Turkey.

The research starts with literature reviews on the concepts of the followed by the hypotheses and the theoretical model. In subsequent chapters, research methodology is articulated in order to show questionnaire design and data collection method. Next, data are analyzed in terms of descriptive and statistical analysis in the next chapter. After that, results are interpreted and discussed. At the final chapter, limitations of the research are presented and future research areas are suggested.

2. BRANDS AND BRANDING

The term brand comes from the Scandinavians “Brandr” which means to burn (Webster dictionary, 1983). Firstly, animals like cattle and sheep have branded in ancient Egyptian dating to 3000 BC (Khan & Mufti, 2007). This is a way for reputable farmers to show their quality of animals. Branding is also used in order to avoid theft because with that signs stolen animals could be easily identified. After livestock branding, other goods like crockery, pottery and ceramics are burnt with the symbols of the owner using a burning iron stick. In fact, in those ancient times, unfortunately some slaves are also burnt and branded. In its first usage, branding essentially try to show and prove ownership of specific things which had value. These early examples of branding mostly seen as a logo or trademark. Main purpose in these preliminary instances is to show only ownership, there aren’t any advertising or marketing intention in those usages. For marketing aim, branding is used as promoting which will be discussed in following section.

Process of branding have started thousands of years ago before the “branding” term attained its current usage. In Mediterranean Region and particularly Greeks, Romans and other ancient civilizations before them have several ways of endorsing commodities or goods. Some examples for these goods are wines or jars, metals or lotions. For instance, a potter would naively want to identify his own bowls by putting his sign into the wet mud on the bottom of the bowl or by making his own mark which could be an animal like a lion, a star or a fish. From this point, it could be securely said that symbols like these animal signs or similar marks are the earliest visual form of brands. Initials or names of the owners are later forms of the branding. The earliest branding practices are dated back to 9000 years ago, around 7000 BC, in Mesopotamia, which is an ancient region located in the eastern Mediterranean, matching to most of the today's Iraq, also some parts of Turkey, Syria and Iran. In here there are clay vessels, sealed with some sort of symbols, also some collection of seals are founded (Wengrow, 2008). There are other examples from Far East, where a porcelain made by Chinese craftsmen dating gone back to 2700 BC (Eckhardt & Bengtsson, 2009). Other forms of brands are messages that is written on stores which announces to potential buyers that this particular man, at this place, could make shoes and that the man who worked over there, at that address, was a transcriber. The Greeks have used touts to announce the coming of ships to harbor and they specifies the goods that arrives town. Early marketing is done on a physical basis, with using the name of a particular seller. Also in these days, stores have used pictures in order to represent their product. For instance, in Rome, a butcher could show a picture of a meat, or a shoe store could use a picture of a footwear (Room, 1998).

In the last quarter of 19th century, packaged goods like Coca-Cola is started to be sold. After branding process have advanced, marketing professionals comprehended that Coca-Cola is not just a non-generic name; there are more than a name. As branding expert

Neumeier (2005) firstly defines which a brand is not: A brand is not a logo, not an identity, and not a product. Neumeier (2005, p. 2) goes on to define brand as “A person’s gut feeling about a product, service or organization.” Ogilvy (1983, p. 14) who is recognized as the “Father of Advertising” also explained brand as the “intangible sum of a product’s attributes.” American Marketing Association (AMA) extends brand definition to “a name, term, sign, symbol, or design, or combination of them, intended to identify goods or services of one seller or group of sellers to differentiate them from those of competitors.” (Kotler, 1991, p. 442). While brand concept is progressing, brands have become more personal more about customer’s insight and have collected meaning. In recent times, customer’s conception of brand become much more complex than before and it is hard to explain, and therefore now it is difficult to come with a simple and one true definition.

When branding becomes so sophisticated, it is separated for specific product and company itself. Knox and Bickerton (2003) suggested corporate branding definition as follows, “A corporate brand is the visual, verbal and behavioral expression of an organization’s unique business model”. Corporate brand diverges from product branding as it emphasizes the importance of brand values. When consumers want to purchase a specific product, they are supposed to pay for values that are attached not only to the product but also to the company. Corporate brand is a summation of values that characterizes the company (Ind, 1997). From that point, corporate branding give clue about quality, some kind of insurance for good quality whether you buy service or product (Balmer & Gray, 2003). Before corporate branding, marketing is just communication activity, after that it transforms into a strategic framework, this offers companies a better way of advertising and gain competitive advantage (Schultz & De Chernatony, 2002). Corporate branding brings in advantage of economies of scale to organizations, in meaning of lowering total costs of marketing (Rao et al., 2004). Anisimova (2007) argues the connection between corporate

branding and consumer loyalty, and concludes that for durables which are complex and rarely bought like cars or home appliances, corporate brand has a critical importance to increase consumer loyalty. Throughout years, corporate brand has gained increasing interest for the reasons explained above and today when branding is mentioned by marketing professionals and researchers, generally corporate branding is referred.

3. BRAND PERSONALITY

While in earlier studies brand personality is explained in relation with brand image (Hendon & Williams, 1985), so that some researchers used the terms interchangeably (Graeff, 1997; Smothers, 1993), Aaker (1997, p. 347)'s definition of brand personality is "the set of human characteristics associated with a brand" which is the conceptualization used more prominently.

In order to comprehend brand personality, personality in psychological aspect is explained initially. One of the first scientists who has research about lexical hypothesis on personality was Galton (1884). He exhaustively investigated most important human characteristics, which could be identified as particular terms in most of the languages. Galton (1884)'s findings on personality related terms in English is later refined. Allport and Odbert (1936) have taken account of all the terms which may meet the need of differentiating human behavior of one person from another. They have a list of 18,000 terms and offers some preliminary construction for personality traits terminology. However, there is a need for more structured taxonomy, so Cattell (1943) practice Allport and Odbert (1936)'s research as an initial argument for his comprehensive structure of personality traits. Cattell (1943) started with the subgroup of 4,500 characteristic expressions because their size of 18,000 term is too much for research determinations. After that, he decreases the number of personality terms to just 35 words.

Norman (1963), Borgatta (1964), and finally Digman and Takemoto-Chock (1981) have constructed well-known five-factor model. All of them have used terms that are originated from Cattell (1943)'s research which reduced terms to 35 variables. After Norman (1963)'s research, these factors were known as 1. "Extraversion or Surgency" 2. "Agreeableness" 3. "Conscientiousness" 4. "Emotional Stability versus Neuroticism" 5. "Culture". With the help of these research, factors became referred as "Big Five" eventually (Goldberg, 1981). In this term "Big" is not to state their importance or greatness, it refers that these factors are very broad to explain these subgroups.

Research on the Big Five and studies of personality traits has risen extremely since the 1980s. After his initial research on 1981, Goldberg (1990) designed a catalogue of 1,710 personality traits at his research. In that, participants have rated their own characteristics. Because of the difficulties with variances among researchers in how they decrease the huge lists of terms from the dictionary, McCrae and Costa (1997) examine inquiries in order to test validity of Big Five terms in different cultures. According to their standpoint, cultural divergence causes traits to differ across samples selected from different cultures, thus the most important characteristic in any language alters the Big Five. Their analysis use translations of English, which questionnaire is called as "NEO" and have been practiced through an extensive range of diverse languages.

To sum up, even today the most commonly recognized taxonomy of personality characteristics or traits is the Big Five model. After 50 years of research, researchers have agreed on a common taxonomy of personality characteristics as the "Big Five" personality measurements. The Big Five model works as a combining function, it can symbolize the different systems of personality explanation in a mutual framework.

