

**A STUDY ON BRAND IMAGE AND ITS
UNDERLYING COMPONENTS: WITH AN
APPLICATION IN THE AUTOMOBILE SECTOR**

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by

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In this study, the concept of brand image and its underlying components have been examined from several perspectives in detail, and in order to gain further insight on the topic, a field study in the automobile sector is conducted.

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ABSTRACT

A STUDY ON BRAND IMAGE AND ITS UNDERLYING COMPONENTS : WITH AN APPLICATION IN THE AUTOMOBILE SECTOR

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In this thesis, literature review on research studies related to brand image and its underlying components are investigated and an empirical study of brand image in the automobile sector is presented.

For the empirical study survey method is used. Two hundred fifty respondents are chosen as the sample of the study. Data was collected through structured and undisguised questionnaires and analyzed by SPSS for Windows Release 6.0. Frequency and factor analyses, cross-tabulation and Pearson correlation, z-tests, paired-T tests and one-way ANOVA tests are utilized as the methods of analyses.

Major findings of the study indicate that brand image concept consists of the underlying components of brand name, company name, country-of-origin, product attributes, brand personality attributes, user and usage imagery related attributes. Evaluations of the brand image affect consumers' intention to buy the specified car brands, satisfaction with their purchases and confidence in the purchase decisions. Moreover, the congruence between the image of the car brands and the self-images of the consumers affect their purchase decisions.

Other findings of the study can be reported as follows: Demographic characteristics of the consumers play a role in their evaluations of the brand images of the cars. Among these demographic characteristics, age, marital status, education, occupation and income have relations with the brand image evaluations. There are differences among the car brands in terms of consumers' intention to buy, satisfaction, confidence, evaluations of the brand images, product attributes, brand personalities, and user and usage imagery attributes. Overall, BMW 5.20 appears to be the car brand that has the most positive brand image, attribute evaluations and for which consumer has the highest degree of purchase intention, satisfaction and confidence. It is followed by Opel Vectra which is positioned very close to BMW 5.20 in many of its attributes. For Tofaş Şahin, respondents have the lowest degree of purchase intention, satisfaction and confidence. As far as the product attributes are concerned, they found the service and parts availability and second-hand value of this car brand more superior to its other attributes.

In the last part of the study findings and implications for producers, marketers and advertisers, and for further research in areas like marketing, advertising, and psychology are presented. It is hoped that this study with its rich literature review will generate multi-disciplinary research studies.

KISA ÖZET

MARKA İMAJİ VE BİLEŞENLERİ ÜZERİNE BİR ÇALIŞMA: OTOMOBİL SEKTÖRÜNDE BİR UYGULAMA İLE

A. Ebru AKKAYA

Bu tezde marka imajı ve bileşenleri hakkındaki araştırma çalışmaları incelenerek, literatür taraması yapılmış ve otomobil sektöründe marka imajı üzerine ampirik bir çalışma sunulmuştur.


Ampirik çalışma için araştırma metodu kullanılmıştır. İki yüz elli kişi çalışmanın örnek kütlesi olarak seçilmiştir. Araştırma için gerekli bilgiler, çalışmanın yapılış amacını açıklayan ve herkese aynı soruları yönelten anketler yoluyla derlenmiş ve SPSS Windows 6. Versiyonu yardımıyla analiz edilmiştir. Analiz metodları olarak, frekans ve faktör analizleri, crosstab ve Pearson korelasyonu, z-test, T-test ve ANOVA analizlerinden faydalanılmıştır.

Analizlerin önemli bulguları, marka imajının bileşenlerinin marka ismi, firma ismi, markanın ait olduğu ülke, ürün özellikleri, marka kişiliği, kullanıcı ve kullanım durumuna ait özellikler olduğunu göstermiştir. Marka imajı değerlendirmeleri, tüketicinin araba markalarını satın alma isteğini, satın alınan markadan duyulan memnuniyeti ve satın alma kararına duyulan güveni etkilemektedir. Üstelik, marka imajı ve kişinin kendi imajı arasındaki uyum da satın alma kararına etkilemektedir.

Diğer bazı bulgular şöyle gösterilebilir: Tüketicinin demografik özellikleri, arabaların marka imajlarına dair olan yorumlamalarını etkilemektedir. Bu demografik özellikler arasında, yaş, medeni durum, eğitim düzeyi, meslek ve gelir düzeyi marka imajı yorumlarıyla bağlantılıdır. Araba markaları arasında tüketicinin satın alma isteği, memnuniyet derecesi, emin olma derecesi, marka imajı, ürün özellikleri, marka kişiliği, kullanıcı ve kullanma durumuna ait özelliklerin yorumlanması açısından farklılıklar vardır. Genel olarak bakıldığında, en pozitif marka imajı, özellik değerlendirmeleri ve en kuvvetli satın alma isteği, memnuniyet ve eminlik derecesi BMW 5.20 markasına aittir. Bu markayı, pek çok özellikte kendisine yakın konumlandırılan Opel Vectra izlemektedir. En az satın alma isteği, memnuniyet ve eminlik derecesi Tofaş Şahin'e aittir. Bu marka için, servis ve yedek parça yaygınlığı, arabanın ikinci el değeri üstün ürün özellikleri olarak kendini göstermiştir.

Çalışmanın son bölümünde, bulgular; üreticiler, pazarlamacılar ve reklamcılar, ve pazarlama, reklam, psikoloji gibi değişik alanlardaki gelecek araştırmalar için çeşitli belirlemeler sunulmaktadır. Zengin literatür taraması ile bu çalışmanın, çok disiplinli araştırma çalışmalarına yol açabileceği umulmaktadır.

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LIST OF SYMBOLS

Z	Z value / Z statistics
p	Percentage of population
n	Sample Size
E	Standard Error
\bar{X}	Mean
S	Standard Deviation
%	Percentage
r	Pearson Correlation Coefficient
df	Degrees of Freedom
t	t statistics
Grp	Group
Fratio	F statistics for Oneway ANOVA Analysis
Fprob	F probability

INTRODUCTION

‘People do not buy products, they buy images’ (Ogilvy, 1963).

Brands must fight with the difficulties and uncertainties of the marketplace. Brands are face-to-face with difficulties because premium product brands are under continuous attack from lower-priced competition. Lower-priced brands have had to raise their quality level to maintain sales momentum. Value-conscious consumers are more discriminating than ever. The proliferation of line extensions, flankers, co-brands, and brand alliances together with the exponential growth in commercial exposures make the marketplace uncertain. In such an environment, the best that brands can do is to make themselves more distinctive and more attractive to consumers. One way to accomplish this is to create a unique brand image supported by superior product attributes and to make this image of the brand congruent to the self-image of the consumers.

Brand image can be defined as the meaning consumers associate with the product. These meanings are derived by consumers from their perceptions of the marketing program, which includes advertising as well as other brand-related activities, and center around the product’s ability to satisfy their needs. Brand image is the consumer’s total understanding of the brand. It results from all the impressions consumers receive, from whatever sources, about a particular manufacturer’s brand of product. These impressions may derive from actual experience with the brand

including their evaluations of the product attributes, reputation of the company manufacturing it, the packaging, the brand name, the tone, format, and content of the advertising presentation and the specific media in which its advertising has appeared and which tries to formulate a particular personality for the brand and a typical user and usage imagery for it. These images about the brands, in turn, affect consumers' intention to buy them, satisfaction with and confidence in their purchases.

The main objectives of this thesis are to get insights of the concept of brand image and its underlying components and to present an application related to these phenomena. After a detailed examination of the theoretical background, a research is conducted to analyze the underlying components of brand image. Automobiles are selected as the product group through which brand image will be analyzed and the specific brands chosen were BMW 5.20, Opel Vectra and Tofaş Şahin.

Since brand image is the subset of the general topic of brands, it will be more valuable to start with the history of brands. Therefore, the first part of this study is devoted to the historical analysis on the evaluation of brands. In the second part, information about the brands in general will be presented.

Beginning from the third part, the concept of brand image will be examined from several perspectives. The fourth part of this study makes a transition from the human personality to brand personality. Brand equity is explained in the fifth part. Self-concept and the summary of the literature review are given in the sixth part.

In the seventh part, the methodology, design and findings of research which was conducted with 250 respondents to give some qualitative reasoning about the concept of brand image and its underlying components and to investigate many dimensions of these concepts are discussed.

The last part of the study includes limitations of the study, major conclusions, and implications for the producers, marketers and advertisers and for further research.

CHAPTER I

HISTORICAL ANALYSIS ON THE EVOLUTION OF BRANDS

In developing a marketing strategy for individual products, the seller has to confront the branding decision. Branding is a major issue in product strategy. On the one hand, developing a branded product requires a great deal of long-term investment spending, especially for advertising, promotion and packaging. On the other hand, the power lies with the brand name companies. Today, the primary capital of many businesses is their brands. Given the importance of brands and branding decisions for companies and for individual marketers, it would be useful to look at the development of brands and the major trends they go through in the marketplace.

1.1.DEVELOPMENT OF BRANDING AND ITS IMPORTANCE

A brand is a distinguishing name and/or symbol (such as a logo, trademark, or package design) intended to identify the goods and services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors. A brand thus signals to the customer the source of the product, and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical (Aaker, 1991, p.7).

There is evidence that even in ancient history, names were put on such goods as bricks in order to identify their maker. And it is known that trade guilds in

Medieval Europe used trademarks to assure the customer and provide legal protection to the producer. In the early sixteenth century, whisky distillers shipped their products in wooden barrels with the name of the producer burned into the barrel. The name showed the consumer who the maker was and prevented the substitution of cheaper products. In 1835 a brand of Scotch called 'Old Smugglers' was introduced in order to capitalize on the quality reputation developed by bootleggers who used a special distilling process. Although brands have long had a role in commerce, it was not until the twentieth century that branding became so important to competitors. The idea has been to move beyond commodities to branded products -to reduce the primacy of price upon the purchase decision, and accentuate the basis of differentiation. (Aaker, 1991, p.7-8). Various brands of a certain article which in fact are almost exactly alike may be sold at different qualities under names and labels which will induce rich and snobbish buyers to divide themselves from poorer buyers. Since the beginning of this line of thought branding has become a central marketing issue. From being a trademark stamped on goods, branding has become a part of corporate strategy, as companies try to include it in their balance sheets or make major acquisitions in order to get it. The first brands were developed by industrial concerns over a century ago to wrest control of sales of products from retailers. But while brands originated in the field of consumer goods, today the concept of brand has spread to a far wider range of purchasables. Service brands abound, as do brands in the business-to-business field. The concept of brands is somewhat easier to understand and accept in categories where the product is complex and multifaceted. However, successful brands have frequently been developed in commodity-like categories like Perrier and Colombian coffee (Biel, 1992, p.RC-6).

There are several reasons why branding is of growing interest to academics and practitioners (Aaker, 1991):

1. A brand provides functional benefits plus added values that some customers value enough to buy.
- 2- It guides the integration of the marketing mix and provides an anchor for marketing tactics and strategy in a turbulent environment.
- 3- In consumer durable markets -where variants of products are only on the market for a short time - the brand is essential to retaining consumer confidence and recognition.
- 4- The advertising industry has sought to use the building of a brand franchise as a way of countering the increase in sales promotions, and particularly its value-based promotions, as against advertising.
- 5- In an attempt to increase the perceived value, companies have added brands to their balance sheet.
- 6- Brands are a major reason for making acquisitions.
- 7- Companies have become increasingly interested in making use of their existing brand names for brand extension and umbrella branding.
- 8- Corporate identities and brands often appear together on an offering. The value of a clear corporate identity is widely accepted by marketing managers.

1.2.DEVELOPMENT OF NATIONAL MANUFACTURER BRANDS

Low and Fullerton (1994, p.175) indicates that in 1870, branded consumer goods were not new, but had been confined to a few industries such as patent medicine and tobacco products; such brands were locally or regionally distributed. 'The concept of the brand as late-twentieth-century consumers understand it was still relatively new' (Strasser 1989, p.35). During the following several decades, branded products would become familiar to most consumers. The reason for this was that many of the aggressive and ambitious business owners who characterized the post Civil War economic expansion realized that branded goods offered a striking opportunity for firm growth. What distinguished the brand building of this form later periods, was that the development and management of brands were undertaken largely by firm owners and top level managers. For consumers, manufacturer-branded products had clear and distinct identities because of their distinctive packaging and by their national, regional and local advertising. Low and Fullerton (1994, p.176) indicates that in spite of their appeal to manufacturers and consumers alike and the favorable macroenvironmental conditions that seemed to encourage them, brands had to overcome resistance from several sources. This resistance came from consumers who distrusted innovations and from channel intermediaries who were reluctant to relinquish their role as advertisers to brightly labeled cans and packages and from within whereby there was opposition to new brands, passive resistance by partners and sabotage by salesmen. By the year 1915, manufacturer brands were well established. Manufacturers with major national and regional brands increasingly dominated their industries, in line with fundamental changes in firm management,

brand management passed from the older owner-entrepreneurs and top general managers to functionally specialized middle and upper-middle level managers, who usually worked closely with advertising agencies. The new style of professional brand management carried on successfully the growth of manufacturer brands stimulated proliferation of overt imitation brands. As the 1920's went on, certain brand names became so well known and important that many firms changed the company name to the brand name.

Low and Fullerton (1994, p.174-175) state that the large scale development and management of consumer markets dominated by manufacturer-branded goods, especially national and regional brands, has been an enormous and difficult achievement. Its enormity lies in the fact that branded goods have become the bulwarks of modern high level dynamic economies, advantageous to consumers and marketers alike; its difficulty lies in the fact that every step, at the firm and channel level, has required overcoming conservative resistance to the changes required. Moreover, there have been serious challenges from middlemen brands -the prolonged 'Battle of the Brands'(Borden 1946)- and the generic products.

1.3. DEVELOPMENT OF OWN BRANDS

Own brands are products sold under the brand names of the shops which sell them rather than the manufacturers'. According to Economist Intelligence Unit (EIU) (1968): 'Own label products are defined as consumer products produced by, or on behalf of distributors and sold under the distributor's own name or trademark through the distributor's own outlet'. Product brands emerged in the nineteenth century with the wholesaler providing the manufacturer-retailer link. The wholesale distribution channels were powerful and specified products to manufacturers within the commodity market environment. Patents emerged and brand names were increasingly used. By the end of the nineteenth century manufacturers were linking directly with consumers through advertising. Until this point manufacturers depended mostly on production efficiency for profit. In subsequent years, as the pattern of distribution changed forcing many wholesalers out of business, the manufacturers sought economies of scale. They were achieved utilizing advertising and promotion to concentrate demands as the basis for profit growth. In the period up to the 1950's manufacturers dominated the retailer through the control of consumer prices, backed by the law. Retailer's margins were under pressure as the manufacturers dictated both buying and selling prices. However, the balance of the power was to be readdressed as retailers saw profit opportunities through economies of scale in buying, store size, location, physical distribution, and self-service. Own brands increased where manufacturers were not strongly branded and where much of the business was handled by small independent and specialty shops. The structural changes in the retail market took on new dimensions: Multiple retailers gained greater control over buying

and selling prices; many independents could not compete and were forced out of business; wholesalers, as a result, continued to decline; the own-brand phenomenon accelerated; regional supermarkets became national chains; lesser brands disappeared and manufacturers of these turned to own-brand production (McMaster, 1987, p. 83-84).