Because personality in psychology have common taxonomy, the term "personality" could be more easily used in different disciplines. Therefore, marketing professionals and

researchers started to use brand personality, in order to depict Brand as a person, which has their own characteristics and traits. Brand personality term is firstly used by Ogilvy (1955) in the form of “personality of brand”, term starts with Ogilvy (1955)’s speech to the American Association of Advertising Agencies in Chicago in October 1955, he said: “Every advertisement is a part of the long-term investment in the personality of the brand.” After that speech, marketing community starts to use these terms together. For some 30 years, there were not a substantial research for brand personality but some research have been continuously held for personality in customers and their affect in brand choice or purchase intention (Evans, 1959; Brody & Cunningham, 1968). In 1980s, brand personality phenomena became much more attractive for marketing professionals and researchers. Hendon and Williams (1985) emphasize the importance of brand personality to reach customers, and puts three new P’s into well-known four P’s in marketing. After them, Aitken and fellows (1987) state that advertisements which emphasizes on “brand personality” have positive effect on customers. In addition to this, there should be “an extra thing” on brand which could be called as brand personality, character or whatever you say to it, in order to have a strong brand. Therefore, strong product and strong services will follow the strong brand (Berry, 1988). Different from personality on populations, which is hard to classify people in certain criteria and in constant adjectives, brand personality is more compatible with attributes that consumer give. Person’s psychology is not stable, thus it is hard to rely on personality distinction on their choices. However, marketers and advertisers construct brand personality, it is stationary and it is reliable at the end of the day (Plummer, 2000).

Taking the Big Five personality dimensions into consideration, Aaker (1997) categorized brand personality characteristics in five dimensions, which are Sincerity, Excitement, Competence, Sophistication and Ruggedness with 15 sub-factors to identify brand personality.

Aaker (1997)'s brand personality conceptualization with 5 dimensions is applied to different languages by a large number of researchers and yielded different results in different contexts, which raise some criticisms. For instance, there is an opinion that Big Five Factor Model could not suit every brand. Also, as different personality traits show different results in variety of brands, it is argued not to be universal (Caprara et al., 2001). There is another controversial claim that emphasizes these factors are not measuring brand personality, instead it gathers brand identities and brand personality is only one of them (Azoulay & Kapferer, 2003). Also, Geuens and fellows (2009) state that Aaker (1997)'s model is not reliable, results are varying across different cultures. Their new scale also consists of five factors and it is much more stable for category-based comparisons and shows higher reliability.

There are examples from different languages and cultures that shows divergence. For instance, in a research held in Germany, customer's opinion led a deviation on these factors, one of them is not viable and one new factor had appeared (Bosnjak et al., 2007). Similar differences have been found in Turkish studies as well (Kaplan et al., 2010; Sahin & Baloglu, 2011), the study of Aksoy and Ozsomer (2007), in which they have applied Aaker (1997)'s brand personality factors to 1200 Turkish customers in Turkish language and obtained different factors.

4. COUNTRY OF BRAND (COB) AND COUNTRY OF MANUFACTURING (COM)

In 1962, Dichter (1962) uses several customer types from distinct countries and evaluate their approach on export products. Although he does not use country of origin (COO) term, it is the first research which discusses effect of products' country on consumer's decision. After that, Schooler (1965) researched country of origin in Central America with Mexican, Guatemalan, El Salvadorian and Costa Rican products and added that the perceptions towards products haven't diverged from attitude toward people of that specific nation. Country of origin could be seen as a dynamic phenomenon, because perceptions could

alter after some years, but in all cases country of origin is an important cue on decision. Researchers therefore state that country of origin and marketing research are related continuously, because perceptions may change over time with lots of different determinants (Nagashima, 1977; Nebenzahl & Jaffe, 1996). For instance, less developed countries' products could have negative affect on product perception, which could damage growth of less developed countries and international trade as well (Bilkey & Nes, 1982).

When product attributes are precise enough, country of origin plays a more significant role on customer evaluations (Maheswaran, 1994). Product category could affect country of origin effect in either positive or negative ways. For instance, some products like Japan and German automobiles catch customer's attention, but Japanese beer is not attractive, even though Japan's country image is higher in general (Roth & Romeo, 1992). In emerging markets cars are more affected product category than TVs on consumer choice when COB image is transferred to brand image. Moreover, congruity of brand with COM gain significance on occasions where COM is not matched with COB in consumer's perceptions (Essoussi & Merunka, 2007).

Consumer's characteristics and psychology on purchasing decision moment could be another dimension on COO effect, consumer's motivation level on purchasing process heavily affects country of origin's importance (Gürhan-Canli & Maheswaran, 2000). Consumer's decision consists instantaneous emotions like anger, sadness and frustrations, and all of them have an impact on COO interpretations (Maheswaran & Chen, 2006). Familiarity with product is the important factor for COO impact, and other factors like nationality, and product complexity should be evaluated as well in marketing strategy (Ahmed & d'Astous, 2008). Customer's knowledge on specific country is another significant decisive as well. Foreign languages they speak, their travel experiences and socio economic status affect consumer's familiarity about COO. Finally, brand name gives an important clue on COO because at first

sight people try to grasp COO from its brand name and don't struggle to look at its origin (Samiee et al., 2005).

While country of origin gains popularity in literature, several researchers consolidated country of origin studies according to their results (Al-Sulaiti & Baker, 1998; Dinnie, 2004; Rezvani et al., 2012; Samiee et al., 2021) and identify related concepts such as product evaluation, purchase intention, ethnocentrism and their influences. As the topic is comprehensive, Parameswaran and Pisharodi (1994) states, country image is a very important construct in shaping consumer perceptions and should be measured with more attributes to increase its consistency and reach better results.

Because of the fact that many automobile manufacturers produce in countries other than their headquarter locations, in order to capture country of origin effect more specifically country of brand (COB) or country of manufacturing (COM) is used in this research separately.

The process of enabling companies to manufacture products in different countries than their home country led researchers to measure its effect on consumer's perceptions and decisions where country of manufacturing (COM) is different than country of origin. In that sense, there is another term appears as brand origin or more recently country of brand (COB). In order to differentiate origin, COB is used to determine company's hometown. In some cases, COO and COB used interchangeably, but COM have to be used when production place is different than brand origin. Some researchers use country of design (COD) instead of COB. Also, some companies like Apple still uses "Designed in" phrase in order to emphasize engineering quality of their home country. Similarly, some other researchers prefers country of assembly rather than COM. Throughout this article, these terms used as COB and COM, if meaning in referred article is not violated.

Han and Qualls (1985) are the first researchers who have discussed manufacturing in different country and their effects on consumer perception. Although they haven't used term COM and source country, "binational (hybrid) product" term is used in order to express same concept. In this case, customer's opinion on features of products like TVs and cars is strongly affected by manufacturing location of product. Hence, companies should give appropriate attention to origin of manufacturing perceptions to represent clear brand image (Thakor, 1996). COM information is much more critical for non-standard fashion products like jeans and sneakers than highly standardized low technology products like stereo speaker or quartz watches (Iyer & Kalita, 1997). If product is in globally competitive market, COM influences consumer's decision as crucial as product quality. In some specific cases, customer are willing to pay price premium for domestic products instead of imported foreign products (Knight, 1999).

After it is recognized that COM is significant component on consumer perception, researchers tend to compare COB and COM. Although, COB effects could alter according to product dimension, in some cases sourcing country/COM could be more effective than COB in consumer perceptions (Han & Tepstra, 1988; Johansson & Nebenzhal, 1986). When congruence between COB and COM is high, remaining product attributes take less attention. However, when COM image is not reputable, brand equity is deteriorated much more than previous cases (Hui & Zhou, 2003). Similarly, Srinivasan and fellows (2004) state that COB has crucial importance on consumer's perception on product quality, but COM is not influential as COB. In addition to this, COM's influence could be smaller than COB's influence on brand image, on the other hand COB and COM have nearly equal effects on brand and product quality (Hamzaoui-Essoussi et al., 2011). Supportively, in some cases COB image has higher positive perspective of customer product evaluation than COM image (Uddin et al., 2013).

Differently, COM could be divided into two terms as country of assembly and country of parts manufactured. In that case, country of parts manufactured affects product quality perception more than country of assembly and COB (Insch & McBride 1999, 2004), this separation is not commonly used by other researchers in literature and not be discussed further in this article.

5. SELF-CONGRUENCE

Congruity between the actual self-image and brand or product image has been mentioned as self-congruity theory in marketing management (Birdwell, 1968). Same subject is also studied within self-image and self-concept, therefore in this research these terms will be used interchangeably. In marketing perspective, self-concept is very significant because purchase decision made by consumer as human being. Purchase motivation is generally influenced by personality differences with regard to self-consistency and self-esteem (Sirgy, 1985). Consumer behaviour is highly affected by both how they see themselves and think how others value them (Onkvisit & Shaw, 1987).

Dolich (1969) is one of the first researcher, who states brand image and self-image similarity could change consumer decisions. Moreover, there is a separation for actual self-image and ideal self-image. If ideal self-images are incompatible with the product image, consumer perception is damaged. Brands are more affected from ideal self-image congruence with brand image when product is publicly well known (Graeff, 1996b). In addition to this, psychological involvement should be considered when it is used in product strategy. Products' positive attributes has strengthen ideal self-images. Both ideal and actual self-image relate to product evaluation but ideal self-image has more influence on customer decision and overall attitude (Ekinci & Riley, 2003). Product involvement increases positive effect of actual self-image but decreases ideal self-image (Malär et al., 2011).

On the other hand, self-image should be main consideration on advertisements because consumer's image is the main criteria while evaluating a specific product. Therefore, congruence between brand image and self-image have greater consequence on customer's perspective on brand (Graeff, 1996a). Similarly, self-congruency is one of the most significant tool to enhance advertisement's effectiveness (Zinkhan & Hong, 1991).

Higher level of self-congruence with specific brand shows higher motivation as well (Jamal & Goode, 2001). However, Hosany and Martin (2012) states that self-image congruence directly relates to customer's experience, on the other side satisfaction levels are affected indirectly. In addition to this, brand loyalty is also impacted in both direct and indirect ways of self-image congruence (Kressmann et al., 2006).

In some cases, marketing strategy could heavily based on reaching symbolic needs of customers. In this type of marketing approach, branding attitude could focus on expressing customer's personality because consumers choose some products according to symbolic features rather than functional qualities (Bhat & Reddy, 1998). In addition to this, a correlation occurs between symbolic features of brand image and self-image is effective on consumer perception (Jamal & Goode, 2001).

Consumer's self-image is a complex phenomenon, it could be altered by distinct components of customer's psychology and product attributes. In that sense, it is known that self-image is an effective item for consumer's perception and buying decision.

6. PURCHASE INTENTION (PI)

Purchase intention (PI) is defined as the possibility of customers' inclination to buy a specific product. How consumers assess the product should be developed further than the price-perceived quality relationship and purchase intention could measure consumer perception (Zeithaml, 1988).

Attitude related theories state that when customers have a decent impression and attitude toward a brand or a product, they will have purchase intentions. Research has showed the important result of attitude towards intention (Korzaan, 2003). Similarly, theory of planned behavior (TPB) proposes that positive attitude toward a behavior increases an individual's intention to perform the behavior of interest and this could drive a purchase action (Ajzen, 2002). Moreover, purchase intention is reflected as one of the most appropriate construct to forecast sales and consumers' actions (Morwitz & Schmittlein, 1992).

About consumer necessity concept, Fournier (1998) states that when product characteristics come across consumer's requirements, customer will create a mental illusion on significance of the company or product concerning him/her. As a result, customer creates a connection with brand or product and promote purchase intention. Different cues like price, brand and store information effects on perceived value, quality and purchase intention of brands. Price is not the only indicator for consumer's buying decision (Dodds et al., 1991).

Even though measuring the difference between stated purchase intentions and real purchase behavior have been challenging, in general purchase intention eventually results on actual purchase behavior. As a result, it has been used as a crucial predictive element for years in marketing research (Follows & Jobber, 2000). Whether attitude theory or necessity idea is adopted, it is a strong item for questioning customer's decision about product.

7. WILLINGNESS TO PAY PRICE PREMIUM (WTP)

Willingness To Pay Price Premium (WTP) is defined as the maximum amount that consumers inclined to spend additionally for specific product (Homburg et al., 2005). Price premium is firstly discussed by Klein and Leffer (1981) as it's importance on product quality perception.

Aaker (1996) states that measuring price premium could be the finest option for brand equity concepts. In addition to this, concentrating on price rather than quality assessments as a dependent variable compromises a more tighter test because price shows the extra money that could be sacrificed to buy some product that is needed (Monroe, 2003). Discovering the monetary value of different settings of product has high importance because price element is used as one of the most significant marketing tools due to its straight and effective influence on profitability (Han et al., 2001). For instance, 1% increase on price results to 11.1% improvement in operating income, in other side an increase of 1% in sales, increases operating income by only 3.3% (Marn & Rosiello, 1992). Hence, companies could increase prices for more preferable product that will create a rise in operating income and, therefore much greater profitability. Pricing on new products could be more important. A company can sell their new product for higher price and can lower prices if it won't sell, but low pricing strategy from beginning could be more dangerous because it is nearly impossible to increase them and it causes company to lose significant profits (Marn et al., 2003).

From an executive management perspective, understanding the individual consumers' WTP is important for building of price reaction functions (Völckner, 2006). It eventually helps companies to develop precise pricing strategies (De Pelsmacker et al., 2003). In addition to this, this enable the application of popular pricing tools, like value-based pricing, price differentiation and price bundling. Customers take their WTP as an inner reference price that impacts their buying decisions (Miyuri & Bettman, 2005). Thus, WTP represents a highly applicable variable to measure consumer preference.

8. HYPOTHESIS AND THEORETICAL MODEL

8.1. COB and COM Relation with Brand Personality (BP)

In perspectives where country of product and brand personality is used as dependent variables, COO and BP is both effective in consumer decision making (Wang & Yang, 2008). Moreover, most of the brand personality constructs are consistent with the expectation of differentiating COO of automobiles (Fetscherin & Toncar, 2009). Influences of COO image and brand personality could vary in different product categories and distinct advertisement campaigns (Wang & Yang, 2011).

On the other side, when country of product affects brand personality, there are numerous studies. Firstly, from a philosophical perspective, brand origin could be considered as some sort of demographic information for specific brand, so it is seen as one of the most important factor on conceptualizing brand personality (Thakor, 1996). Also, country of origin is one of the sources that forms brand personality dimensions (Maehle & Supphellen, 2011). In some cases, COB is more effective than COM in product evaluations, on the other hand, COM has influenced brand personality perceptions more than COB (Fetscherin & Toncar, 2009). Furthermore, COO is one of the most important key driver to increase BP dimensions (Eisend & Stokburger-Sauer, 2013). Last but not least, study held in Turkey states that COB transfers brand personality perceptions which is also affected by the amount of familiarity and involvement (Basfirinci, 2013). Therefore, in order to measure relation of product's country and brand personality, our first hypothesis is;

H1: There are significant differences in brand personality dimensions in automobiles with respect to their country of brand and country of manufacturing.

8.2. COB and COM Effects on Purchase Intention (PI)

Country of origin is one of the main factors on enhancing purchase intention (Hsu et al., 2017; Hui & Zhou, 2002). Similarly, COO reinforces purchase intention but still budget constraints is more important variable in purchasing action (Degoma & Shetemam, 2014). Furthermore, extrinsic cues like COO has more considerable influence on purchase intention than intrinsic cues (Rezvani et al., 2012). With other factors like particular characteristics of product, country of origin and its image is one of the crucial factors that affect purchase intention (Wang et al., 2012). Country of origin image effect is both important and positive on brand equity, and thus result in purchase decision (Yasin et al., 2007).

Product knowledge and involvement are another dimensions in country of product relation with purchase intention. Country of origin's image on consumer has a considerably positive influence on their purchase decisions within diverse product involvement settings (Lin & Chen, 2006). On the contrary, consumers with high knowledge of product are less affected on their purchase intention by COO dimension than who has low knowledge on product (Lee & Lee, 2009; Prendergast et al., 2010). Similarly, when brand image is weak, COO's influence on purchase intention is higher (Yu et al., 2013).

There are limited studies on literature which decompose country of product into COB and COM, while researching their effect on purchase intention. Different COB and COMs affect PI negatively (Yu et al., 2013). There is a study on watch industry, Ashill and Sinha (2004) states that COB is more important than COM for customer's purchase intention. Prendergast and fellows state (2010) COB and COM's effects are altered with the help of consumer involvement; in any case, COB is more influential than COM. Similarly, strong brand image weakens COM effect on COB when COM is different than COB (Cordell, 1992). Relative importance of COB and COM is differ in product categories, and if COM is a less developed country, it weakens purchase intention as well (Chung, Pysarchik, & Hwang,

2009). For that reason, in order to measure customer's tendency on specific country of brand and country of manufacturing, purchase intention is used. To evaluate purchase intention, it is hypothesized as;

H2. There are significant differences in the influence of country of brand and country of manufacturing on purchase intention of automobiles.