Uncles and Ellis (1989, p.57) claimed that own labels are an established part of retailing today. The reason for this can be seen if one considers the interplay of costs and benefits. When retailers sell goods under their own name, or under an exclusive trade mark, they have the ability to differentiate their stock from other retailers, they might then gain higher gross margins, and they will hope to have more control over product quality, stocks, price, etc. Retailers also hope to build and sustain store loyalty and develop a competitive edge over other stores and brands. This can be done by charging lower prices, or by offering consumers better value for money without narrowing the range of choice. Manufacturers may choose to produce and market solely brands carrying their own name or trademark, may produce only for the private label market or may adopt a mixed brand strategy. For manufacturers, too, there can be advantages in supplying own labels, like securing sizable market shares, off-loading excess capacity, lowering their distribution costs, and avoiding the expense of national advertising campaigns. But, by the same token, they face the risk of undermining their branded goods and becoming over-reliant on a few buyers.

Morris (1979, p.59) states that in an ever-increasing number of markets, own (or distributors' or retailers') brands co-exist with proprietary (or manufacturers')

brands. As the alternative nomenclature suggests, the basic difference between them is that proprietary rights over the brand name or trademarks are owned at different levels in the chain of distribution. Corresponding to the differences in ownership of the brand types are differing marketing strategies and mixes. Manufacturers' brands are usually more expensive than own brands and rely much more heavily on variables other than price for their promotion. In particular they are much more heavily advertised, but manufacturers also employ large below-the-line budgets and sales forces to push their brands. On the other hand, it is not possible to generalize about quality differences between manufacturers' and own brands.

1.4. DEVELOPMENT OF GENERICS VERSUS NATIONAL BRANDS AND STORE BRANDS

Cunningham, Hardy and Imperia (1982, p.25) indicate that the 'new brand' or 'no brand' and 'no frills' generic products have finally established themselves in the 1980's. Generic brand products, as they are commonly designated, originated in France where they were first marketed by Carrefours in 1976. Harris and Strang (1985, p.70) state that beginning as a limited range of items, generics have spread to many product categories, including cigarettes, beer, vitamins, auto parts, toys, and even T-shirts. The generic concept has also spread to drug stores and even to fast food restaurants.

Bellizzi and Martin (1982, p.385-386) stated that the new wave of generic marketing is an attempt to reduce prices and packaging visuals as consumers become more price sensitive. This strategy has been described as counter segmentation, or the attempt to develop new markets at the lower end of the price scale. Rather than simply attacking the higher priced national brands, generics are also aimed at undercutting the traditional low-priced private brands. Generics are not a fad and they should stay in the marketplace for some time to come. Price is the basic appeal of generics to consumers. These white, no-frill supermarket packaged goods are priced from 30 to 40 percent less than the major advertised brands and 20 percent less than the supermarket private labels. According to Cunningham, Hardy and Imperia (1982, p.25) the basic marketing strategy used for generic branding is that of reducing or eliminating traditional marketing frills such as packaging and advertising, and to offer

the product at substantially lower prices. This, however, does not affect the functional nutritional qualities of the products. Generics have to meet the same standards of identity, therefore, they are differentiated from more expensive brands by appearance and size and uniformity of the product. Generics are packed and distributed by some major supermarket chains, which also have been retailing their own store brands for several years. The supermarket decides which generic products it will carry in competition with national and store brands, it also decides the price levels for generics and their location in the store. The success of generic products has been felt by both national brand manufacturers and by some national supermarket chains. The grocery shopper is therefore confronted with the opportunity of choosing among national, store or generic brands in many categories of grocery products. These three brands compete directly with each other, at least within the store. The brands differ in price, grade (i.e. color, size, uniformity), package, advertising information, and availability of supply (more limited for generics) (Cunningham, Hardy and Imperia, 1982, p. 25).

Competitive considerations have also fostered the growth of generics. Retailers have introduced generics as either an offensive or defensive strategy. The addition of a range of generic items allows retailers to expand by broadening the spectrum of customers who can be attracted to their stores. This is a particularly important factor for the large, one-stop shopping oriented superstores being built by many supermarket chains. These large stores require expanded variety to appeal to a broader base of customers to generate the high volumes needed to be profitable. Many retailers also have found themselves in competition with no frills stores, such as limited assortment (box) stores and warehouse stores, and have offered generics as a

defensive strategy to compete against these lower priced, limited variety stores. This defense has typically involved establishing a store within a store approach in which operators of regular supermarkets have set up special sections and end aisle displays for generics and price-reduced national brands to show customers that their prices are competitive with those of competing no frills stores. Manufacturers have rightly viewed generics as a serious challenge to their established brand consumer franchises (Harris and Strang 1985, p.71). The impact of generics has been felt not only by manufacturers but also by retailers. Retailers were the first to introduce generics in their market areas received substantial publicity from newspapers and television for their efforts on behalf of the consumer. Their competitors were often quick to follow suit in introducing their own line of generics, although the success of the followers has generally not matched that of the originating retailer (Parks 1981). Retailers that chose not to introduce generics found that they ran the risk of consumers' perceiving them (in many cases incorrectly) as having higher prices than their generic offering competitors. Many have been forced to add a range of generic items as a defensive strategy to protect their customer base (Harris and Strang 1985, p.70-71).

Harris and Strang (1985, p.71) propose that the growth of generics is both economic and strategic. By eliminating advertising and promotional costs, using simple, economy packaging and in many cases, lower quality ingredients, retailers have been able to offer generic items at prices 30-50 % less than nationally advertised brands and 10-20% lower than retailer private label items. These savings had a strong appeal to consumers hard-hit by unemployment, inflation, and other economic ills of

the past decade. Research studies have consistently found that middle-income families are the heaviest purchasers of generics (Chain Store Age 1981; Strang, Harris and Hernandez 1979). Generics are also more likely to be purchased by larger families, younger shoppers, and more highly educated consumers (Murphy and Laczniaik 1979). This suggests that consumers see these products as offering good value. Bellizzi and Martin (1982, p. 385-386) indicate that although generic brands may be thought to appeal primarily to price sensitive private brand purchasers, previous research does not support this connection. First, even though private brand buyers have been described as a small, loyal group, they have escaped further classification. Second, private brands have traditionally fared least well among low-income shoppers, while generics sell about equally well in low-income, middle-income, and upper-income neighborhoods and households and have achieved substantial levels of penetration in various income segments. Generic users may be different from non-users on two buying behavior dimensions: the generic user is not inclined to stick to well-known brands and is more concerned with nutrition than are non-users. Cunningham, Hardy and Imperia (1982, p. 26) report that generic brand buyers tend to be a somewhat more conscious shopper than the non-generic buyer, and that the demographic profile of the generic brand customer is different from that of the average consumer. The authors' study addresses the question of whether loyal buyers of generic brand products are different from those customers who are loyal purchasers of store products. Cunningham, Hardy and Imperia (1982, p. 30) state that the results of the study show that there are several differences among loyal customers of national, store and generic brand canned food products, and those customers who do not display any brand loyalty. Customers who are generic brand buyers and those who

do not seem to display brand loyalty for canned food products are generally younger and better educated than the others. It is important to underline that the findings of the study contribute additional evidence to the consideration of generic brand products as a particular type of brand with a distinct image and a definite following of loyal consumers. The no-frills brands, designed to attract those consumers who did not want to pay for amenities such as packaging, labeling, and variety of choice, have not necessarily attracted the lower income, more economically disadvantaged consumers. As such, they may have succeeded to establish themselves as a 'counter brand', preferred by a more educated market segment, a group of customers with different priorities for their product choices. Socially, generic brand products may have defeated the purpose for their introduction. They have, nevertheless, challenge many theoretical marketing principles and conquered a significant market share using the absence of certain marketing tools as a promotional device.

The issue of product quality underlies the competition between generic and name brands. Kleppner (1979) suggests that some individuals may have the impression that the lower price of private brands is a result of reduced advertising and not of any differences in product quality. However, there is no assurance that generic brands and name brands are made according to the same specifications, implying that there certainly may be differences in product quality. The evaluation of product quality is clouded since some consumers may make quality judgments on the basis of price rather than physical product attributes. Consumers may choose higher-priced brands to reduce the risk of choosing inferior products. Some consumers may feel less satisfied with low-priced products and price may interact with other informational

cues such as store image and brand familiarity to serve as a basis for making quality judgments and preferences. Whereas quality is an important issue linked to brand preference and selection, consumer perception of quality varies and may involve the use of surrogate indicators. Brand reputation appears to be a common surrogate indicator, especially in cases where the average consumer has difficulty measuring the product quality (Bellizzi and Martin, 1982, p.386-387).

Bellizzi and Martin (1982, p.392-393) conclude that consumers may perceive generic and national brands differently. As generics become more prevalent and as national brand manufacturers react through advertising, the psychological image differences may change as the contents of the informational chunk change over time. Although promotion may not be the key ingredient in the generic brand marketing mix, future competitive developments are expected that will not only pit generics against national brands but also force generics of one retailer to compete with generic brands of others.

1.4.1. The Retail Perspective In Generics

Harris and Strang (1985, p.72) stated that generics have clearly enabled retailers to secure a significant increase in the share of the market held by labels under their control i.e. their own private labels and generics. More significant than the share growth has been the fact that this growth in retail label business has continued through two recessions. This is a new phenomenon since previous recessions witnessed a reduction in the share held by private label items. The trend may be simply

due to the relative severity of recent recessions. On the other hand, it may indicate that consumers accepted generics as a value purchase and reduced their loyalties to national brands. This increase in the generic market share has been one of the factors that has altered the power balance between retailers and manufacturers. The introduction of generics has intensified the battle for shelf space in the supermarket and has often meant a reduction in facings and in the range of sizes or packs carried for advertised brands with minor market shares. One response to this shift of power to retailers has been the dramatic increase in the money being spent by manufacturers on trade deals and allowances. Manufacturers considered this to be necessary as a means of providing retailers with increased gross margins on their advertised brands as protection against the retailers' lower priced generics. While retailers who were the first in their market to introduce generics seem to have achieved significant new business, retailers who have been followers have been unable to match their sales levels. While this may be due to less aggressive marketing efforts by the follower chains, it may also suggest that the potential market for generic items is limited. The most important implication for retailers is that generics have generally not contributed to overall category growth. While they may have attracted some additional shoppers to a retailer's store, generic sales have basically been transferred sales from higher priced advertised brands and the retailer's private label items. This means that a retailer's sales, adjusted for inflation, have been reduced by the substitution of generics for national brands or private label sales. This change in the sales mix can also affect adversely the retailer's gross profits. To some extent lower dollar profits per unit sold may be offset by higher inventory turnover rates, but overall it shows

that there is very little difference in the level of turns when averaged across all the categories. The adverse effect on inventory turns is most obvious when a retailer introduces generics into product categories which traditionally have had higher than average turns because of being delivered directly to stores by suppliers (e.g., beer, soft drinks, cookies and crackers). A major reason for higher turns in these categories is the store delivery and service provided by vendors. Introducing generics into these categories will reduce inventory turns for the overall category which will translate into an increase in a retailer's inventory carrying costs.

Harris and Strang (1985, p.73) indicated that a reallocation of space from national brands to generics is likely to result in a decline in shelf space productivity for the retailer. The retailers may also incur other costs when generic products are introduced. Since generics are typically not heavily advertised, these items have to be given a prominent location within the store to attract consumer attention. This is an opportunity cost if this space can be more economically filled by higher profit generating products. An additional problem for retailers is that while generics have taken sales from national brands, they have also taken business from the retailer's own private label items.

Harris and Strang (1985, p.73-74) state that although generic sales and shares have grown in particular categories, manufacturers can take some comfort that the overall impact of generics on the market has been relatively small. The greatest impact of generics has been in commodity-type categories which generics have achieved their

highest penetration. These categories are mostly non-food items, foodstuffs that are ingredients or supplements to a meal, or products that can be used in situations where quality is less important. This suggests that consumers' purchase decisions for generics are influenced by the perceived quality of generics. Many of the stronger generic categories are characterized by low brand loyalty. A study by J. Walter Thompson Company concluded that the nearer a product category is to being a commodity, the lower is the degree of brand loyalty within the category.

Harris and Strang (1985, p.75) indicate that the critical question for manufacturers is how important generics will be in the long term. Future growth may come from one or more of three sources: the introduction of generics by additional retailers, continued sales growth within established categories, and the introduction of generic items into new categories. An analysis of recent trends in these three areas, however, suggests that little growth is likely in the future. The major reason for the prediction of little growth is that while much of the growth of generics in the past two years has been a result of an increase in the number of stores handling generics, retailers who have followed others into generics have not achieved the sales levels of their predecessors. Evidence of the growth in established categories is more marked in the case of individual product categories where generic shares have declined overall despite increases in the number of supermarkets handling them. Moreover, it appears unlikely that generic items will be introduced in additional categories. This trend may continue as retailers recognize that generic products are not acceptable in all categories. The product categories in which national brands will continue to be most

affected by generics are likely to be those in which consumers perceive product quality as being less important or where they are unable to distinguish any real differences in the quality levels of different brands on the market. National brands will be less affected in categories in which quality is important and where a national brand is regarded as a guarantee of quality.

Overall, it appears that the market for generic products has reached maturity (Dunkin 1985). The long-term impact of generics depends on economic conditions and on whether consumers will continue to purchase these products regardless of the economic situation. The researchers concluded that, even when the economic conditions were favorable, 'the inroads of store brands' (generics and private label brands) would continue and the damage to the franchise of national brands in certain product categories may be irreversible (Opinion Research Corporation 1981).

Harris and Strang (1985, p.80) conclude that for retailers the most successful strategy has been to be a leader in introducing generics into a market and to manage the generic line with a strong and consistent marketing commitment. Therefore, for generics to continue to attract the consumer, they will need to be positioned by the retailer as a sensible value alternative and backed by the retailers' guarantee of acceptable and consistent quality. In categories in which this positioning is not possible, generic items may need to be deleted. The most successful counter strategy against generics has been for the manufacturer to maintain and even improve the quality image of its brands. National brand manufacturers have the advantage that

their brand names have been established on the basis of superior perceived quality by consumers. The protection of this reputation must be the focal point of the manufacturer's strategy. To implement such a strategy, most likely will involve providing increased consumer advertising support which in the short run may have a negative impact on profitability. This can be offset, as recent moves by Procter and Gamble and H.J. Heinz suggest, by efforts to reduce manufacturing and other costs to provide funds for long-term brand name protection. The existence of generics at the lower end of the market actually should aid manufacturers in clearly positioning their brands at the other end of the product mix. Generics have been one of the most significant developments in the food and grocery products industry in many years. While their impact has been substantial, however, they represent more of an evolution than a revolution. The next phase of this evolution - the maturity phase of the life cycle for the generic concept- promises to be more stable, and retailers and manufacturers that manage generics and generic competition with a long-term strategic focus are most likely to make generics a profitable opportunity.

1.5. SHIFT FROM BRAND TO PRODUCT LINE MARKETING

Morein (1975, p.56-57) indicates that during the past twenty five years, the development of sophisticated brand marketing has strongly influenced the consumer products field. Consumer packaged goods companies such as Procter and Gamble, Colgate and General Foods have been regarded as the premier models of effective marketing. Their approach to brand marketing has been widely imitated, sometimes in

categories far removed from consumer packaged goods. However, recent trends indicate that the end of the era of brand marketing dominance may be in sight. In response to a complex and competitive business environment, a new method, product line marketing, is providing an alternative to the traditional brand approach. However, product line marketing is still in an early stage of development, and in most cases its implementation has been fortuitous, rather than a deliberate, planned strategy.

Brand marketing is built around a simple concept. The brand is usually a single product, although it may have more than one model, size and flavor. For the most part, it is marketed independently of other, even very similar, products in the parent company's line -even if some of the products compete with each other. Sharply focused advertising and promotion efforts support such brands, enabling them to maintain high levels of consumer awareness and acceptance despite significant internal and external competition. The marketing effort for these products is managed by a brand group that is concerned almost exclusively with the sales and profit success of its brand. The brand group is generally led by a product manager, or in the case of a very large brand, a group product manager. Higher levels of management are responsible for the coordination needed to discourage any extremes of intracompany competition. Product line marketing involves the marketing of a series of related products under a common name and a coordinated marketing program. It differs from brand marketing in its approach to advertising, promotion, packaging, pricing and marketing organization. It also has a significant effect on the interaction of the company with other organizations. Although brand marketing and product line marketing represent different strategies, they share the common objectives of growth

and efficiency for new and established products. When conditions favorable to growth do not exist within a product category, a company is likely to look outside current product categories for growth opportunities.

Morein (1975, p.58) indicates that several factors are making effective brand marketing more difficult and the alternative of product line marketing more attractive. In particular, brand proliferation, the lessened impact of advertising, and the influence of consumerism have tended to decrease the effect of previously successful brand marketing techniques.

Morein (1975, p.59) states that in entering new markets, a company obviously wants its products to become well known as efficiently that is as quickly and as cheaply as possible. Consequently, the name of the new product is a significant concern. A company has the choice between launching a completely new brand name or using an established and respected one. This decision to use an existing, established name is one of the most important aspects of product line marketing. It reflects the goal of efficiency because, for one thing, it is so difficult to come up with a name for a new product that is not registered by someone else or that is not totally inappropriate.

Morein (1975, p.60) states that to the company faced with the obstacles of traditional brand name marketing, the idea of product line marketing becomes attractive. It allows the marketer to concentrate on advertising and promotion budget that may currently be scattered among several products at levels too low to be

meaningful, it permits entry into new categories with lower marketing expense, and it eliminates or reduces competition within the company (a common problem in multiple brand situations) by coordinating the total marketing program.

CHAPTER II

BRANDS

Over the past twenty years, there has been insistence by management on corporate planning, culture and identity. They have been totally preoccupied with integration of human resources, mobilization thereof, and overall dynamization. Their attitude has either directly resulted from external expansion through the absorption of other firms, or from changes in identity arising from this expansion, the firm having progressed from its family status focusing on one man or on a single trade to that of a multiskilled group under a management body. The future beckons firms which not only appreciate the meaning of the brand but which are able to instill this meaning throughout every corner of the organization. Whereas a company's culture is internally directed, the brand meaning reminds us of the competitive priorities, and of the need for perpetual improvements in satisfying the market.

The meaning of the brand is not solely the concern of marketing management. Everyone, from the highest to the lowest echelons of the firm, must consider the brand in a professional light, becoming an active living support, and an integral part, of its functioning. This implies a constant stimulus and awareness of the brand's objectives on the part of all those involved in the production process, in both factories and laboratories. It also concerns the other end of the chain-retailers and after-sales services throughout the world (Kapferer, 1992).

2.1. WHAT IS A BRAND?

A brand can be defined as 'a name, term, sign, symbol, or design or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors' (Kotler, 1997, p.443).

Today, brands become the primary capital for many businesses. For decades, the value of a company was measured in terms of its real estate, then tangible assets, plants, and equipment. However, it has recently been recognized that a company's real value lies outside the business itself, in the minds of potential buyers. The distinction between brand and product is fundamental. Products are what the company makes; what the customer buys is a brand. The same is true of services. In paying very high prices for companies with brands, buyers are actually purchasing a position in the minds of potential customers. Awareness, image, trust, and reputation, all painstakingly acquired over the years, are the best guarantees of future earnings. These justify the higher prices paid. The value of a brand lies in its capacity to generate such cash flows (Kapferer, 1992, p.1).

For the potential customer, a brand is a landmark. Like money, it facilitates trade. Faced with a multitude of silent or 'hard to read' products, whose performance can not be assessed at first glance, customers are confused. Brands and prices make products easier to 'read', removing uncertainty. A product's price measures its monetary value; its brand identifies the product and reveals the facets of its

differences: functional value, pleasure value, and symbolic value as a reflection of the buyer's self-image. One word, one symbol summarizes an idea, a sentence, and a long list of attributes, values and principles infused into the product or service. A brand encapsulates identity, origin, specificity, and difference. It evokes this information-concentrate in a word or a sign. This is why brands are vital for business exchange. In markets in which technology and fashion mean that the choice is constantly evolving, brands provide a haven of stability, describing an identity and promising constant features and direction. Though the products may change, the spirit remains the same. Brands identify, guarantee, structure, and stabilize supply. They draw their value from their capacity to reduce risk and uncertainty. In a world in which everything is changing, brands possess a rare quality of stability. Like money once again, brands facilitate international trade. With brands, every buyer anywhere in the world knows what the seller is talking about (Kapferer, 1992, p.2-3).

A brand is not a product: it is the product's source, its meaning, and its direction, and it defines its identity in time and space. Businesses are discovering that brand equity must be managed, nurtured, and controlled. Too many years, brands are examined through their component parts: the brand name, its logo, design, or packaging, advertising or sponsorship, or image and name recognition, or very recently, in terms of financial brand valuation. Real brand management, however, begins much earlier, with a strategy and a consistent, integrated vision. Its central concept is brand identity through which brand image evolves (Kapferer, 1992, p.4).

2.1.1. Brandscape and Personal Brandscape

In 20th century America, people could well be described as living in a rich brandscape (Sherry, 1987). From this brandscape of availability, they select what might be better labeled a personal brandscape in which to live. A personal brandscape suggests a proximity -both positive and negative- to the plethora of brands available to the person. If a person reveals the brands he/she uses, and other brands that are adjacent to him/her, others automatically begin to develop a mental picture of the person, an idea of what he/she is like and expectations of how that person might behave (Biel, 1991). 'Brands not only furnish the environment in which people live, but they also enrobe people, and by so doing, help define who they are. They help define who they are not. If people were to tell the brands they avoid, others would learn still more about them (Biel, 1992, p.RC-6).

Further insight into the role brands play come from visiting another city for the first time: familiar brands create a feeling of security for the visitor. For some, the constancy of brands, of how they feel about them, and of how they believe they will be treated, yields a pleasing degree of comfort. As one moves through one's daily routine, there is a certain measure of reassurance in the familiar advertisements, signage and logos that one encounters. Finally, on a very practical level consumers like brands because they package meaning. They form a kind of shorthand that makes choice easier. They let one escape from a feature-by-feature analysis of category alternatives, and so, in a world where time is an ever-diminishing commodity, brands make it easier to store evaluations (Biel, 1992, p. RC-6).

2.1.2. Strong Brands

Rolex, for example, is consistently described as a strong brand. Not surprisingly, so are Apple, IBM, Pepsi, Green Giant, Kleenex, Volkswagen and the New York Times. Winston, however, is not. Smothers (1991) has recently suggested that some brands go beyond strength to exhibit qualities of charisma, in so far as they capture the imagination as leaders. Apple and Nike are two examples that are cited (Biel, 1992, p.RC-7).

There are several attributes that seem to characterize brands marketers describe as strong. Salience with respect to the product category is one. Trust is another. Strong brands are likely to be held in high regard. A third factor is richness. Leavitt (1987) has noted that strong brands are also more likely to have shape and substance. They evoke a more extensive, richer set of associations. Visual images and words or phrases linked with strong brands are likely to be more easily retrieved from memory. Interestingly, while strong brands often have high market shares, market share alone does not distinguish them from other brands (Biel, 1992, RC-7).

Companies bet millions of dollars to acquire brands on the belief that the future of consumer goods marketing belongs to the companies with strongest brands. Are brands really that important and so valuable that companies will literally fight for the privilege of paying 25 times earnings to control them? After all, some argue that the power of brands is declining. Some say we are in age of diversity when fragmented and specialized tastes will turn the big national brands into marketing

dinosaurs. Others argue that the retail trade is growing so powerful that manufacturers are doomed to become little more than captive suppliers. Brands will not disappear. However, neither are people headed for a world where in every category one or two megabrands will have global dominance. People will stay well between these two extremes for a long time to come. The answer to the question is that the brands are so important. One among some reasons why they are important is quality. All over the world, demand is rising for higher quality and better value. More than ever, people want and are willing to pay for product quality. What else are brands if not a standard for judging quality? That is what brand equity is- people's willingness to associate quality with a name. And in today's market, brand equity-the assurance a name carries-is more valuable than ever before. Next is longevity. The best brands have enormous staying power. Brands require constant work and creativity to keep them relevant. The point is that they can be kept relevant for a very long time. Next is the retail trade. Clearly, the trade has gained leverage versus manufacturers, but not versus all manufacturers equally. The companies with the strongest brands have retained the most power, not to bash the trade, but to balance the interests with the trade's interests. In the food business, there is an even more basic question with the trade. And that is the future of brands themselves versus the high quality private-label products retailers are developing on their own. There may be no need for the manufacturer's brands. Retailers have superior data; they can judge better what consumers want and design a product line to fit the exact trading characteristics of their stores. Most supermarkets already are doing an excellent job on the perimeter of the store with produce, meat, fish and fresh baked goods. They can be just as successful up and down the aisles with their own brand of packaged

goods. However, consumers usually do not care who manufactured the brand; it is the product that counts. As long as traditional brands provide the value, they will remain strong. Another reason why brands are so important is international trade policy. The doors are still opening in many of the most developed markets - between the United States and Canada and among EEC nations. Even the big Asian markets are showing flexibility. A strong brand will travel well in this new environment. Exactly how one should market an expanding brand -globally or locally- is one of those endlessly asked questions with no correct answer. The best answer one can suggest is to market it intelligently. One should be conscious with local market conditions, but not get overwhelmed by them. However, if an idea has worked somewhere in the world, one should at least try it when he wants to go somewhere else. And one can not be tentative about it. Brands need commitment. Things do not happen overnight; people have to stick with it. As an example, Marlboro has taken years. The same product was used, same presentation, same advertising, still the time has varied all over the world. The new trade environment should help. Open trading will increase the odds for developing truly multinational brands. And with the efficiencies they represent, the strategic value of these brands is so obvious. The increase in the promotional spending is a tough issue. Advertising will help the value of a brand more than price promotion. Norman Berry at Ogilvy and Mather uses an analogy that is effective. Brands are like a savings account. One makes deposits with advertising and other equity-building programs. One withdraws from the account when price promotes. If one withdraws faster than he deposits, he is headed for trouble. What is the right balance? Every brand is different, there is no magic number for them all. Some categories are intensely price driven, and heavy promotional spending is unavoidable

unless one is willing to give up market share. To make a generalization, overall the balance is now tipped. People are promoting too much. They should guard against it going any further and gradually try to move it back. The key to moving it back is velocity- the faster and more efficient movement of product through the total system, from the factory to the retailer's shelf. That way, lower costs can contribute more to the trade's margins and take the pressure off price deals as such a critical source of profit. Velocity is also important in the sense of faster product turnover at retail - turnover driven by genuine consumer demand, by innovative branded products that provide the quality, convenience, and the variety people want. This turnover should create a consistent flow of sales rather than the artificial peaks and valleys of price promotion. Advertising is vital to this process. One can not increase consumer pull without it. However, the quality of advertising is important. There is so much clutter, media fragmentation, and creative work that seem to have entertainment as its goal rather than selling a product. There are dozens of examples on the air or in magazines right now where show business overwhelms the brand's business. There is extraordinary power in a strong advertising idea that is well executed. The problem is there are just not enough of those around. Production values, big-name directors, and celebrity talent alone will not make up for it. A cause of the problem may be compensation-both what clients pay their agencies and as a result, what agencies pay their people. With the desire to achieve cost benefits, people will stifle the creativity they desperately need. It is self destructive simply to whittle down agency compensation. The important point is the linkage between compensation and advertising effectiveness. Whether the advertising sells more and it builds share for the brand should determine the agency's pay. If marketers are to protect and strengthen

the value of their brands, they must have a field of long term vision (Maxwell, 1989, p.RC11-13).

2.2. POSITIONING

2.2.1. Positioning In General

Aaker and Shansby (1982, p.56) indicated that positioning means different things to different people. To some, it means the segmentation decision. To others, it is an image question. To still others it means selecting which product features to emphasize. A product or organization has many associations which combine to form a total impression. The positioning decision often means selecting those associations which are to be built upon and emphasized and those associations which are to be removed or de-emphasized. The term 'position' differs from the older term 'image' in that it implies a frame of reference, the reference point usually being the competition.

Aaker and Shansby (1982, p.57) stated that there are six approaches to positioning strategy: Positioning by (1)Attribute, (2)Price-Quality, (3)Use or Applications, (4)Product-user, (5) Product-class, and (6) Competitor. Probably, the most frequently used positioning strategy is associating a product with an attribute, a product feature or customer benefit. One can consider imported automobiles. Toyota has emphasized economy and reliability. Volkswagen has used a value for money association. Volvo stressed durability. Fiat has made a distinct effort to position itself as a European car with 'European craftsmanship'. BMW has emphasized handling and engineering efficiency, using the tag line, 'the ultimate driving machine'. It is always

tempting to try to position along several attributes. However, positioning strategies that involve too many attributes can be most difficult to implement. The result can often be a fuzzy, confused image. The price/quality attribute dimension is so useful and pervasive that it is appropriate to consider it separately. In many product categories, some brands offer more in terms of service, features or performance and a higher price serves to signal this higher quality to the customer. Conversely, other brands emphasize price and value. Sears is just one company that has faced the very tricky positioning task of retaining the image of low price and upgrading their quality image. There is always the risk that the quality message will blunt the basic low-price, value position. Another positioning strategy is associating the product with a use or application. Campbell's Soup for many years was positioned for use at lunch time and advertised extensively over noon time radio. Products can, of course, have multiple positioning strategies, although increasing the number involves obvious difficulties and risks. Often, a positioning-by-use strategy represents a second or third position designed to expand the market. Another positioning approach is associating a product with a user or a class of users. Thus, many cosmetics companies have used a model or personality.

Aaker and Shansby (1982, p.58) claimed that many critical positioning decisions involve product-class associations. Some margarins position themselves with respect to butter. The soft drink 7-up was for long time positioned as a beverage with a fresh clean taste that was thirst-quenching. However, research discovered that most people regarded 7-up as a mix rather than a soft-drink. The successful 'uncola'

campaign was then developed to position 7-up as a soft drink, with a better taste than the colas.

Aaker and Shansby (1982, p.58) indicated that in most positioning strategies, an explicit or implicit frame of reference is the competition. There are two reasons in making the reference competitors the dominant aspect of the positioning strategy. First, a well established competitor's image can be exploited to help communicate another image referenced to it. Second, sometimes it is not important how good customers think you are, it is just important that they believe you are better or as good as a given competitor. Positioning explicitly with respect to a competitor can be an excellent way to create a position with respect to an attribute, especially the price/quality attribute pair.