8.3. COB and COM Effects on Willingness To Pay Price Premium (WTP)

As a consumer perception indicator WTP is used because WTP shows the maximum amount that customer could pay for different country of product settings (Nebenzahl & Jaffe, 1996). Consumers give a greater value to products from a country where its country image is positive for them, and therefore consumer are eager to spend extra amount to obtain these products (Koschate-Fischer et al., 2012).

Focusing on price could yield a result in which extent consumer's perception on different COB and COM alters their motivation on monetization amount for that country's product (Jaffe & Nebenzahl, 2006). Also, in order to define brand image determinants of paying price premium, COO is crucial, and it is one of the three determinants, where others are listed as uniqueness, social image (Anselmsson et al., 2014).

COO effect on WTP could be altered according to product category. For instance, wine consumers could compensate price rise if attachment with country is higher (Skuras & Vakrou, 2002). Developed countries like US labelled food are more favorable in terms of consumer's willingness to pay. Health concerns play an important role because food regulations in US perceived as higher than other countries (Loureiro & Umberger, 2003). Consumers could pay higher price to foreign products, if product is in high quality category. However, effect of COM is diminished in everyday consumed products. At the same time, COM is more influential than COB, and if COM is their home country, their WTP is the

highest. In that case, consumer thinks creating local economic opportunity is more valuable for them (Knight, 1999). Similarly, domestic food products are more favourable and consumer could pay more than imported products (Chung, Boyer, & Han, 2009; Dransfield et al., 2005). Most importantly, in an example from automobile industry, COO affects WTP significantly, in which consumers are willing to pay more for German cars, than Japan and USA. Korean and Malaysian cars are selected as last choice (Thanasuta et al., 2009). To conclude, WTP is important for measuring COO effect, thus, in order to measure WTP effect, hypothesis is;

H3. There are significant differences in the influence of country of brand and country of manufacturing on willingness to pay price premium.

8.4. Self-Congruity Relation with Brand Personality (BP)

There is a positive relationship between consumer's self-concept of personality and brand personality (Lee, 2009). By relating brands with human personality characteristics and forming brand personality items, customers can improve their self-concept as well (Belk et al., 1982). When consistency between brand personality and self-image is higher, purchase intention increases as well (Yu et al., 2013). Similarly, congruence between self-image and brand personality enhances both customer satisfaction and brand relationship with customer (Park & Lee, 2005). In another research from Turkey on consumer's automobile preferences, self-image has an impact on brand personality on some limited degree (Ozkan, 2008).

In studies held in tourism sector, both ideal and actual self-images moderates brand personality of destinations (Usakli & Baloglu, 2011). In same way, destination brand personality and tourist's self-image with destination has a congruity between them (Murphy et al., 2007). Although these research are maintained in tourism, they gives the clue of how consumer relate their self-images with a destination or in this case with a country.

All of these research use self-image to moderate BP, however this research uses a different approach to relate self-image congruence with COB and COM, self-image is moderated to measure COB and COM effect on BP. So, hypothesis is structured as;

H4. There are significant differences in the self-congruity of country of brand and country of manufacturing of consumer on brand personality of automobiles.

8.5. Self-Congruity Relation with Purchase Intention (PI)

In one of the earliest studies in that concept, Landon (1974) found that both ideal and self-image correlates with purchase intention, while their nominal effect is altered according to product type. After that, Ericksen (1997) states that there is a relationship appears between self-image of customer and intention to purchase. Also, self-image affects purchase intention in both directly with behavioral determinants; and indirectly with behavioral beliefs that self-image has been defined (Puntoni, 2001). Congruence with consumer's self-image and product's brand personality affects purchase intention in a positive way (Wang et al., 2009). As previously mentioned, Yu and fellows (2013) emphasize that purchase intention enhanced by familiarity between self-image and brand personality. In addition to this, new version of Sirgy (2015)'s one of the old studies reveals that both ideal and actual self-image alters purchase intention. In these research, there is not an example for different COB and COMs influence on self-congruity, thus one of the thing this article will add to literature is the distinct COB and COM's relation with self-congruity. Therefore, fifth hypothesis is constructed as;

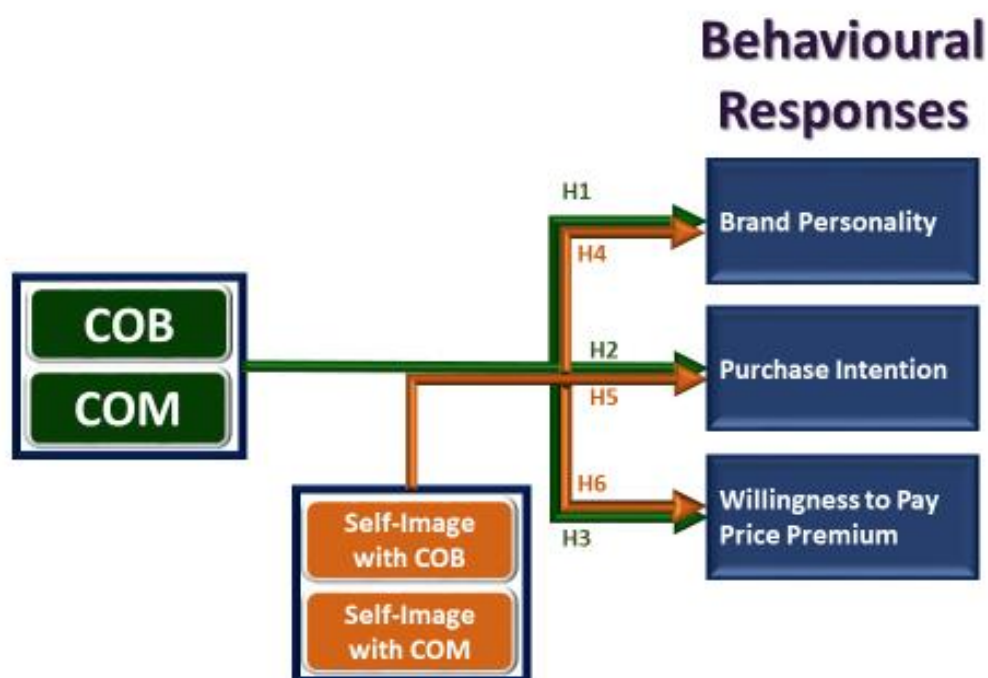
H5. There are significant differences in the self-congruity of country of brand and country of manufacturing of consumer on purchase intention of automobiles.

8.6. Self-Congruity Relation with Willingness To Pay Price Premium (WTP)

There are not much research about self-congruity and WTP together. In a research from green products state that self-esteem on environmental concerns and WTP for green practices are positively related (Kang et al., 2012). If brand reflects consumer's actual self, their willingness to pay premium become higher (Tan et al., 2019). Although, there are a lot of research about self-congruity and WTP separately, they are not studied together very much. Therefore, this article gives the opportunity to contribute to literature about these components together. Hence, hypothesis is;

H6. There are significant differences in the consumer's self-congruity of country of brand and country of manufacturing on willingness to pay price premium of automobiles.

8.7. Theoretical Model



9. RESEARCH METHODOLOGY

In order to test hypotheses, an online questionnaire-based research is used. The methodology of the research in terms of participant selection and questionnaire execution are discussed in upcoming sections.

9.1. Questionnaire Design

In questionnaire, there are 46 questions in total. Because, study's aim is to measure distinct effects of COB and COM, there are 4 different questionnaires prepared. In each group, 36 questions were differentiated in terms of COB and COM. Table 9.1 shows the partition and their combination in these 4 distinct groups.