Aaker and Shansby (1982, p.59-61) stated that the process of developing a positioning strategy involves six steps:

1. Identify The Competitors: One approach is to determine from product buyers which brands they considered. Another approach is the development of associations of products with use situations.
2. Determine How the Competitors Are Perceived and Evaluated: The challenge is to identify those product associations used by buyers as they perceive and evaluate competitors. The product associations will include product attributes, product user groups and use contexts. The task is to identify a list of product associations, to remove redundancies from the list, and then to select those that are most useful and relevant in describing brand images.

3. Determine the Competitors' Positions: The next step is to determine how competitors (including our own entry) are positioned with respect to the relevant product associations and with respect to others. Such research is termed multidimensional scaling because its goal is to scale objects on several dimensions or product associations. The most direct approach is simply to ask a sample of the target segment to scale the various objects on the product association dimensions. This is called the product-association based multidimensional scaling. For the similarities based multidimensional scaling, respondents may be asked to rate the degree of similarity of assorted object pairs without a product association list which implicitly suggests criteria to be included or excluded.

4- Analyzing the Customers: A basic understanding of the customer and how the market is segmented will help in selecting a positioning strategy. One of the most useful segmentation approaches is benefit segmentation which focuses upon the benefits or more generally the product associations that a segment believes to be important. The identity of important product associations can be done directly by asking customers to rate product associations as to their importance or by asking them to make trade-off judgments between product associations or by asking them to conceptualize and profile ideal brands. An ideal brand would be a combination of all the customers' preferred product associations. Customers are then grouped into segments defined by product associations considered important by customers. It is often useful to go beyond product association lists to get a deeper understanding of consumer perceptions. These steps or exercises described should be conducted prior to making the actual positioning decision.

Aaker and Shansby (1982, p.61-62) indicated that positioning usually implies a segmentation commitment. Positioning usually means that an overt decision is being made to concentrate on certain segments. Such an approach requires commitment and discipline because it is not easy to turn your back on potential buyers. Yet, the effect of generating a distinct, meaningful position is to focus on the target segments and not be constrained by the reaction of other segments. Sometimes the creation of a diffused image, an image that will mean different things to different people, is a way to attract a variety of diverse segments. Such an approach is risky and difficult to implement and usually would be used to only by a large brand. The implementation could involve projecting a range of advantages while avoiding being identified with any one. Alternatively, there could be a conscious effort to avoid associations which create positions. Pictures of bottles of Coca-Cola with the words 'It is the real thing' superimposed on them is an example for this. Moreover, the success of any positioning strategy basically depends upon two factors: the potential market size times the penetration probability. Unless both of these factors are favorable, success will be unlikely. One implication of this simple structure is that a positioning strategy should attract a sizable segment. If customers are to be attracted from other brands, those brands should have a worthwhile market share to begin with. If new buyers are to be attracted to the product class, a reasonable assessment should be made of the potential size of that growth area. The penetration probability indicates that there are needs to be a competitive weakness to attack or a competitive advantage to exploit to generate a reasonable market penetration probability. Further, the highest payoff will often come from retaining existing customers, so this alternative should also be considered.

Aaker and Shansby (1982, p.62) stated that an advertiser will often get tired of a positioning strategy and the advertising used to implement it and will consider a change. However, the personality or image of a brand, like that of a person, evolves over many years, and the value of consistency through time can not be overestimated. Some of the very successful, big-budget campaigns have run for ten, twenty or even thirty years. It is tempting, but naive, and usually fatal to decide on a positioning strategy that exploits a market need or opportunity but assumes that your product is something it is not. Before positioning a product, it is important to conduct blind tests or in-home or in-office use tests to make sure that the product can deliver what it promises and that is compatible with a proposed image. In a personality test, where women were asked to describe the product as if it were a person, the most prevalent characteristics ascribed to the product was helpful. The result was a revised campaign to position the product as being helpful. A positioning objective, like any other marketing objective, should be measurable. To evaluate the positioning and to generate diagnostic information about future positioning strategies, it is necessary to monitor the position over time. A variety of techniques like personality tests and structures techniques of multidimensional scaling can be applied.

2.2.2. Brand Associations and Positioning

Positioning can be realized by associating the brand with a certain product attribute, with intangibles, customer benefits, price, use and user imagery situations, with a celebrity, life style or personality, product class, competitors and with a certain country or geographic area. Figure 2.1 shows the relationship between brand associations and positioning (Aaker 1991, p.115).

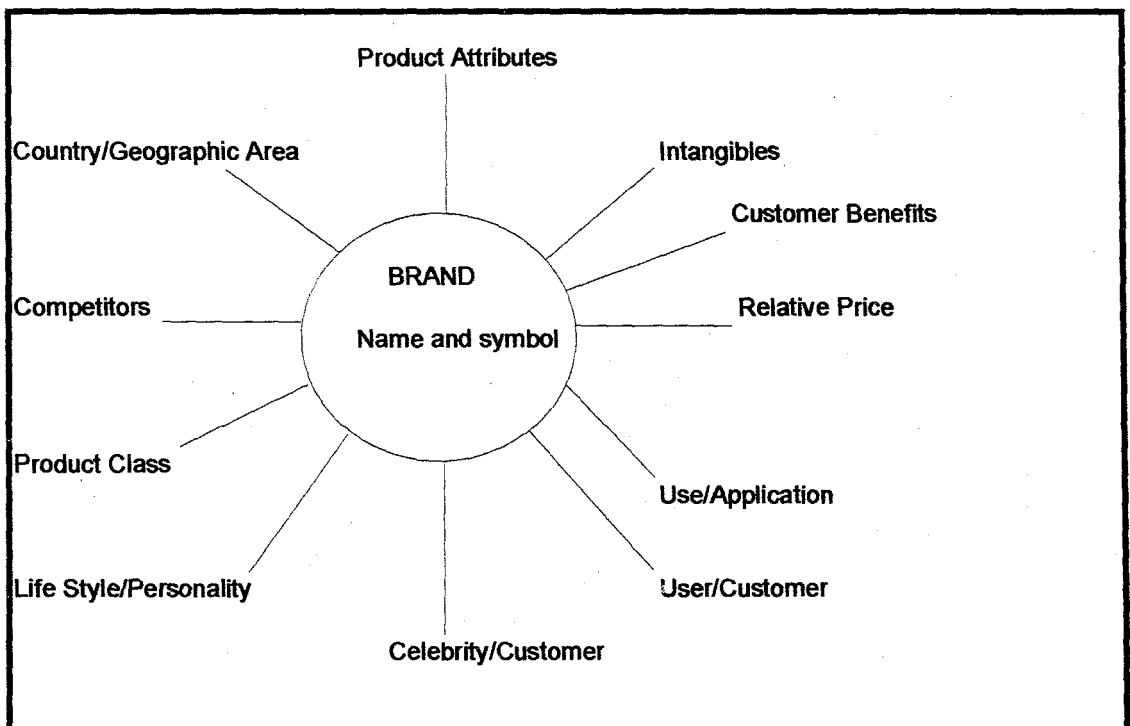


Figure 2.1. Brand Associations (Aaker, 1991, p.115)

2.2.2.1. Product Attributes

Probably the most used positioning strategy is to associate an object with a product attribute or characteristics. Developing such associations is effective because when the attribute is meaningful, the association can directly translate into reasons to

buy or not buy a brand. In many product classes different brands will be associated with different attributes. For example, Volvo has stressed durability, showing 'crash tests' and telling how long their cars last. BMW, in contrast, talks of performance and handling with the tag line : 'The ultimate driving machine'. Jaguar, 'A blending of art and machine,' offers performance and elegant style. Mercedes, 'The ultimate engineered car, ' emphasizes engineering excellence in a luxury car. Hyundai, 'Cars that make sense' provides the price advantage. Thus, all have selected a different attribute/benefit on which to base their positioning.

The positioning problem is usually to find an attribute important to a major segment and not already claimed by a competitor. The identification of an unmet customer problem can sometimes lead to an attribute previously ignored by competitors.

It is always tempting to try to associate a brand with several attributes, so that no selling argument or market segment is ignored. However, a positioning strategy which involves too many product attributes can result in a fuzzy, and sometimes contradictory, confused image.

2.2.2.2. Intangibles

Companies love to make comparisons. Brands engage in shouting matches, attempting to convince others of the superiority of their brand along a key dimension or two. Bayer is fast acting. Volvo has a longer life. There are several problems with

such specmanship. First, a position based upon a specification is vulnerable to innovation. There will always be a competitor suddenly a bit faster, or having more fiber or less calories, or whatever. Second, when firms start a specification shouting match, they all eventually lose credibility. After a while, nobody believes an aspirin firm that claims to be the most effective or the fastest -acting. Third, people do not always make decisions based upon a particular specification anyway. They may feel that small differences on some attribute are not important. Or they may lack the motivation or ability to attempt to process information at a detailed level.

2.2.2.3. Customer Benefits

Because most product attributes provide customer benefits, there usually is a one-to-one correspondence between the two. Thus, BMW is good-handling (a product characteristic) providing the customer driving satisfaction (a customer benefit). It is useful to distinguish between a rational benefit and a psychological benefit. A rational benefit is closely linked to a product attribute and would be part of a rational decision process. A psychological benefit, often extremely consequential in the attitude-formation process, relates to what feelings are engendered when buying and/or using the brand.

2.2.2.4. Relative Price

One product attribute, relative price, is so useful and pervasive that it is appropriate to consider it separately. In some product classes there are five well-developed price levels. The evaluation of a brand in these product classes will start by

determining where it stands with respect to one or two of these price levels. Positioning with respect to relative price can be complex. The brand usually needs to be clearly in only one of the price categories. The job then is to position its offering away from others at the same price point. One way is to relate its offering to a higher price level. The premium segment is enticing in many markets because it often represents an area with high growth and high margins somewhat protected from the murderous cost-price squeeze from offshore firms. To be a part of the premium category, a brand has to offer a credible case either that it is superior with respect to quality, or that it indeed can deliver status worth a price premium. One vehicle to help accomplish that positioning is a brand name having premium connotations.

2.2.2.5. Use/Application

Another approach is to associate the brand with a use or application. Products can of course have multiple positioning strategies, although increasing the number, involves obvious difficulties and risks. Often positioning by use strategy represents a second or third position for the brand, a position that deliberately attempts to expand the brand's market.

2.2.2.6. User/Customer

Another positioning approach is to associate a brand with a type of product user or customer. When it works, a user positioning strategy is effective because it can match positioning with a segmentation strategy. Identifying a brand with its target segment often is a good way to appeal to that segment.

2.2.2.7. Celebrity/Person

Celebrities, particularly movie stars, TV personalities, and sports heroes, provide a popular type of reference group appeal. To their loyal followers and to much of the general public, celebrities represent an idealization of life that most people would love to live. A celebrity often has strong associations. Linking a celebrity with a brand can transfer those associations to the brand. It is widely assumed that celebrity endorsers bring the benefit of their symbolic images to the products and services to which they lend their name and person. Specifically, the cultural meaning that resides within a particular celebrity-endorser is passed on to the product or service being endorsed.

2.2.2.8. Lifestyles/ Personality

Every person, of course, possesses a personality and a life-style that is rich, complex, vivid and distinctive as well. But a brand- even a machine such as a car- can be imbued by customers with a number of very similar personality and life-style characteristics. A brand, then, can be positioned along these personality attributes.

2.2.2.9. Product Class

Some brands need to make critical positioning decisions that involve product class associations. For example some margarins position themselves with respect to butter. The soft drink 7-Up was for a long time perceived as a mixer beverage, despite efforts to emphasize its fresh, clean taste and thirst-quenching properties. An effort

was made to reposition the brand as a soft drink, as a logical alternative to the colas but with a better taste. The successful Uncola campaign was the result.

2.2.2.10. Competitors

In most positioning strategies, the frame of reference, whether explicit or implicit, is one or more competitors. In some cases the reference competitors can be dominant aspect of the positioning strategy. It is useful to consider positioning with respect to a competitor for two reasons. First, the competitor may have a firm, well-crystallized image, developed over many years, which can be used as a bridge to help communicate another image referenced to it. Second, sometimes it is not important how good customers think you are, it is just important that they believe you are better than or perhaps as good as a given competitor. Positioning with respect to a competitor can be an excellent way to create a position with respect to a product characteristic, especially price-quality. Thus, products that are difficult to evaluate, such as liquor products, often will use an established competitor to help the position task. Positioning with respect to a competitor can be accomplished by comparative advertising -advertising in which a competitor is explicitly named and compared on one or more product characteristics.

2.2.2.11. Country or Geographic Area

A country can be a strong symbol, as it has close connections with products, materials and capabilities. Thus, Germany is associated with beer and upscale automobiles. Italy with shoes and leather goods, and France with fashions and

perfume. These associations can be exploited by associating a brand with a country (Aaker, 1991, p.113-129).

2.2.3. Selecting, Creating And Maintaining Associations

The selection of associations will drive all elements of the marketing effort. The selection is based upon an economic decision involving the market response to the associations, and the investment and marginal cost associated with them. Basically, a position is needed that will attract a worthwhile market -which could mean either a small part of a large market or a large part of a small market -at a cost that will result in attractive returns over an appropriate time frame. The problem is, of course, that it is not easy to forecast the sales and cost streams that will be associated with any specific positioning decision.

2.2.4. The Positioning Decision

Positioning is the act of designing the company's offer and image so that it occupies a distinct and valued place in the target customers' minds. Positioning calls for the company to decide how many differences and which differences to promote to the target customers. Aaker (1991, p.157) summarizes three considerations that can be helpful in analyzing the positioning decision which is presented in Figure 2.2.

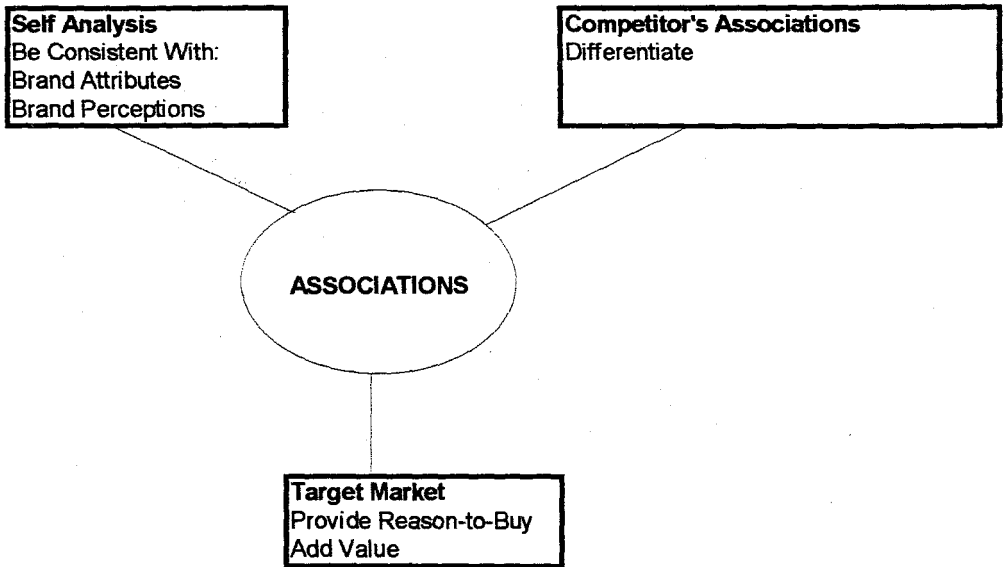


Figure 2.2. The Positioning Decision (Aaker, 1991, p.157)

2.2.4.1. Self-analysis

Before positioning a brand, it is important to conduct in-home blind-taste tests or in-office use tests which ensure both that the brand can deliver what it promises and that it is compatible with a proposed image. To create a position different from that which the brand delivers is extremely wasteful. It is also strategically damaging, as it will undermine the basic equity of the brand: Consumers will be skeptical about future claims. Brand perceptions can in fact be more important than the physical product itself, especially if they are strong because of a name, or past advertising. It is thus important to make sure that the nature and strength of existing associations are known. Altering existing associations, especially strong ones, usually is very difficult. In general, it is best to build upon existing associations, or even to create new ones, rather than to change or neutralize existing ones (Aaker, 1991, p.157-158).

2.2.4.2. Competitor's Associations

Knowing the competitors' associations is a second key to the positioning decision. For most brands in most contexts, it is imperative to develop associations that represent points of difference with competitors. If there is nothing different about the brand, there is no reason for customers to select it over another, or even to notice it (Aaker, 1991, p.158-159).

2.2.4.3. Target Market

The third dimension of analysis involves the target market. The name of the game is to develop associations that built or develop brand strengths and attributes, that provide a point of difference, and to which the target market will respond. Just being different will help recognition, but a much stronger position will be one that provides a reason-to-buy or adds value to the product (Aaker, 1991, p.159).

2.2.4.5 The Positioning Era

Ries and Trout (1972) suggest that today it has become obvious that advertising is entering a new era, an era where creativity is no longer the key to success. To succeed in the over-communicated society, a company must create a position in the prospect's mind. A position that takes into consideration not only its own strength and weaknesses, but those of its competitors as well. Advertising is entering an era where strategy is the king. According to David Ogilvy (1963) the results of the advertising campaign depend less on how one writes the advertising than

on how the product is positioned. Accurate positioning is the most important step in effective selling.

Ries and Trout (1972) state that back in the 50's, advertising was in the product era. In a lot of ways, these were the good old days when the better mousetrap and some money to promote it were all one needed. It was a time when advertising people focused their attention on product features and customer benefits. They looked for the unique selling proposition. But in the late 50's, technology started to rear its ugly head. It became more and more difficult to establish unique selling propositions. The end of the product era came with an avalanche of me-too products that descended on the market.

The next phase was the image era. In the 60's successful companies found their reputation or image was more important in selling a product than any specific product feature. The architect of the image era is David Ogilvy. As he said in his famous speech on the subject, 'Every advertisement is a long-term investment in the image of a brand'. But just as the me-too products killed the product era, the me-too companies killed the image era. As every company tried to establish a reputation for itself, the noise level became so high that relatively few companies succeeded. And most of the ones that made it, did it primarily with spectacular technical achievements, not spectacular advertising.

For today people are entering an era that recognizes both the importance of the product and the importance of the company image, but more than anything else stresses the need to create a position in the prospect's mind. Before, positioning was

used in a narrow sense to mean what the advertiser did to his product. Now, positioning is used in a broader sense to mean what the advertising does for the product in the prospect's mind. In other words, a successful advertiser today uses advertising to position his product, not to communicate its advantages or features. To better understand what an advertiser is up against, it may be helpful to take a closer look at the objective of all advertising programs -the human mind. Like a memory bank, the mind has a slot or position for each bit of information it has chosen to retain. The mind, as a defense mechanism against the volume of today's communications, screens and rejects much of the information offered it. In general, the mind accepts only the new information which matches its prior knowledge or experience. It filters out everything else. It appears that unless an advertisement is based on a unique idea or position, the message is often put in the mental slot reserved for the leader in the product category. Today, one can not advertise products in splendid isolation. Unless advertising positions the product in relationship to its competitor, advertising is doomed to failure. In the positioning era, strategy is the king (Ries and Trout, 1972, p.66-69).

2.2.4.6. How Advertising Can Position A Brand?

Smith and Lusch (1976, p.37) tried to explicitly define two different types of positions that a product occupies and then present a practical methodology that can be used to evaluate the effects of an advertising campaign whose stated goal is to reposition a product.

According to Smith and Lusch (1976, p.37), a product is a bundle of objective and subjective attributes. Indeed, for several years marketers and advertisers have used a term to describe the relative merit of a product's objective attributes. As Trout and Ries (1972 (a)) explain: 'Positioning has its roots in the packaged goods field where the concept was called 'Product Positioning'. It literally meant the product's form, package size, and price as compared to competition.' Thus, for some time the term 'product position' has been used to refer to the objective characteristics of a product vis-a-vis all competing brands.

In 1969, a new type of positioning was delineated in a series of articles by Trout and later, by Ries. Trout's and Ries's use of the term position differed markedly from the term product position in that the newer term dealt with the consumer's perceptions or images of the product (i.e., the brand's subjective features).

There is a fundamental difference, then between product position and position. Product position refers to a brand's objective attributes in relation to other brands. It is a characteristics of the physical product and its functional features. Position, on the other hand, refers to a product's subjective attributes in relation to competing products. This perceived image of the brand belongs not to the product, but rather is the property of the consumers' mental perceptions and, in some instances, could differ widely from a brand's real physical characteristics (Smith and Lusch, 1976, p.37-38).

Smith and Lusch (1976, p.38) state that both position and product position are frequently used as a basis of competition in the market place. There are a wide variety

of product classes, for instance, where firms compete on the basis of a product's objective, physical, or functional attributes. Most shopping goods fall into this category since they generally possess differentiating physical features. In this situation, each brand is likely to possess a unique selling proposition, that feature which sets it apart from the competition, and firms will not hesitate to play upon this point to their own advantage. Thus, when brands are separated on the basis of product position, objective attributes are crucial to success, and promotion is likely to take the form of unique selling proposition advertising. Another common situation is when all or most of the competing brands are nearly identical in objective characteristics. These goods are often referred to as 'me too' products since there is virtually no difference in their product position. In the industries like beer, cigarette, soft drink, and oil; products for the most part simply do not possess a unique selling proposition and thus must be promoted on another basis. Typically, this other basis is to advertise the brands' subjective attributes - that is, create a favorable image. In these instances, when product positions are inseparable, position becomes an effective basis of competition and positioning campaigns are often undertaken to expose each brand's favorable subjective features. Position is then a relative term. A firm is not interested in how consumers perceive its brand alone but rather where its brand's image stands in relation to competing brand images. Accordingly, if a campaign has the objective of repositioning a brand, the success or failure of the campaign rests on whether there is a change in the position (image) of that brand in the anticipated direction.

For Smith and Lusch (1976, p.39, 43) best method for assessing the effectiveness of an advertising campaign is nonmetric multidimensional scaling which is an analytical technique for determining the minimum number of dimensions that account for the interrelationships among a set of brands. If the brand's present position obtained by nonmetric multidimensional scaling method comes to be dissatisfying, then the firm can initiate a repositioning campaign. After the campaign, a measure of the brand's position must be obtained again by the same method and it must be determined whether the brand's position has significantly changed in the desired direction. With such a methodology, management can correctly gauge the success or failure of a repositioning campaign.

2.2.4.7. The Use Of Comparative Advertising For Brand Positioning: Association Versus Differentiation

A primary objective of many marketing programs is to differentiate a brand by positioning it as superior to competitors on one or more determinant attributes (Dickson and Ginter 1987; Smith 1956; Sujan and Bettman 1989). Two key decisions are necessary to achieve this objective are the choice of attribute(s) on which to claim superiority and the means of communicating the brand's superiority on this attribute. The choice of a differentiating attribute, which could be then be featured as a unique selling proposition in the firm's communications, poses an interesting dilemma. One option is to position the brand as superior on an attribute that is typically associated with the well-known or typical brands in the category and another option is to select an attribute that is not usually associated with typical brands, but that is nonetheless important to a small segment of the market. This niche positioning strategy is less

readily copied by competitors. Once a differentiating attribute has been chosen, the means of communicating it to consumers poses yet another interesting dilemma. Arguably, the most effective means of differentiating a brand from a competitor is to use a direct comparative ad, that is, an ad that explicitly names the well-known competitor and states that it is relatively inferior to the advertised brand on the featured attribute (Wilkie and Farris 1975). In contrast, if a noncomparative ad or even an indirect comparison ad is used, consumers are unlikely to spontaneously infer the identity of the targeted competitor. So, when the consumers later evaluate the brands at the point of purchase, they might mistakenly think on the basis of their stereotypic beliefs, that the competitor is at parity with the advertised brand (Belch 1981).

Wilkie and Farris's (1975) classic article discusses the potential usefulness of comparative advertising for brand positioning, both for associating (that facilitates the inclusion of the new brand into consumers' consideration sets) and differentiating (that enhances consumers' preference for the advertised brand over the competitor) brands. They state that 'particularly for brand differentiation strategies, comparison advertising can be used to isolate and stress determinant attributes'. 'Association strategies, meanwhile, can be used for attributes on which consumers perceived the sponsored brand to be weaker, when in fact it is at parity or better' (Wilkie and Farris, 1975, p.13).

Pechmann and Ratneshwar (1991, p.157) state that to upgrade the advertised brand's image when a new brand's positioning is atypical, associating it with the more widely known and prestigious comparison brand can work. When a direct comparison

ad is used to promote an established brand's superiority over a similar competing brand, the advertiser clearly must intend brand differentiation.

2.2.4.8. Importance of Perceptual Mapping In Positioning

Seggev (1992, p.76) indicates that positioning does not happen in a vacuum. Whenever a brand makes attempt to shift its positioning, it affects the positions of all other brands in the perceptual space. Otherwise, there would be no reason to assume that the new positioning would ever translate into sales differences. Some marketing executives approach positioning using the 'file cabinet' frame of reference. They visualize a file cabinet with a number of drawers which one can open and look inside to find some drawers filled to the limit, some that are only partly filled, and some that are completely empty. They are looking to identify empty spaces and gear their positioning efforts in that direction. Unfortunately, the model misrepresents reality. A better way to think about it would be to liken the perceptual space to a planetary system. Each brand in the perceptual space occupies an observable position and is also surrounded by the gravitational field that fills up the entire space. The empty spaces we observe on a map are not nonentities. On the contrary, they hold the whole galaxy in balance. When a brand changes its positioning, the change will cause the entire system to change as well, to adapt to the new configuration. The stronger brands have a larger mass and their change will be indiscernible; the movement of weaker brands is likely to be quite noticeable. If one accepts this premise, one may avail himself of a readily available marketing decision making tool, namely perceptual mapping. Such maps reveal the perceptual structure, that is, the position of each brand in the

perceptual space relative to each of the relevant competing brands and to the attributes used to locate brands in space. In that regard, perceptual maps are sound representations of a brand's competitive situation.

Dillon, Domzal, Madden (1986, p.29) state that advertising serves as a vehicle for positioning a brand on a physical and perceptual dimension that defines the competitive structure underlying the market or submarket in which the brand competes. Positioning or repositioning strategies can be characterized as attempts to move a brand to a particular location within a perceptual product space. The location of a brand in the perceptual space portrays the image of a brand vis-a-vis its competitive alternatives. This perceptual image may or may not reflect the objective physical or functional characteristics of the product, rather the configuration of brands represents the perceived characteristics of the brand and the formulation of these perceptions may be based on actual usage or based simply on beliefs concerning the brand derived from exposure to advertisements about the brand.

Perry, Izraeli, Perry (1976) suggest that Smallest Space Technique developed by Guttman (1968) and Lingoes (1965) to derive the perceptual maps is very useful in image research. Perceptual maps can be used to describe and present complicated images in a very clear and simple way. They can indicate what actions should be taken in order to change a given image. Perceptual maps can be used to measure changes of images over time. These maps can also be used as a criterion for segmentation.

2.2.4.9. Techniques For Product Positioning

Keon (1983, p.380) states that today increasing numbers of product classes consist of products which are differentiated primarily through their advertisement appeals. Therefore, it has become increasingly important to anticipate and measure the effect a new repositioning advertising campaign will have on a brand. Knowing when to reposition, where and how to reposition, and how effectively a repositioning strategy is progressing is critical to a product manager. Over years, several different techniques have been used to assist marketers with their product positioning strategies. The primary techniques are factor analysis, discriminant analysis, multiattribute compositional models, and multidimensional scaling like similarity data algorithms and preference data algorithms such as PREMAP-2.

Keon (1983, p.387) defines that a new multidimensional scaling technique called TRINODAL simultaneously plots brand images, ad images and consumer ideal points onto a single map. The TRINODAL mapping technique enables an advertisement or brand manager to study the image positions of the advertisements and brands in relation to consumer ideal points. TRINODAL is especially useful for examining those product classes in which brands are positioned or differentiated chiefly by advertisement-created characterization differences. For these products, understanding and isolating the effect of the advertising is a key factor in positioning the brand properly. Where a brand's advertisement image is positioned provides an indication of where the brand image will be going. How well the ad image and the brand image merge over time is an indication of how successful the advertisement is in transferring its image to the brand. A TRINODAL map provides a means of assessing

shifts in brand images caused by ads and the extent to which images are affecting the brands. In particular, TRINODAL:

- provides insight on how to alter ads to keep one's brand image consistent with changing consumer preferences,
- permits a monitoring of competitive ad image movement, thus facilitating the detection of future problems that may require remedial action for one's own brand,
- assists in determining which several proposed ad campaigns has the best image in relation to consumer preferences, and
- helps evaluate the success of a repositioning ad campaign over time.

To summarize all, TRINODAL offers insights to fundamental repositioning issues like when to reposition, how to reposition and how to evaluate the repositioning process (Keon, 1983, p.380).

CHAPTER III

BRAND IMAGE

3.1. WHAT DOES BRAND IMAGE MEAN?

Brand image can be defined as the meaning consumers' associate with the product (Dobni and Zinkhan 1990). These meanings are derived by consumers from their perceptions of the marketing program, which includes advertising as well as other brand-related activities, and center around the product's ability to satisfy their needs (Friedmann and Zimmer 1988; Park, Jaworski and MacInnis 1986). Brand image is the consumer's total understanding of the brand. It results from all the impressions consumers receive, from whatever sources, about a particular manufacturer's brand of product. These impressions may derive from actual experience with the brand, reputation of the company manufacturing it, the packaging, the brand name, the tone, format, and content of the advertising presentation and the specific media in which its advertising has appeared.