		COB (Country of Brand)	
		Turkish as COB	German as COB
COM (Country of Manufacture)	Turkey as COM	Questionnaire 1 (Turkish branded car manufactured in Turkey)	Questionnaire 3 (German branded car manufactured in Turkey)
	Germany as COM	Questionnaire 2 (Turkish branded car manufactured in Germany)	Questionnaire 4 (German branded car manufactured in Turkey)

Table 9.1: Questionnaire Groups for different COB and COM

There are 36 questions in each group, 15 of them to measure Aaker (1997)'s brand personality's each item separately. This study is held in Turkey, thus for better understanding, whole questionnaire is translated into Turkish. The entire questionnaire is translated by article author but in order to avoid ambiguity in brand personality terms, translation of Aksoy and Ozsomer (2007)'s research have used in brand personality part. Likert scale of 5 is used for answers of questions in this part of the questionnaire.

In the next part, 12 questions are prepared to evaluate moderating effects of self-image where 6 of them for self-image with COB and 6 of them to measure self-image with COM. Sirgy and fellows (1997)'s questionnaire is used in this part with answers on 5 Likert scale.

Purchase intention (PI) construct is measured with 5 questions from Dodds and fellows' (1991) study, in here 5 Likert scale is used as well. Finally, Willingness to Pay Price Premium component is evaluated by 4 questions which are derived from Netemeyer and fellows (2004)'s research. For this part, first 3 questions have choices in 5 likert scale, last one have 6 likert scale to measure percentage of price premium that customers are willingness to pay. For these parts of the questionnaire (excluding brand personality questions), translation to Turkish is done by author of this article.

As a final point, 10 questions are about demographics of participants. In this part, questionnaire involves measures for gender, age, marital and educational status, working area, job status and income level. Last 2 questions in demographics part, asks for car ownerships and driving license status in order to relate them with choices for these constructs.

9.2. Data Collection and Sampling

A pre-test of the study was conducted with 84 participants, at least 20 responses were obtained for each group. These pre-test questionnaires are distributed in hard copy. Pre-test results are measured with all Cronbach's Alpha values over 0.892 and satisfactory scores in the Factor Analysis where KMO=0.808; Bartlett's Test of Sphericity=997.025, $p=0.000$ and all factor loadings >0.687 at minimum. Therefore, all measures have appropriate psychometric properties demonstrating validity and reliability (Bagozzi & Yi, 1988; Nunnally, 1978; Peterson, 1994). These results have showed the reliability of questionnaire in terms of understandability and consistency.

Data collection of the main study is conducted by distributing the questionnaires to 340 participants in total. Questionnaires are sent to a convenience sample using Google Forms. Recipients of questionnaire were Turkish citizens and located in different cities of Turkey. Full Turkish version of the questionnaire can be found at Appendix A.

10. FINDINGS AND ANALYSIS

In order to demonstrate and support hypotheses explained above, statistical analysis is held on software tool SPSS (Statistical Package for Social Sciences). These analysis include, factor analysis, reliability analysis and MANOVA (Multivariate Analysis of Variance). Details of the analyses will be discussed in each section respectively. Before going into details of the analyses, descriptive statistics will be explained in following section.

10.1. Descriptive Analysis

Questionnaire is maintained on 340 participants in total. Result of the study showed that 59.7% of participants are male and 40.3% are female. Single participants are 46.2% and married ones are 53.8%. Age distribution is as follows, 18-25 is 22.4%, 26-35 is most dominant group with 51.8%, 36-45 is 19.1%, 46-55 is 4.1% and final group is people over 56 with 2.6 percentage. When education level of the participants examined, high school has 3.2%, university degree is the most populous group with 74.7%, master's degree has 20% and PhD is 2.1%. For working status, 20.6% is not working (whether student or searching for job), 61.8% is working in private sector, 10.3% is working in public service, 3.8% is retired and finally 3.5% is self-employed. For monthly income level, 7.4% states that it is less than 2000 TL which is the minimum wage when questionnaire is distributed, 23.2% earns 2001-3500 TL, 15.9% earns 2501-5000 TL, 17.9% has income level of 5001-8000 TL, 17.4% earns 8001-12000 TL, 11.8% earns more than 12000 TL, and finally 6.5% states they don't have an income.

There are 2 questions for descriptive analysis of subject related status of participants. First one is related to automobile ownership in household, 56.8% has 1 automobile, 20.9% has 2 automobiles, 4.4% has 3 automobiles and 3.2% has more than 3 automobiles. 14.7% states that they don't have automobile in their household. Participants'

driving experiences distributed as follows, 1-5 years has 28.2%, 6-10 years has 18.8%, 11-15 years has 18.2%, 16-20 years has 11.5%, and 9.1% of participants have more than 20 years of driving experience. Finally, 14.1% of participants are not an active driver.

Gender	Frequency	Percentage	Marital Status	Frequency	Percentage
Male	203	59.7%	Single	157	46.2%
Female	137	40.3%	Married	183	53.8%
<i>Total</i>	340		<i>Total</i>	340	
Age	Frequency	Percentage	Education	Frequency	Percentage
18-25	76	22.4%	High School	11	3.2%
26-35	176	51.8%	University	254	74.7%
36-45	65	19.1%	Master's Degree	68	20.0%
46-55	14	4.1%	PhD	7	2.1%
56 and over	9	2.6%	<i>Total</i>	340	
<i>Total</i>	340				
Working Status	Frequency	Percentage	Income Level	Frequency	Percentage
Not Working	70	20.6%	Less Than 2000 TL	25	7.4%
Private Sector	210	61.8%	2001 - 3500 TL	79	23.2%
Public Service	35	10.3%	3501 - 5000 TL	54	15.9%
Retired	13	3.8%	5001 - 8000 TL	61	17.9%
Self-Employment	12	3.5%	8001 - 12000 TL	59	17.4%
<i>Total</i>	340		More Than 12000 TL	40	11.8%
			No Income	22	6.5%
			<i>Total</i>	340	
Automobile Ownership	Frequency	Percentage	Driving Experience	Frequency	Percentage
1	193	56.8%	1-5 years	96	28,2%
2	71	20.9%	6-10 years	64	18,8%
3	15	4.4%	11-15 years	62	18,2%
More than 3	11	3.2%	16-20 years	39	11,5%
No Automobile	50	14.7%	More than 20 years	31	9,1%
<i>Total</i>	340		Not an Active Driver	48	14,1%
			<i>Total</i>	340	

Table 10.1: Descriptive Analysis of Participants

10.2. Factor Analysis and Reliability Testing

Brand personality is the most significant construct, therefore it will be explained first.

There are 15 items in BP construct. In first phase, Kaiser-Meyer-Olkin (KMO) and Bartlett's Tests are maintained in order to reveal the appropriateness of the sample data for factor

analysis. Kaiser-Meyer-Olkin (KMO) of sampling adequacy is 0.941 and Bartlett's Test significance reveals 0.000.

In order to increase its accuracy and reliability, double loaded items which are BP11 Up to Date, BP2 Intelligence and BP13 Charming are extracted. For Reliability testing Cronbach Alpha for remaining 12 item is 0.956.

Self-image with COB and Self-image with COM are other two constructs that are measured. Firstly, factor analysis of self-image relation with COB is maintained. Kaiser-Meyer-Olkin (KMO) and Bartlett's Test results are appropriate for study (KMO=0.878 and Sig. = 0.000). Results of component matrix is shown below. For reliability testing, Cronbach's Alpha is measured as 0.946.

Similarly, factor analysis of self-image with COM is measured. Kaiser-Meyer-Olkin (KMO) and Bartlett's Test results are appropriate for study (KMO=0.878 and Sig. = 0.000). Results of component matrix is shown below. For reliability testing, Cronbach's Alpha is resulted as 0.954.

Next construct is purchase intention, so factor analysis of PI is measured. Kaiser-Meyer-Olkin (KMO) and Bartlett's Test results are appropriate for study (KMO=0.849 and Sig. = 0.000). Results of component matrix is shown below. In reliability testing, Cronbach's Alpha of that construct is resulted as 0.934.

Final construct is WTP (Willingness to Pay Price Premium), thus factor analysis of WTP is measured. Kaiser-Meyer-Olkin (KMO) and Bartlett's Test results are appropriate for study (KMO=0.784 and Sig. = 0.000). Results of component matrix is shown below. In reliability testing, Cronbach's Alpha of that construct is resulted as 0.954.