Product and brand images are created by consumers. Herta Herzog (1963, p.82) has defined an image as 'the sum total of impressions the consumer receives from many sources'. According to Reynolds (1965, p.223-228) an image is actually the result of a more complex process. It is the mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions; it comes into being through a creative process in which these selected impressions are elaborated, embellished and ordered. Often the word image is used as equivalent to reputation. Reputation can be viewed as what the people believe about a

person or an institution. The other side of the coin involves character which can be described as what the person or the institution actually is. The question of belief versus fact can obscure the actual nature of an image. Images are not isolated empirical beliefs about a product or brand but are systems of inferences which may have only a tenuous and indirect relationship to fact. In other words, a particular belief about a product or brand -whether true or false- can lead to dozens of other interdependent beliefs. Given a starting point, possibly only a single fact, a consumer can create an amazingly detailed image of a product, the people like to use it, and the homes in which it might be seen, complete with evaluative attitudes and emotional overtones. The proper question to ask about a belief concerning a product is not whether it is true or false but how it is related functionally with other beliefs. The information on the basis of which people construct images is roughly equivalent to the concept of objective correlative which is a set of objects, a situation, a chain of events which shall be the formula of that particular emotion wanted to be expressed such that when the external facts which must terminate in sensory experience are given, the emotion is immediately evoked. Some products and brands -or certain aspects of them- have what might be called 'plot value'. They provide a starting point for imagery going beyond the original stimulus. The halo effect is the simplest process contributing to the development of an image from a relatively small amount of data. Someone liking a product because of a particular attribute with which he happens to be can and does form opinions on other attributes of the product regardless of whether he knows anything about them or not. A food product which is liked for whatever reason may because of the halo be rated high on all of its characteristics, such as quality, nutrition, and flavor. An image produced by halo looks like a real

image and may function like one. If a product has an unfavorable reputation with respect to one of its attributes, a manufacturer should not leap to the conclusion that this attitude is unique and singular and unrelated to other attitudes. It may stem from halo. Strategically, it may be easier for him to change other attitudes than the one in question. People feel that certain attributes go together. A beehive hairdo goes with eye make-up, a suit made of good materials is usually well-cut. Inferences can sometimes seize on one aspect of a product to the neglect of others. A product may have attributes A, B, C, and D; if A possesses more plot value than the other attributes, or -for whatever reason- attracts the attention of more consumers, it may play a disproportionately large role in the image of the product. A marketer may be able to build an image by doing no more than establishing that his product is of a certain class; the consumer can then go on to make further inferences and, in effect, create the image himself. Images are ordered wholes built by consumers from scraps of significant detail. Product and brand images arise out of a complex interaction between marketer messages and consumer creativity. It is only by recognizing the contribution of the consumer that a marketer can obtain a measure of control over the image building process (Reynolds, 1965, p.223-232).

The image of a brand can also be defined as that cluster of attributes and associations that consumers connect to the brand name. These evoked associations can be hard: they can be specific perceptions of tangible/functional attributes, such as speed, premium price, user-friendliness, length of time in business, or a number of flights per day. They can also be softer or more emotional attributes, like excitement, trustworthiness, fun, dullness, masculinity, or innovation (Biel, 1992, p.RC-7-8).

Developing and managing a brand image is an important part of a firm's marketing program. Both advertising practitioners (Ogilvy 1963) and marketing researchers (Gardner and Levy 1955) have long advocated the use of a clearly defined brand image as a basis for market success. A well-communicated brand image enables consumers to identify the needs satisfied by the brand (Park, Jaworski, and MacInnis 1986) and thereby differentiate the brand from its competitors (DiMingo 1988; Reynolds and Gutman 1984). In fact, developing a brand image strategy has been prescribed as the first and most vital step in positioning a brand in the marketplace (Park, Jaworski and MacInnis 1986; Young 1972). As a long term strategy, a consistent and effective brand image helps build and maintain brand equity. In addition, brand images can provide a foundation for extending existing brands (Park, Milberg, and Lawson 1991).

There are two goals that are normally involved in assessing brand image. The most frequent is simply revelation and understanding. The second goal is more action-oriented: it addresses the question of modification of the brand's image. In the main, most firms currently develop brands by refining and recombining functional attributes. But the increasing speed of technological change is such that there would appear to be better opportunities for developing stronger, more erosion-resistant brands by allocating a larger share of resources to the so-called softer side of image than is currently the case (Biel, 1992, RC-11).

3.2. COMPONENTS OF IMAGE

The image of a brand can be described as having three contributing subimages: The image of the provider of the product/service, or corporate image; the image of the user, and the image of the product/service itself as shown in Figure 3.1.(Biel, 1992, p.RC-8). However, the relative contribution of these three elements varies by product category and by brand. In the case of Marlboro as an example, the corporate reputation of Philip Morris plays hardly any role at all in forming the brand's image. The product image itself contributes; but perhaps the strongest contributor is the impression people have of the brand's users (Biel, 1992).

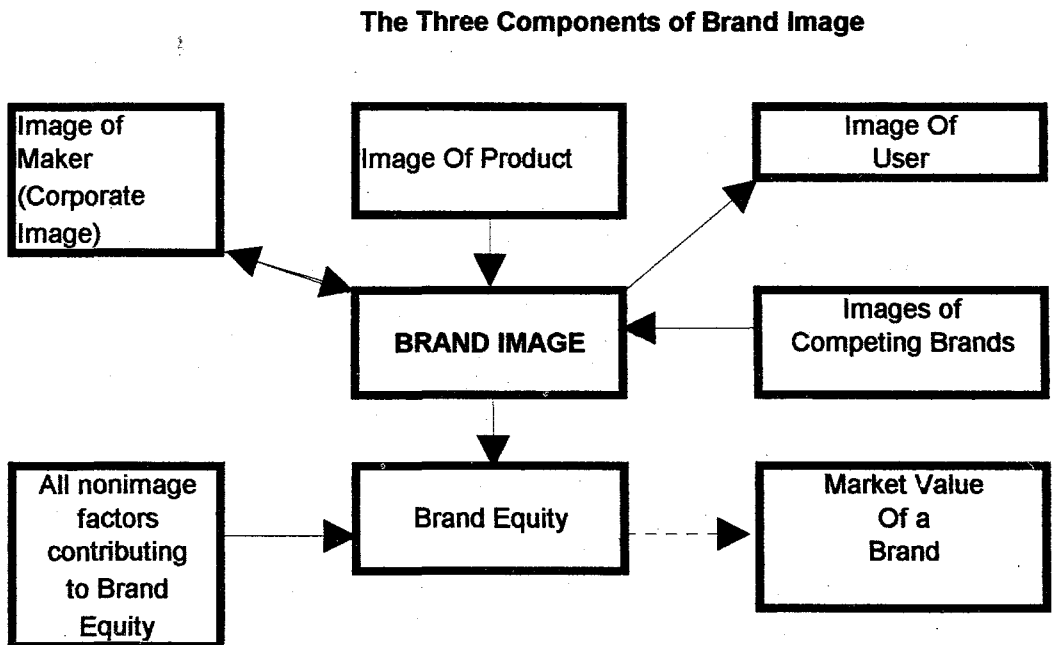


Figure 3.1. The Three Components Of Brand Image (Biel, 1992, p. RC-8)

According to Howard (1994), brand image has again three components. The first is the physical characteristics by which the consumer recognizes the brand. The second is the strength of the brand on each of the relevant benefits on a favorable-

unfavorable scale as judged by the consumer. The third is the strength of the consumers' confidence in their ability to determine accurately the quality of the brand.

3.3. VISUAL REPRESENTATIONS

Brand images also have a strong nonverbal component. For many brands- especially strong brands- the unique symbols long associated with them may be automatically accessed from memory as soon as the brand is shown. King (1989) has suggested that the use of a well chosen 'visual metaphor' can capture, through association, desirable values to be associated with a brand. The visual metaphor can provide a powerful set of symbols that are particularly important in service categories, where there is no tangible product per se. Visual representations also seem to have some unique advantages. While counterargument is sometimes elicited by verbal messages, visual representations are processed differently and not subjected to the same logical scrutiny employed for verbal propositions. As a consequence, they are more likely to be accepted (Biel, 1992, RC-9).

3.4. THE ROLE OF ATTRIBUTES IN IMAGE

Lefkoff-Hagius and Mason (1993, p.101) make the distinction between three basic types of attributes being characteristics, beneficial and image. Characteristics attributes define the physical properties of the product; beneficial attributes describe what the product will do for the user and image attributes shows how product represents user to others or to one's self. All three then make up the overall image of the product.

Lefkoff-Hagius and Mason (1993, p.102) argues that physical characteristics are often causally linked to beneficial attributes. For example, the presence of airbags, antilock brakes, and so on determines the safety of an automobile. Similarly, characteristics and image attributes may be linked as in the case where a gold credit card implies an exclusive, up-scale, premium image. Finally, beneficial and image attributes may be linked. For instance, an automobile with beneficial attributes of fast acceleration, tight cornering and so on projects a sporty image.

Biel (1992, RC-9) makes a distinction between hard and soft attributes, where hard ones relate to functional, physical properties of the product and soft ones refer to concepts like brand personality. Functional differences between many brands today are at best marginal, most or all detergents, for example, claim they clean better than the competition. And in any event, technological progress is so rapid that any advantage is short-lived. However, the so-called softer characteristics of image such as brand personality, being less constrained by the physical attributes of the underlying products, are often far more differentiated. The metaphorical and symbolic vocabularies available are much richer. Brand personality has two other advantages to those interested in building brands: one is that while features can change, and today's advantage can become tomorrow's liability, brand personality, if it taps more enduring values, has a far better chance of continuing longevity. A second advantage is that brand personality encourages more active processing on the part of the consumer, suggesting that he or she can interpret a brand's image in a manner that is more personally meaningful.

Mittal (1990, p.209) indicates that consumer buying motives can be grouped broadly into utilitarian and image categories. The utilitarian motive relates to a consumer's need to manage his or her physical environment, including body functions. The image motive relates to one's need to manage favorably one's social and psychological environment. This motive encompasses things that will help one to live out one's self-concept as well as express it others. Correspondingly, product attributes that address these motives can be termed utilitarian and image benefits. Utilitarian benefits are thought to accrue from some interaction of the ingredients of the product with some elements of the physical world inside or outside a person's body. Image benefits are artifacts of cultural symbols associated with the possession and/or consumption of an object. They become so associated through social communication or through advertising and other elements of the marketing mix like the exclusiveness of the distribution outlets that stimulate the intended associations. These cultural symbols pertain to culturally learned ideas about the meaning of objects, about social stereotypes, and about a sense of what does or does not properly reflect one's own self.

Fishbein's (1963) framework of attitude requires that all of the consequences of an act be measured to predict attitude toward the act. Paraphrased, it requires that, to predict brand attitudes, one must assess all benefits sought from a brand -whether they be utilitarian or image-related. Synder and DeBono (1985) have elaborated on the relative roles of product quality claims and image in the persuasiveness of advertising. Image advertising, persuades by engendering not utilitarian beliefs (which in these specific situations are either unimportant or taken for granted), but by inviting the

viewer to contemplate the personality impressions the use of the brand will help him or her to project, or the pleasurable social situations the advertised brand's use will bring, or the emotional and/or hedonic experiences the viewer may fantasize through the brand's use. These image beliefs in turn stem from the communication of image attributes, often by such elements in the ad as a celebrity, or a distinctive setting for product use, or even a European accent in the voice-over. These elements are recognized as capable of generating not only attitude toward the ad but also image beliefs.

3.5. SOURCES OF IMAGERY

In addition to direct and indirect (i.e., word of mouth, media reports, etc..) personal experience with a brand, media advertising is an obvious source of image, both reflecting and forming the brand's gestalt. Other sources of image in addition to media advertising include packaging, corporate identity, public relations, direct response, sales promotion, and one's own employees. Advertisers who fail to recognize this multiplicity of sources of image do so at their peril. For example; the constant price promotion for a premium product can degrade one's image of the brand. One way of thinking about brands involves the use of an analogy from Newton's Second Law of Thermodynamics in physics: The natural tendency towards disorder or entropy is not dissimilar to what happens in the world of branding: Brands inject order in markets. Strong brands inject more order than weak brands. Neglect of brand building- whether benign through lack of support or malignant through mixed or inconsistent messages, leads to increased entropy, which can ultimately turn a

branded market into a commodity market (Biel 1992, p. RC10).

3.6. HOW TO DEVELOP A BRAND IMAGE?

Gardner and Levy (1969, p.122-126) report that a reputable brand persists as a stable image through time. The ideas people have about it are not completely malleable, not idly swayed by one communication and then another. It is rarely possible for a product or a brand to be all things to all people. For management to handle this problem effectively it should evaluate its brand's current public image, the differences seen by different important consumer groups, and the images of competitive brands. Otherwise; it does not know just what it is working against, what limitations in image must be overcome, and what strengths it has to build on. Basic attitudes toward products may set limits on the kind of image which might be developed or in the kinds of satisfactions which the product image may imply. Or a given brand may have such a strong image in some respects that it is more feasible to accept these than to change them. By knowing the possible directions in which it might go, management is in a position to judge the specific moves or campaigns designed to reach the goals it has set. It is in the business of advertising to assist in the creation of brand images; to give them structure and content, to develop a pattern of consumer attitudes likely to lead to brand purchase. In creating, developing or modifying a brand image, the advertising people must have a good understanding of the situation that confronts them. This includes a nuanced appreciation of the brand image as it already exists - with an awareness that the momentary sales position of the brand may be less important for its future than the danger that people may think of it

as getting increasingly passé, perhaps. Understanding the brand problems and the manufacturer's goals is a basic requirement. Then, a thorough knowledge of how to move ahead is needed. Brand images do not grow in a vacuum. A newspaper advertisement that employed a heavy black border to demarcate it from its neighbors was noted by consumers as dead-looking, and the product was thought impure. An advertisement that showed the fine texture of the product under a microscope made people think of disease bacteria. In themselves, such instances of individual advertisements may not be crucial; certainly a product image is the result of many varied experiences. They all make their contributions, for good or for bad, and will do so best when the long-range goals are kept in mind during their creation. Too many advertisements are built as individual units, with a conglomeration of elements to satisfy different agency and client tastes rather than with reference to a guiding, governing product and brand personality that is unified and coherently meaningful.

3.7. GLOBAL BRAND IMAGE MANAGEMENT

Park, Jaworski and MacInnis's (1986) review of consumer behavior literature revealed three distinct sets of consumer needs managers can use to develop brand images for consumer products: functional (e.g., problem prevention, problem removal), symbolic (e.g., group membership, role enhancement), and sensory (e.g., stimulation and variety/novelty). These are consistent with other articulations of motivating drives underlying consumer behavior (Rossiter and Percy 1987).

While normative research suggests firms should select only one type of need in developing brand images (Park, Jaworski and MacInnis 1986), many brands utilize a mix of functional, symbolic and sensory needs in their communications. Roth (1992, p.25) states that this may be due to the increasingly competitive nature of many markets.

3.7.1. Market Conditions Affecting Brand Image Performance

The normative model of brand image management suggests that marketers should develop and implement a brand image grounded in one particular consumer need (Park, Jaworski, and MacInnis 1986, p.136): First, a single need makes it easier for consumers to identify the brand's basic meaning. Multiple needs may make this task more difficult for consumers. A second reason is that it is easier for managers to position a single-need brand image. Developing and implementing a marketing mix that conveys a single need is less difficult than managing a mix that effectively conveys multiple needs. Third; utilizing a single-need image reduces the number of direct competitors to those with the same brand image. When multiple needs are used, the level of competition increases to include all of the brands incorporating the same images. In summary; the normative model of brand image management suggests that using a single-need (depth) approach will yield better market performance than a multiple need (breadth) strategy. Roth (1992, p.26) states that brands in competitive categories adapt both depth and breadth strategies. That is, some managers adhere to the single-need brand image approach, while others use a more diversified strategy.

Conditions found in foreign markets often affect marketing communication programs. Research has indicated, for example, that consumers in different countries have similar needs, yet vary in the ways products are perceived as satisfying those needs. The needs products are designed to satisfy may thus affect consumers' perceptions of the products' benefits depending on where they are marketed. Consequently, market performance of a brand image strategy may be affected by country characteristics (Roth, 1992, p.26).

Roth (1992, p.26) states that two easily identified characteristics of international markets that may relate well to brand image management are level of economic development and degree of cultural context. A third market characteristics, important in any country or culture, is the extent of competition within a product category. Each of these international market conditions may impact the importance of brand image strategy in a firm's marketing program.

3.7.1.1. Economic Development

Roth (1992, p.26) states that one of the most important environmental aspects of international markets is the level of economic development. A country's stage of economic growth affect consumer demand and attitudes towards goods and the companies offering them. Countries grouped together economically may thus have common market characteristics, making them candidates for similar advertising and positioning approaches. Higher economic development countries and their markets often tend to be highly competitive, offering consumers a wide variety of choices

within a product category. Segmentation strategies are often required to target consumers with specific product needs and preferences. Due to the importance of competition and differentiation in highly economically developed markets, depth strategies seem necessary for market success. Less economically developed markets, in contrast, are often smaller (in terms of potential consumers, although not necessarily whole populations), and thus typically offer a relatively narrower range of customers. Competition in less economically developed countries also tends to be lower, and variety less available and less sought by consumers. As such, the need to develop benefit segmentation strategies through strategic brand image management will likely to be less important in less economically developed markets. So, here, where differentiation may not be as important, both depth and breadth strategies may be equally well. In summary, Roth (1992, p.27) hypothesizes that the performance of depth brand image strategies will be greater than breadth strategies in high economically developed countries and the performance of breadth brand image strategies will be greater in less economically developed countries than in highly developed ones.

3.7.1.2. Cultural Context

The meaning consumers derive from advertisements and other marketing stimuli may be influenced by their culture (Friedmann 1986). Cultural context is one aspect of culture that relates to consumer behavior. Cultural context refers to the degree of information consumers infer from implicit, contextual cues -those which are nonverbal and non-written (Hall 1976).

Consumers from high context cultures derive more meaning from non-verbal or non-written context cues (i.e., background, imagery, scenery, etc.) than consumers from low context cultures. The latter draw much more information from the explicit information presented in communications, and tend to pay little attention to contextual cues. In high context cultures both the explicit and implicit cues are sources of message meaning; in low context cultures, much more of the meaning is derived from explicit cues. As one moves from low to high context cultures, information awareness increases and more attention is paid to context (Hall 1976). Roth (1992, p.27) states that breadth brand image strategies based on multiple needs may be more appropriate in low rather than high context cultures. Consumers in low context cultures focus more exclusively on explicit information, so being exposed to breadth strategies may not be difficult since only the explicit messages will be attended to. On the other hand; consumers in high context cultures focus on both explicit and contextual cues. When they encounter a breadth based image, both the explicit messages and the contexts used to convey the brand's delivery on multiple needs will require their attention, thus making effective processing more difficult. As a result, Roth (1992) asserts that the performance of depth brand image strategies will be greater than breadth strategies in high context cultures and the performance of breadth brand image strategies will be greater in low context cultures than in high context cultures.

3.7.1.3. Competition

Roth (1992, p.27) states that the third important market characteristics is the extend of competition within a product category. The greater the competition, the greater the risk of brand parity. In highly competitive markets, managers often strive to differentiate their brand from competitors. While firms may also use me-too, or follower strategies, product positioning as a means of brand differentiation has become an increasingly important marketing tool (Crawford 1985). This is typically accomplished by identifying market structures and developing positioning strategies that achieve one or both of the following: (1) position the brand on benefits other than those offered by key competitors and/or (2) position the brand distinct from competing brands that are positioned as doing everything well (Aaker and Shansby 1982).

Depth brand image strategies offer a means for limiting direct competition and creating a clear meaning in the customer's mind about the product's unique features (Park, Jaworski, MacInnis 1986). In highly competitive markets, depth strategies may help narrow consumers' evoked sets, more clearly differentiate the brand, and therefore lead to better performance than breadth strategies. In markets with relatively low degrees of competition, however, the advantages of depth strategies may be less crucial. As such, breadth strategies may be as viable as depth strategies in low-competition markets. Roth (1992, p.28) asserts that the performance of depth brand image strategies will be greater than breadth strategies when the degree of

competition is high and the performance of breadth brand image strategies will be greater in low competition markets than in high competition markets.

Roth (1992) conducted a field study that examined the performance of brand image strategies in various international markets. A questionnaire was developed that included questions about the brand image strategies used, extent of competition, and market performance for a brand in a particular market. Data was collected from the international marketing managers of US firms manufacturing consumer goods in the beer, blue-jean and athletic shoe categories. The mail survey which yielded a response rate of 33% asked managers to characterize their brand's image in each particular market by allocating 100 points across three types of strategies: functional, social, and sensory, with more points being allocated to the more emphasized images. Each image strategy was defined in the questionnaire as follows:

Functional brand image: problem solving, problem prevention

Social brand image: conveys status, social approval, accreditation

Sensory brand image: provides variety, stimulation, sensory gratification.

Managers could allocate 100% of the points to one brand image (a depth strategy approach) or allocate the points across two or three of the strategies (breadth approach). The results are presented in two parts: first, the extent of depth versus breadth brand image strategies used by managers of consumer goods products; and second, the relative performance of depth versus breadth strategies under the three market conditions. No firms implemented the normative, one need (depth) brand image strategy. It appears that the single-need strategy may be too limiting for many

firms. Rather, the relative emphasis on various needs is how managers attempt to position and differentiate their brands. The brand image used -depth or breadth- had a significant effect on performance. Depth brand images performed better than breadth strategies across all three performance measures: sales volume, profit margin, and market share. The results did not confirm the hypothesis that depth strategies would outperform breadth strategies in highly economically developed markets and that breadth strategies would work better in less economically developed countries than in high ones. A possible explanation for these findings is that the more clearly focused and concentrated depth strategies work better when there are fewer brands in the marketplace, but when the number of offerings increases as in high economic countries, consumers may demand more from the product. Breadth strategies, which can serve multiple consumer needs, may thus be attractive in high economic development countries. Hence depth strategies appear to be the most effective strategy for less economic developed countries. There does not seem to be any relative advantage in either strategy when the market is high economic developed. As such, managers may want to consider the use of both breadth and depth strategies for highly economic developed countries. It was found that managers should consider using depth strategies in high cultural context markets as hypothesized and either breadth or depth strategy in markets lower in cultural context. The results do not indicate that either strategy has any relative advantage when competition is high. When the degree of competition is slow, depth strategies do outperform breadth ones. In summary, depth brand image strategies generally lead to better market performance than breadth strategies. While breadth strategies never performed better than depth strategies, there appear to be conditions under which they do equally well. These

conditions are high economic development, low cultural context and highly competitive markets. Managers developing and maintaining brand images in global markets should carefully consider emphasizing one set of clearly defined consumer needs, and be aware of the market's conditions when assessing the merits of depth and breadth brand image strategies (Roth, 1992, p.31-35).

3.7.2. Global Brand Image Strategies

Roth (1995, p.163) indicates that brand image management is a critical part of a company's marketing program. Communicating a clearly defined brand image enables consumers to identify the needs satisfied by the brand (Park, MacInnis and Jaworski 1986) and differentiate the brand from its competitors and has been prescribed by both marketing practitioners and researchers as a key to product success. In fact, brand image is an integral component of a brand's equity, that is the value of a brand in the minds' of consumers. Developing a needs-based image strategy provides foundation for marketing program development and enables the brand to create a clear and distinct position within its category. Specifically, a need-based image strategy establishes a brand's position relative to competition within a product category, defining its niche and establishing its market potential. Thus brand image strategy should affect product performance, because image appealing to large niches should capture a larger share of a product category than brands whose images are targeted to smaller niches.

Roth (1995, p.164) claims that there are three types of brand images - functional, social and sensory images. These images are based on the fulfillment of basic consumer needs -problem solving and problem prevention (functional), group membership and affiliation (social) and novelty, variety seeking and sensory gratification (sensory) -and are consistent with other descriptions of relationships involving persons, environments and socio-cultural systems.

Roth (1995, p.164) indicates that the purpose of the study is to provide managers with a framework for selecting brand image strategies for international markets. Specifically, the study examine the linkage among brand image strategies, cultural and socioeconomic factors and market share in international markets. In international markets, environmental characteristics are likely to moderate the image-performance relationship. Two characteristics, national culture and regional socioeconomic conditions affect the performance of functional, social and sensory brand images. In addition, because market and firm conditions may also impact performance, covariates like market experience, extent of competition, and marketing mix implementation problems are included in the study to examine the effects of environmental factors and brand image on performance. Figure 3.2. shows the effects of cultural and socioeconomic factors on the performance of brand image strategies (Roth, 1995, p.165).

The Effects of Cultural and Socioeconomic Factors On The Performance of Brand Image Strategies

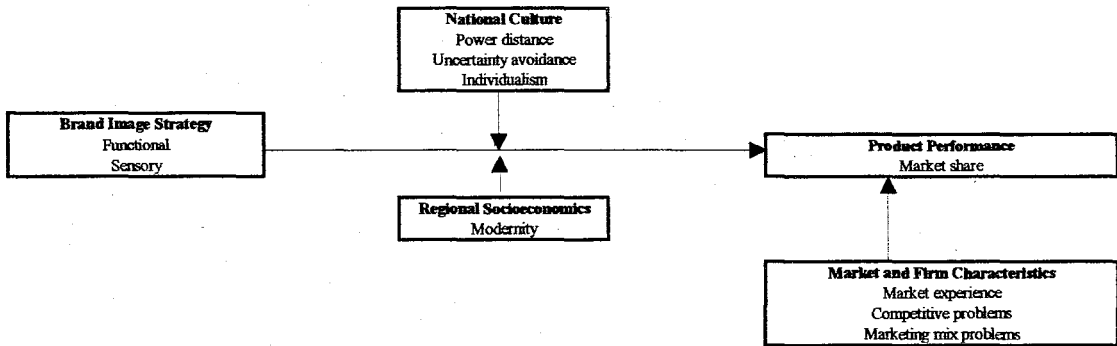


Figure 3.2. The Effects of Cultural and Socioeconomic Factors On The Performance of Brand Image Strategies (Roth, 1995, p.165)

Roth (1995, p.172) reports that the study addressed important limitations of past international marketing management research by linking brand image strategies, the management of which should precede marketing mix customization and standardization decisions, to product performance across a variety of global markets. The findings suggest that environmental characteristics of foreign markets are (1) important indicators of customer segments and market potential and (2) provide insights into the emphasis managers should place on functional, social, and sensory brand image strategies. Brand image success relied on several factors. First, regional socio-economics was a strong moderator of brand image market share. Most international marketing research focuses on cross-national differences, but the results presented here imply that managers should narrow their geographical focus to cities and towns in addition to examining entire countries. Heterogeneity within countries makes it difficult for managers to develop brand image strategies with strong within-

country appeal, yet, the micro-marketing, regional focus allows managers to develop strategies targeted at more homogeneous target markets. As the findings illustrate, emphasis on functional brand image strategies enhances performance when regional socio-economics is low. When regional socio-economics is high, and consumers have wide exposure and easy access to Western consumer culture through media and mobility, emphasis should be shifted to social and sensory brand images to maximize market share. Second, managers can use knowledge of a market's national culture to develop successful brand image strategies. Two aspects of culture had significant impact on the performance of brand image strategies -power distance and individualism. In low power distance cultures (e.g. Germany, Netherlands, Argentina) in which people are not highly focused on social roles and group affiliation, functional brand images de-emphasize the social, symbolic, sensory and experiential benefits of products are most appropriate. When the country's degree of power distance is high (e.g. China, France, Belgium), social and/or sensory needs should be emphasized. In countries with high individualism cultures (e.g., European countries), brand images that emphasize functional, variety, novelty, and experiential needs are more effective than social image strategies. On the other hand, cultures with low individualism (e.g., Asian countries) are more amenable to social brand image strategies that emphasize group membership and affiliation benefits than they are to sensory brand images.

3.8. THE IMPORTANCE OF A BRAND NAME IN BRAND IMAGE

The name is the basic core indicator of the brand, the basis for both awareness and communication efforts. Often even more important is the fact that it can generate

associations which serve to describe the brand, what it is and what it does. In other words, name can actually form the essence of the brand concept (Aaker, 1991, p.187).

Zinkhan and Martin (1987, p.157) define a brand name as something more than a label. A brand name may be a major product attribute and a part of what the consumer buys. It is a complex symbol that has the potential to represent many ideas and attributes associated with the product it represents. Brand name conveys information to the consumer; it can influence consumers' quality evaluations of the product. Beyond this, it seems that a brand name can have a certain meaning to people -this meaning being independent of any particular promotion or usage experience.

Zinkhan and Martin (1987, p.158) explain the process of brand name attitude formation through four stages. At the first step, consumers are exposed to a new brand name for the first time; this new name can be either typical (similar or remindful of other names in the product category) or atypical (dissimilar to other names in the category). This exposure, when perceived, leads to the formation of a brand image. Gardner and Levy (14) describe this as a 'public image, a character or personality that may be more important for the overall status and sales of the brand than many technical facts about the product'. At the third step, inferential beliefs can be formed about the new brand. Perception of a typical brand name is expected to lead to the formation of positive inferential beliefs. Perception of an atypical brand name leads to

neutral or negative beliefs. Since the brand name is the only cue present, these inferential beliefs are a result of brand name. The overall attitude that represents a composite of those beliefs is defined as brand name attitude. Brand name attitude then can be described as the composite of knowledge, beliefs, and feelings that a person has and takes into account when responding to an object (Zinkhan and Martin, 33).

Zinkhan and Martin (1987, p.169-170) state that an advertiser may be able to imbue a brand name with certain imagery. But, some brand names may be more promotable than others in the sense that they are more remindful of the product category. These remindful brands may start off with an advantage in the marketplace, and typically named brands may be more successful in the long run. Advertisers have to be careful to match their promotional strategy with the image evoked by the brand's name.

A brand name is more than the label employed to differentiate among the manufacturers of a product. It is a complex symbol that represents a variety of ideas and attributes. It tells the consumers many things; not only by the way it sounds (and its literal meaning if it has one) but, more important, via the body of associations it has built up and acquired as a public object over a period of time. A well chosen brand name may have a rhythmic quality or an apt air. It will also convey meanings which advertising, merchandising, promotion, publicity and even sheer length of existence have created. The net result is a public image, a character or personality that may be more important for the over-all status and (sales) of the brand than many technical facts about the product. Conceiving of a brand in this way calls for rethinking of brand

advertising, and of the kinds of judgment that have to be made by an informed management about the communications to the public. The image of the product associated with the brand may be clear-cut or relatively vague; it may be varied or simple; it may be intense or innocuous. Sometimes the notions people have about the brand do not seem very sensible or relevant to those who know what the product is really like. But they all contribute to the customer's deciding whether or not the brand is the one 'for me'. These sets of ideas, feelings and attitudes that consumers have about brands are crucial to them in picking and sticking to ones that seem most appropriate. From a strategic perspective, the desirability of a brand name can be judged along two dimensions: (1) the inherent ease with which the name can be encoded into, retained in, and retrieved from memory and (2) the extent to which the name supports or enhances the strategic positioning of the product (Park, Jaworski, MacInnis 1986, Robertson 1989). Moreover, Broniarczyk and Alba (1994, p.214) indicate that the value of a brand name can be measured in terms of not only the advantages it provides in its present competitive arena but also the potential advantages it offers in untapped markets.

3.8.1. Value Added By A Brand Name

Because brand names enhance the value of products and are difficult for competitors to copy, brand names play a critical role in marketplace competition. The focus here is on value added from the consumer's perspective (Crimmins, 1992, p.11). Crimmins (1992, p.11) reviews recent research on brand value from the consumer's

perspective conducted by DDB Needham Worldwide. The research addresses four questions:

- What is happening to people's belief in brand names?
- What is happening to people's commitment to individual brands?
- How can the value added by a brand name be measured?
- How much value is added by the typical leading brand name?