Construct	Questions	Factor Loadings	Cronbach's Alpha
Brand Personality	BP3 Successful	0.864	0.956
	BP9 Spirited	0.856	
	BP10 Imaginative	0.843	
	BP6 Wholesome	0.842	
	BP12 Upper Class	0.831	
	BP4 Down to Earth	0.822	
	BP8 Daring	0.816	
	BP15 Tough	0.809	
	BP1 Reliable	0.807	
	BP5 Honest	0.801	
	BP14 Outdoorsy	0.797	
	BP7 Cheerful	0.764	
Self-image with COB	SelfCOB2 – “Car with a COB brand is consistent with how I see myself.”	0.864	0.946
	SelfCOB5 – “Owning COB branded cars reflect who I am.”	0.856	
	SelfCOB6 – “Driving COB branded cars in outside is consistent with how I see myself.”	0.843	
	SelfCOB1 – “Car with a COB brand reflects who I am.”	0.842	
	SelfCOB3 – “The kind of person who typically drives this type of COB branded car is very much like me.”	0.831	
	SelfCOB4 – “People similar to me drive COB branded car like this.”	0.822	
Self-image with COM	SelfCOM2 – “Car that is manufactured in COM is consistent with how I see myself.”	0.929	0.954
	SelfCOM3 – “The kind of person who typically drives this type of COM manufactured car is very much like me.”	0.908	
	SelfCOM1 – “Car manufactured in COM brand reflects who I am.”	0.901	
	SelfCOM5 – “Owning COM manufactured cars reflect who I am.”	0.890	
	SelfCOM4 – “People similar to me drive COM manufactured car like this.”	0.890	
	SelfCOM6 – “Driving COM manufactured cars in outside is consistent with how I see myself.”	0.882	

Table 10.2: Factor and reliability analysis of BP, self-image with COB and COM

Construct	Questions	Factor Loadings	Cronbach's Alpha
Purchase Intention (PI)	PI1 – “The likelihood of purchasing this COM manufactured COB branded automobile is:”	0.931	0.934
	PI2 – “If I were going to buy this product, I would consider buying COM manufactured COB branded automobile”	0.909	
	PI4 – “The probability of I would consider buying COM manufactured COB branded automobile is:”	0.888	
	PI3 – “I would consider buying the COM manufactured COB branded automobile”	0.881	
	PI5 – “My willingness to buy the COM manufactured COB branded automobile is:”	0.843	
Willingness to Pay Price Premium (WTP)	WTP1 – “I am willing to pay a higher price for COM manufactured and COB branded products than for other country's.”	0.915	0.856
	WTP3 – “I am willing to pay a lot more for COM manufactured and COB branded than other country manufactures.”	0.907	
	WTP2 – “The price of would have to go up quite a bit before I would switch to another automobile.	0.823	
	WTP4 – “I am willing to pay ____% more for COM manufactured and COB branded cars over other automobiles.”	0.669	

Table 10.3: Factor and reliability analysis of PI and WTP

10.3. MANOVA (Multivariate Analysis of Variance) Testing

10.3.1. Groups for MANOVA Testing

As explained in part 9.1 there are 4 groups of questionnaire, those are “Group 1 – Turkish branded automobile manufactured in Turkey”, “Group 2 – Turkish branded automobile manufactured in Germany”, “Group 3 – German branded automobile manufactured in Turkey”, “Group 4 – German branded automobile manufactured in Germany”. Based on their result of how much they see resemblance with their selves and the country of manufacturer and country of brand, these four groups are split into two. Therefore, there is 16 new groups that we used in MANOVA analysis, those are named as “Final Groups”.

		Turkish as COB		German as COB	
		High Self-Image	Low Self-Image	High Self-Image	Low Self-Image
Turkey as COM	High Self-Image	1	2	5	6
	Low Self-Image	9	10	13	14
Germany as COM	High Self-Image	3	4	7	8
	Low Self-Image	N/A	12	N/A	16

Table 10.4: Results are grouped into 16 as COB, COM and Self-Image

Group number 11 and 15 are empty, so they are written as N/A in table. Below in Table 10.5 it could be seen the distribution of each group. Five respondents were eliminated form further analysis.

Group	Frequency	Total Percent	Valid Percent
1	44	12.9	13.1
2	5	1.5	1.5
3	40	11.8	11.9
4	6	1.8	1.8
5	25	7.4	7.5
6	27	7.9	8.1
7	19	5.6	5.7
8	10	2.9	3.0
9	7	2.1	2.1
10	27	7.9	8.1
12	43	12.6	12.8
13	3	0.9	0.9
14	26	7.6	7.8
16	53	15.6	15.8
Valid Total	335	98.5	100.0
Missing	5	1.5	
Total	340	100.0	

Table 10.5: Frequency of groups

Moderating variables effected groups, therefore each groups has different results and 16 case of them are tested in MANOVA to verify in hypothesis. Hypothesis will be discussed in upcoming sections.

10.3.2. Tukey HSD Post-Hoc Analysis of MANOVA

As discussed before, because of multiple dependent variables, MANOVA (Multivariate Analysis of Variance) is performed. While maintaining post-hoc analysis, because of equal variances, Tukey-HSD (Honestly Significant Difference) is selected in analysis (Tukey, 1949). Each of 14 group is put into MANOVA because 2 of them are empty. As a result, 14 to 2 combination $C_{(14,2)} = 91$ results were generated for each of 3 different dependent variables (BP, PI and WTP). From those results in Tukey-HSD analysis, significant mean differences are discussed from analysis results. In following table for each dependent variables, only mean difference significant group matchings are listed for better understanding.

Firstly, in table 10.6 below brand personality analysis of mean values are explained. For clear explanation, instead of group number, their belonging group is stated in table columns and rows. Group number is shown in parenthesis which used in next table for mean differences.

Mean Values of BP Analysis		Turkish as COB		German as COB	
		High Self-Image	Low Self-Image	High Self-Image	Low Self-Image
Turkey as COM	High Self-Image	3,8030 ⁽¹⁾	2,6500 ⁽²⁾	3,4967 ⁽⁵⁾	2,8301 ⁽⁶⁾
	Low Self-Image	3,6786 ⁽⁹⁾	3,5000 ⁽¹⁰⁾	3,9444 ⁽¹³⁾	2,3814 ⁽¹⁴⁾
Germany as COM	High Self-Image	3,5219 ⁽³⁾	2,9583 ⁽⁴⁾	3,0351 ⁽⁷⁾	2,4083 ⁽⁸⁾
	Low Self-Image	N/A	3,0213 ⁽¹²⁾	N/A	2,1855 ⁽¹⁶⁾

Table 10.6: MANOVA Mean Values for Brand Personality (BP)

In table 10.7 below, only significant mean difference matchings are shown. These can be seen with * in SPSS output.

Brand Personality Analysis			
Groups with Significant Mean Differences		Groups with Significant Mean Difference	
1	6	5	14
1	8	5	16
1	12	7	16
1	14	8	10
1	16	9	14
3	8	9	16
3	14	10	14
3	16	10	16
5	8	12	16
		13	16

Table 10.7: MANOVA Analysis Tukey HSD Results for Brand Personality (BP)

As seen from table, from 19 matchings of significantly separated groups, most of them (14 matchings that are 1-6, 1-8, 1-14, 1-16, 3-8, 3-14, 3-16, 5-16, 8-10, 9-14, 9-16, 10-14, 10-16 and 12-16) have different COB. From remaining significant matchings 3 of them (highlighted with light yellow, 1-12, 5-8 and 13-16) have different COMs, only 2 of them (highlighted with light red, 5-14 and 7-16) have same COB and COM but different self-image congruence. From that, it could be stated that different COB and COM groups have statistically significant results on brand personality scales. Therefore, “H1: There are significant differences in brand personality dimensions in automobiles with respect to their country of brand and country of manufacturing.” is accepted.

Mean Values of PI Analysis		Turkish as COB		German as COB	
		High Self-Image	Low Self-Image	High Self-Image	Low Self-Image
Turkey as COM	High Self-Image	4,1773 ⁽¹⁾	3,3200 ⁽²⁾	3,3280 ⁽⁵⁾	2,8692 ⁽⁶⁾
	Low Self-Image	3,8857 ⁽⁹⁾	3,7778 ⁽¹⁰⁾	3,3333 ⁽¹³⁾	3,0308 ⁽¹⁴⁾
Germany as COM	High Self-Image	3,6211 ⁽³⁾	3,2333 ⁽⁴⁾	3,6842 ⁽⁷⁾	2,5000 ⁽⁸⁾
	Low Self-Image	N/A	3,3163 ⁽¹²⁾	N/A	2,2604 ⁽¹⁶⁾

Table 10.8: MANOVA Mean Values for Purchase Intention (PI)

Purchase Intention Analysis			
Groups with Significant Mean Differences		Groups with Significant Mean Difference	
1	5	6	7
1	6	6	10
1	8	7	8
1	12	7	16
1	14	8	9
1	16	8	10
3	6	9	16
3	8	10	14
3	16	10	16
5	16	12	16

Table 10.9: MANOVA Analysis for Purchase Intention (PI)

Secondly, similar with previous interpretation, from 20 matchings of significantly separated groups, most of them (15 matchings that are 1-5, 1-6, 1-8, 1-14, 1-16, 3-6, 3-8, 3-16, 6-10, 8-9, 8-10, 9-16, 10-14, 10-16 and 12-16) have different COB. From remaining significant matchings 3 of them (highlighted with light yellow, 1-12, 5-16 and 6-7) have different COMs, only 2 of them (highlighted with light red, 5-14 and 7-16) have same COB and COM but different self-image congruence. From that, it could be stated that different COB and COM groups have statistically significant results on purchase intention. So that, “H2: There are significant differences in the influence of country of brand and country of manufacturing on purchase intention of automobiles.” is accepted.

Mean Values of WTP Analysis		Turkish as COB		German as COB	
		High Self-Image	Low Self-Image	High Self-Image	Low Self-Image
Turkey as COM	High Self-Image	3,6136 ⁽¹⁾	3,0000 ⁽²⁾	2,9867 ⁽⁵⁾	2,3718 ⁽⁶⁾
	Low Self-Image	3,1429 ⁽⁹⁾	2,9259 ⁽¹⁰⁾	3,1111 ⁽¹³⁾	2,2821 ⁽¹⁴⁾
Germany as COM	High Self-Image	2,9386 ⁽³⁾	2,6111 ⁽⁴⁾	3,2105 ⁽⁷⁾	1,9333 ⁽⁸⁾
	Low Self-Image	N/A	2,5271 ⁽¹²⁾	N/A	1,6604 ⁽¹⁶⁾

Table 10.10: MANOVA Mean Values for Willingness to Pay Price Premium (WTP)

Willingness to Pay Price Premium Analysis			
Groups with Significant Mean Differences		Groups with Significant Mean Difference	
1	3	5	16
1	6	7	8
1	8	7	14
1	12	7	16
1	14	9	16
1	16	10	16
3	16	12	16

Table 10.11: MANOVA Analysis for Willingness to Pay Price Premium (WTP)

Thirdly, with same style of approach, 14 matchings of significant mean difference groups, more than half of them (9 matchings that are 1-6, 1-8, 1-14, 1-16, 3-16, 7-14, 9-16, 10-16 and 12-16) have different COB. From remaining significant matchings 3 of them (highlighted with light yellow, 1-3, 1-12 and 5-16) have different COMs, only 2 of them (highlighted with light red, 7-8 and 7-16) have same COB and COM but different self-image congruence. From that, it could be stated that different COB and COM groups have statistically significant results on Willingness to Pay Price Premium. So that, “H3. There are significant differences in the influence of country of origin and country of manufacturing on willingness to pay price premium.” is accepted.

Fourthly, it can be inferred from Table 10.10 within same COB and COM combinations only 2 of them (5-14 and 7-16) have significant difference for BP dimensions, other self-image groups do not have significant difference, so “H4. There are significant differences in the self-congruity of country of brand and country of manufacturing of consumer on brand personality of automobiles.” is not accepted.

Fifthly, within same approach, it can be inferred from Table 10.11 within same COB and COM combinations only 2 of them (7-8 and 7-16) have significant difference for PI items, other self-image groups do not have significant difference, so “H5. There are significant differences in the self-congruity of country of brand and country of manufacturing of consumer on purchase intention of automobiles.” is not accepted.

Lastly, and similar with previous 2 interpretations, from Table 10.12 within same COB and COM combinations, again only 2 of them (7-8 and 7-16) have significant difference for PI items, other self-image groups do not have significant difference, so “H6. There are significant differences in the consumer’s self-congruity of country of brand and country of manufacturing on willingness to pay price premium of automobiles.” is not accepted.

Hypothesis	Results
H1: There are significant differences in brand personality dimensions in automobiles with respect to their country of brand and country of manufacturing.”	Accepted
H2: There are significant differences in the influence of country of brand and country of manufacturing on purchase intention of automobiles.	Accepted
H3. There are significant differences in the influence of country of brand and country of manufacturing on willingness to pay price premium.	Accepted
H4. There are significant differences in the self-congruity of country of brand and country of manufacturing of consumer on brand personality of automobiles.	Rejected
H5. There are significant differences in the self-congruity of country of brand and country of manufacturing of consumer on purchase intention of automobiles.	Rejected
H6. There are significant differences in the consumer’s self-congruity of country of brand and country of manufacturing on willingness to pay price premium of automobiles.	Rejected

Table 10.12: *Results of Hypothesis*

11. RESULTS AND DISCUSSION

Before moving onto results of hypothesis, there should be some discussion about frequencies. Although these implications are rough estimations, it is worth to mention. As seen from frequencies (Table 10.7 and Table 10.8) it can be inferred that, when brand origin and manufacturing place are same, different self-image results are seen very rare. In detail, where Turkish as COB and Turkey as COM groups, Group 2 (Low Self-Image on COB and High Self-Image on COM) has only 5 participants and similarly Group 9 (High Self-Image on COB and Low Self-Image on COM) has only 7 participants. In same manner, German as COB and Germany as COM groups, Group 8 (Low Self-Image on COB and High Self-Image on COM) has only 10 participants and Group 15 (High Self-Image on COB and Low Self-Image on COM) is empty. From that point, it could be induced that consumers do not have very distinct perspective on image of manufacturing or branding compared in same country.

Analysis results indicated that both branding and manufacturing places has significant effect on consumer's behavioral responses and perceptions. In MANOVA results in can be inferred that purchase intention has most significant results, brand personality has very closely second significant and lastly WTP has least significant difference on consumer choices. From same results, it is also indicated that brand origin place is more important than production country in all of the dependent variables, because significant groups are mostly from different country of brand origins.

Self-image with countries has tested for their moderating effect on research model, however analysis results show that their effect is limited, therefore hypothesis related with them are rejected. As mentioned in literature review, from previous research, it is known that self-image should impact consumer choices, but in this research model their effect is not enough to show clear significance. Maybe, in order to measure self-image purely, it is better to use basic models where self-image are independent variables and not used as moderators.

To conclude, research showed that country of brand origin and manufacturing place has crucial importance on behavioral responses like brand personality, purchase intention and willingness to pay price premium variables. Especially, this research is the first in literature which uses both COB and COM as independent variables and measures three different constructs BP, PI and WTP. It is also unique in Turkish literature for measuring COB and COM effects on Turkish automobile sector. It has substantial importance for its timing as well, because in these days Turkish electric automobile “TOGG: Türkiye'nin Otomobili Girişim Grubu” (could be translated as “Automobile Initiative Group of Turkey”) is introduced a year ago and production process is continuing. There is a decisive plan for bringing TOGG to roads in 2023. This research’s results give clue to producers and certainly marketers about Turkish branded automobile’s success.

12.LIMITATIONS AND FUTURE RESEARCH

As mentioned, research had maintained with 340 participants, in four groups, each group has participants within the range of 82 to 89. In some commercial research, participant number could be increased with the help of research agencies, this could increase both factor analysis and reliability analysis as well. Results of the research showed that, self-image moderating effect is limited, because this research is prepared with the intention of measuring COB and COM effect at first sight as research model prepared. In order to analyze self-image’s effect there could be a specific research maintained for that purpose only.

Moreover, as mentioned before, questionnaire is sent to participants with own best effort in scope of master thesis. Therefore, it is possible that larger number of participants with a budgeted research could increase consistency of results in self-image variable. In that sense, marketing agencies or automotive companies by their own effort could expand this kind of research and get much more reliable results.

In addition to this, research is conducted only in Turkish customers, however automobile industry is a global business and investors should think about broader customer portfolio. Today, most of the automotive companies are managed in groups with mergers and acquisitions, in order to use economies of scale on R&D and production facilities.

Furthermore, groups merge and becomes huge groups, for example in 2020 FCA Group (Fiat Chrysler Automobile) has merged with PSA Group (Peugeot Société Anonyme) and named as Stellantis. These enormous automotive giants has targeted customers from all over the world, so their research on customer base couldn't be limited with Turkish customer. Even TOGG is targeting wide geographic area including East Europe, Middle Asia, Middle East and Africa in its first phase. Therefore, a research with customers from different countries could yield better results for more realistic marketing case. This research could help and guide Turkish marketers for further studies.

Above it is discussed that, in this research, Turkey is used in both COB and COM variables, in order to increase attention on both participants and reader. On the other hand, it may reveal a side effect that causes Turkish customer to have a positive bias on Turkish branded or Turkey manufactured automobile. In order to measure that phenomenon, ethnocentrism could be added as another dimension but this could distract participants with more questions and decrease research consistency. Maybe it could be appropriate that ethnocentrism could be researched solely in another context with further studies.

Similarly, for participants to grasp easily, Germany is used as other COB and COM. This study's intention is to ensure consumers to imagine well-known German brands like VW, Mercedes, BMW etc. However, it is known that each country has it is own unique country image and for each case of an investment possibility, there should be a new research maintained with that specific country's image.

By their nature, consumers emotions are dynamic, self-image of consumers and their perceptions on country images could change over time for regardless of their nationality. Hence, possible future research could yield distinct results in terms of self-image and country effects. In managerial perspective, it is advised that most recent study could be more appropriate for investment decisions.

Finally, as its nature automotive sector is also dynamic like other areas where customers is in play. In addition to this, Turkey is a developing country with very volatile financial markets and unsteady local currency. This causes inconstant automotive prices and changing purchasing power with negative effects of variable interest rates. Turkish customers' perceptions and purchase intentions could change each and every day because of this unstable market. Thus, even a similar research could give different results in details, regarding the date these studies are maintained.

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APPENDIX A: Online Google Forms Questionnaire Example in Turkish

Otomobil Markalarının ve Otomobilin Üretildiği Ülkenin Satın Alma Tercihine Etkisi

Yeditepe Üniversitesi Sosyal Bilimler Enstitüsü Yüksek Lisans tezi için yapılmakta olan araştırmanın bir parçası olan bu anket, Dr. Aslı Kuşçu danışmalığında Çağrı Kahraman tarafından hazırlanmıştır. İsminizin zorunlu olmadığı bu anketteki cevaplarınız sadece bilimsel amaçlarla kullanılacaktır.

Sadece 10 dakikanızı alacak bu araştırmada yer alan soruları eksiksiz olarak cevaplamanızı rica eder, katkınızdan dolayı şimdiden teşekkür ederiz.

1. Adınız, Soyadınız ? (isteğe bağlı)
2. Cinsiyetiniz: ☐ Kadın ☐ Erkek
3. Yaşınız : _____
4. Medeni Durumunuz: ☐ Evli ☐ Bekar
5. Çalışma Durumunuz: ☐ Özel Sektör/Ücretli ☐ Kamu Çalışanı ☐ Serbest Meslek
☐ Öğrenci ☐ Emekli ☐ Çalışmıyorum
6. Eğitim Durumunuz: ☐ İlkokul/Ortaokul ☐ Lise ☐ Üniversite
☐ Yüksek Lisans ☐ Doktora
7. Çalışıyorsanız sektörünüz: _____
8. Aylık Net Geliriniz: ☐ Çalışmıyorum ☐ 0-2000 TL ☐ 2.001- 3.500 TL
☐ 3.501-5.000 TL ☐ 5.001-8.000 TL ☐ 8.001-12.000 TL ☐ 12.001 TL ve üzeri
9. Hanenizde Kaç Adet Otomobil Bulunmaktadır? ☐ Hiç ☐ 1 ☐ 2 ☐ 3 ☐ 3'ten fazla
10. Aktif Sürücülük Tecrübeniz ? ☐ Aktif Sürücü Değilim ☐ 1-5 Yıl ☐ 6-10 Yıl
☐ 11-15 Yıl ☐ 16-20 Yıl ☐ 20 Yıldan Fazla

1. BÖLÜM

<i>Aşağıdaki sıfatların Alman markalı ve Türkiye'de üretildiğini varsaydığınız bir otomobili ne ölçüde tanımladığını belirtiniz.</i>	Pek Tanımlamaz	Biraz Tanımlar	Tanımlar	İyi Tanımlar	Çok İyi Tanımlar
Pratik, Gerçekçi					
Dürüst					
Sağlıklı					
Neşeli					
Güvenilir					
Zeki					
Başarılı					
Canlı, Ruhu Olan					
Cesur					
Hayal Gücü Geniş, Yaratıcı					
Güncel, Çağdaş					
Üst Sınıf					
Cazibeli, Büyüleyici					
Dışarıdaki Hayata Uygun					
Sağlam, Çetin					

2. BÖLÜM

<i>Aşağıdaki ifadeler ne derece katıldığınızı işaretleyiniz.</i>	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne De Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
Alman markalı otomobil benim kim olduğumu yansıtır.					
Alman markalı otomobil kendimi nasıl tanımladığımla uyumludur.					
Alman markalı otomobil kullanan kişiler bana oldukça benzer.					
Benim gibi kişiler Alman markalı otomobil sürer.					
Alman markalı otomobile sahip olmak kim olduğumu yansıtır.					
Alman markalı otomobil sürmek kendimi nasıl hissettiğimle tutarlıdır.					

3. BÖLÜM

<i>Aşağıdaki ifadelere ne derece katıldığınızı Türkiye'de üretilen herhangi bir marka otomobili düşünerek işaretleyiniz.</i>	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne De Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
Türkiye'de üretilen otomobil benim kim olduğumu yansıtır.					
Türkiye'de üretilen otomobil kendimi nasıl hissettiğimle uyumludur.					
Türkiye'de üretilen otomobili kullanan kişiler bana oldukça benzer.					
Benim gibi kişiler Türkiye'de üretilen otomobilleri sürer.					
Türkiye'de üretilen bir otomobile sahip olmak kim olduğumu yansıtır.					
Türkiye'de üretilen bir otomobili sürmek kendimi nasıl hissettiğimle tutarlıdır.					

4. BÖLÜM

<i>Aşağıdaki ifadelere ilişkin yorumunuzu belirtiniz</i>	Çok Düşük	Düşük	Orta	Yüksek	Çok Yüksek
Alman markalı ve Türkiye'de üretilen otomobil almayı düşünme ihtimalim:					
Alman markalı ve Türkiye'de üretilen otomobil satın alma ihtimalim:					
Alman markalı ve Türkiye'de üretilen otomobil alma niyetim:					

5. BÖLÜM

<i>Aşağıdaki ifadelere ne derece katıldığınızı Türkiye'de üretilen herhangi bir marka otomobili düşünerek işaretleyiniz.</i>	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne De Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
Otomobil alacak olsam Alman markalı ve Türkiye'de üretilen otomobil almayı düşünürüm.					
Alman markalı ve Türkiye'de üretilen otomobil satın almayı değerlendiririm.					
Alman markalı ve Türkiye'de üretilen bir otomobile diğer otomobillerden daha fazla ödeyebilirim.					
Alman markalı ve Türkiye'de üretilen otomobilin fiyatı çok artana kadar başka ülkenin otomobiline geçmem.					
Alman markalı ve Türkiye'de üretilen otomobile başka otomobillerden çok daha fazla ödeyebilirim.					

6. BÖLÜM

Alman markalı ve Türkiye'de üretilen otomobile diğer otomobillere oranla %____ fazla ödeyebilirim.

() Daha Fazla Ödemem () %0-%14,99 () %15-%29,99 () %30-%49,99 () %50 ve daha fazla