Crimmins (1992, p.12) states that peoples' belief in brand names relative to store brands and unbranded products is stronger now than it was ten years ago. Commitment to an individual brand results from the perceived value added by the brand name. The greater the value added by the brand name, the better the chances that preference for that brand will survive the lower prices and promotions of competing products. Perceived brand value is the key to margin. In other words, perceived brand value is key to the difference between what it costs to make and distribute my brand and what consumers are willing to pay for it. The research revealed that a nationally advertised brand is usually a better buy than a generic brand and a store's own brand is usually a better buy than a nationally advertised brand. However, brand loyalty has been found to decline in the recent years in the scope of the research. It is found that the individual's commitment to the brand may remain, but that person may feel forced to purchase something else.

Crimmins (1992, p.16) asserts that because the value added by a brand name is fundamental to marketing, a simple technique to measure value added and monitor value added over time is essential. From the consumer's point of view, the value added by a brand name has three dimensions:

- The amount of value added by the brand name in a category.
- The breadth of the added value, that is, the range of product categories in which the brand name can add value.
- The content of the added value, that is, the specific qualities which are implied by the brand name. These qualities, which are invisible at the time of purchase (such as reliability, rich lather, or masculine personality), are the reason why the brand name adds value.

The amount of value added by a brand name is the ratio of its price to its competitor's price when both products are equally desirable to consumers, minus one. It was found that the typical number-one brand is worth about ten percent more to consumers than the number two brand (Crimmins, 1992, p.17-18).

Crimmins (1992, p.19) states that better measurement of brand value is the first step to better management of brand value. Changes in the value added by the brand name should be as routine a part of annual brand reviews and brand plans as changes in brand volume. One should look not only for profit growth but also for growth in the value added by the brand name.

3.8.2. Types of Brand Names

Laforet and Saunders (1994, p.67) stated that the types of brand names used can be grouped as a series of levels according to their breadth and relation to the corporate name. At the highest level is a corporate brand name that covers all a firm's products and at the lowest level a virtual brand name that identifies a variant of a

brand. These brand types are used singly or in combination and often with a description of the product. For the corporate brand name, some focused companies like Shell, Heinz have made their company names synonymous with a product class. These corporate brand names appear as the only brand identity. For house brand names, diversified companies sometimes use the names of divisions (houses) to promote products in different markets, or even segments like GM with Opel and Cadillac divisions. For the family brand names, these are used to cover or umbrella a family of products and they differ from house names in being devoid of any relationship with the brand name and company structure. For the mono brand names, they are the dominant form used by many leading marketers like Procter and Gamble. For the virtual brand names, they occasionally appear as suffixes used to identify variants of a brand or a qualifier to a brand name. For the description, they are used to describe a variant.

Laforet and Saunders (1994) indicate that the brand types give a way of classifying the branding of individual products at three levels. Figure 3.3. gives this brand hierarchy (Laforet and Saunders, 1994, p.68).

BRAND HIERARCHY

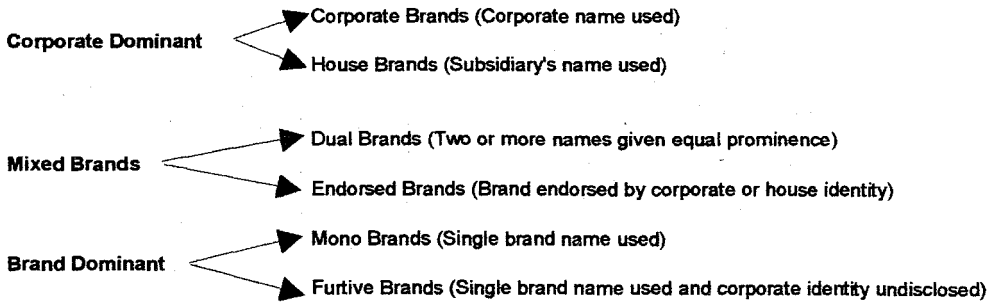


Figure 3.3. Brand Hierarchy (Laforet and Saunders, 1994, p.68)

Laforet and Saunders (1994, p.72-73) explained the choice of brand strategies.

Corporate brands are used when a company operates in a tightly defined market. This simple brand structure also reflects the firm's organic growth. This keeps their market close and help avoid the brand clutter and diversification that acquisitions can produce. House branding is more common than corporate branding and occurs when a diversified company has divisions that operate in highly defined markets. It also appears when acquisitions are made and a subsidiary is given some independence. The divisional structure that the house name represent allows the subsidiaries to focus on their own business and can give them a promotional advantage. The houses can develop independent identities that can benefit the range of products they market. House branding can occur because product ranges are incompatible or because different segments are targeted. Mixed brands occur for corporate and marketing reasons. Even where the branding is consumer driven, corporate history has a great influence. The current popularity of brand extensions and the use of brand leverage mean that many new products are launched as mixed brands (Aaker and Keller, 1990). Mono brands occur when a company has a wide product range. Diversified companies have products that are marketed similarly but are viewed differently by consumers.

The use of mono brands also allows companies to target different target markets, differentiate brands, and gives consumers the perception of wide choice. Furtive brands increase the opportunity for differentiating or isolating brands.

3.8.3. Brand Names Underlying Brand Concepts

Brand concepts position the products in the minds of consumers and differentiate given products from other brands in the same product category (Park, Jaworski, MacInnis, 1986). Brand concepts are brand-unique abstract meanings (e.g., high status) that typically originate from a particular configuration of product features (e.g., high price, expensive looking design, etc.) and a firm's efforts to create meaning from these arrangements (e.g. 'the relentless pursuit of perfection' by Lexus). To illustrate this distinction, the Seiko and Rolex names both belong to the watch product category and share many product-level associations at various abstraction levels. Through brand concept management activities, however, only the Rolex name has become associated with the concept of luxury and high status (Park et.al. 1986).

Park, Milberg and Lawson (1991, p.186) make a distinction between function-oriented brand concept and prestige-oriented brand concept. The authors define a function-oriented brand concept as the one that is understood primarily in terms of brand-unique aspects that are related to product performance, while a prestige-oriented brand concept is understood primarily in terms of consumers' expression of self-concepts or images.

The results of Park et.al. (1986) showed that prestige brand names may be stored together under a superordinate concept category such as luxury and status, while functional brand names may be stored primarily under their respective product-class categories along with their brand concepts. Specifically, when subjects were presented with a set of prestige brand names whose products were dissimilar (e.g., Mercedes, Lenox and Reebok) they readily identified common links between these brand names using concepts like luxury and status. However, when subjects were presented with a set of functional brand names whose products were dissimilar (e.g., Sony, Xerox, and Honda), they were unable to identify common superordinate links between these brand names. By being stored together under the same concept category, prestige brand names may be more extendible to other product classes than are functional brand names as long as those product classes share the prestige concepts. Moreover, since these readily accessible, prestige brand concepts (e.g., luxury, status) are more abstract than functional concepts (e.g., reliability, durability), they may be able to accommodate a more diverse set of objects that share fewer features.

3.9. USER IMAGERY

User imagery refers to the personality and demographic characteristics of the users of a product or a service. Related with this concept, Evans (1959) undertook a study to test the ability of psychological and objective methods to discriminate between owners of the two largest-selling automobiles, Ford and Chevrolet. The cars are objectively almost perfect substitutes; their prices, their models and other features are almost identical. However, previous research has indicated that these makes

represent different psychological images to the public and that the purchasers of one make are sharply different, psychologically speaking, from purchasers of the other, at least on the average. A simple random sample of Ford and Chevrolet owners provided the basic data for the test. The owners' scores on a standard test of manifest psychological needs were used as a basis for judging the ability of psychological factors to predict the brand of car owned. Manifest psychological needs may be said to represent the motivations research approach, while the objective factors typify a more traditional approach which emphasizes the economic and demographic variables influencing the demand curve. In each class of variables some small and only barely statistically significant differences were found between Ford and Chevrolet owners. These differences, however, are too minor to use effectively in predicting the brand of car owned. Taken singly or in a linear combination, neither personality needs nor demographic variables assigned brand ownership with any considerable degree of certainty. Even the advantage of selecting the most predictive variables from each class and combining them into a single linear discriminant function did little to improve the predictive efficacy (Evans 1959, p.341).

Research on automobiles found out that Ford owners are independent, impulsive, masculine, alert to change, and self-confident; Chevrolet owners are conservative, thrifty, prestige-conscious, less masculine, and seeking to avoid extremes. Evans (1959) selected Ford and Chevrolet owners of 1955-1958 models who were the residents of Park Forest as his sample. The author collected data with a questionnaire that was designed to collect demographic and factual data related to automobile ownership, role-playing questions designed to measure perceived

differences of Ford and Chevrolet owners, and psychological needs reflecting the respondents' basic personalities. One hundred and forty-six substantially completed interviews were secured and the same amount on psychological test. The personality test was constructed from items in the Edwards (1957) Personal Preference Schedule. This was chosen because the scoring is simple, mechanical and unambiguous. It is gaining wide use among psychologists, and published results are available for comparison purposes. It is based upon Murray's system of personality needs. The same needs are used in the Thematic Apperception Test (TAT), the most popular of the projective tests. The needs treated as psychological variables are as follows (Edwards, 1957):

1. Achievement: To do one's best, to accomplish something of great significance.
2. Deference: To find out what others think, to accept the leadership of others.
3. Exhibition: To say witty and clever things, to talk about personal achievements
4. Autonomy: To be able to come and go as desired, to say what one thinks about things.
5. Affiliation: To be loyal to friends, to make as many friends as possible.
6. Intraception: To analyze one's motives and feelings, to analyze the behavior of others.
7. Dominance: To be a leader in the groups to which one belongs, to tell others how to do their jobs.
8. Abasement: To feel guilty when one does something wrong, to feel inferior to others in most respects.
9. Change: To do new and different things, to participate in new fads and fashion.

10. Aggression: To attack contrary points of view, to get revenge for insults
11. Heterosexuality: To become sexually excited, to be in love with someone of the opposite sex.

Evans (1959, p.360) found out that the scores show no statistically significant difference for the needs of achievement, deference, intraception, abasement, change, aggression and heterosexuality. Exhibition, autonomy and affiliation were significantly different at about 10% level. Only for dominance do the Ford and Chevrolet owners differ beyond the 5% level of significance. After the discriminant analysis, the author concluded that personality needs as measured in this study are of little value in predicting whether an individual owns a Ford or Chevrolet automobile. Although people within a common social class have different personalities, their personalities do not appear to be systematically related to selection of the two most popular brands of cars.

Fry (1971, p.298) indicated that Evans (1959) attempted to discriminate between owners of Fords and Chevrolets by a variety of personality and demographic variables. The accuracy of prediction achieved with the personality measures was statistically significant but low in magnitude as with the demographic variables and the combination of both. The study helped to curb exaggerated motivational research claims at the time, but its adequacy as a test of the basic proposition of personality variable-brand choice relationship is questionable. The main source of concern is the ambiguity of the dependent variable -in particular, what differences in brand image existed in buyers' minds before purchase. Evans' post purchase measures revealed

only small differences in the brand images and indicated there was a projection of desired traits to the brand owned by the respondent. If prepurchase image differences were small, as the Evans findings suggest, it is not surprising few differences were found in the personality characteristics of owners of the two brands. Also, there were no steps taken in the Evans study to control for complexities in automobile brand choice stemming from such factors as different dealers, models, or prices and conflicts between different users and uses. In outcome, Evans essentially demonstrated that personality variable-brand choice relationships were not as simple as originally assumed.

Fry (1971) worked with a fairly simple product whose brands were measurably different in image. Cigarettes were selected because the user is free to purchase in response to individual needs without serious complications due to different prices, availability, or trade-off among joint users or uses. The nature and extent of brand image differences were determined by non-metric scaling of similarities by semantic differential measures. Moderator variables were incorporated because of recent findings in psychological research. Three moderator variables were used in the study. First, sex was chosen because of expected personality structure differences. Prior research indicated socioeconomic class might also moderate personality variable influence. Generalized self-confidence was chosen as a third moderating variable because it was expected to affect the operation of other, more specific personality needs.

Fry (1971, p.303) concluded that there is an identifiable relationship between personality variables and brand choice in terms of their match with brand characteristics. It also has been shown that respondent sex, social class, and self-confidence importantly moderate one or more of the relationships.

Evans (1959, p.340) indicates that in recent years a number of nonquantitative studies in marketing have found substantial differences in the personalities of owners of different automobile makes. Buyers of one brand are described as differing sharply in personality from those of another. Also, the brands themselves are thought to have images or personalities extending their physical characteristics. These images are expected to draw buyers, often in terms of need satisfaction.

3.9.1. Gender Image

Debevec and Iyer (1986, p.12-13) state that in positioning and repositioning products, advertisers often work to create a gender image for a brand by featuring the targeted gender in an advertisement as a typical user of the product. Researchers have speculated that a product's gender image is likely to be related to the gender of the person perceived to be the most likely user of the product. The advertiser's goal is for the audience to identify with that individual and to perceive the brand as appropriate for themselves. While marketers appeal to their target audience and attempt to form gender images for brands by featuring men and women in their advertisements, there is no published evidence that such a strategy is effective in creating or altering the gender image of a product or brand. This effectiveness issue is important since

individuals often select brands relative to their gender image. Past research has shown that individuals do have preconceived gender images for product classes and that these images are independent of the ones marketers attempt to create. Products with a feminine image include dishwashing liquid, wine and hairspray, while those perceived as masculine include lawnmowers, paint and beer. These prior product class images are important reference points when measuring the effectiveness of the gender of the spokesperson in altering the gender image of a product or brand.

3.9.2. Projective Techniques Are Helpful In Revealing The User Imagery

An important study on this theme has been done by Haire. Haire (1950, p.651-652) states that a survey was conducted to find out people's attitudes toward Nescafe, an instant coffee. When asked 'Do you use instant coffee?' and when the answer is no, What do you dislike about it? the bulk of the responses revealed that the flavor was not liked. Then, another survey was done with an indirect approach to go behind this facade. Two shopping lists were prepared which were identical except the one list specified Nescafe, and one Maxwell House Coffee and were administered to alternate subjects.. The respondents were asked to characterize the woman who bought the groceries. 48% of the people described the woman who bought Nescafe as lazy, failing to plan household purchases and schedules well, 4% described the Nescafe woman as spendthrift and 16% as being not a good wife. On the other hand, 4% described the Maxwell House woman as lazy, 12% as failing to plan household purchases, 16% as thrifty, 16% as a good wife and there were no subjects claiming that the Maxwell House woman was not a good wife. It is clear from the responses

that instant coffee represents a departure from home-made coffee, and the traditions with respect to caring for one's family.

Haire (1950, p.655) states that the personality descriptions provide an opportunity for the consumer to project hopes and fears and anxieties that are relevant to the way the product is seen, and that they represent important parts of her motivation in buying or not buying. In merchandising, a product's character is more important as a determinant of purchasing than its physical dimensions. Marketers need to know the psychological definitions of valued objects.

Arndt (1973, p.57) explained the study conducted by Haire to unearth the underlying real motives for not using instant coffee. Two groups of fifty women were given a shopping list where the only difference between the lists was that one included instant coffee, the other did not. The women then were asked to write a characterization of the hypothetical housewife having prepared the list. It was found that respondents receiving the instant coffee list described the shopper as lazy. It was inferred that the crucial barrier to sales was consumer attitudes about what constitutes good housekeeping, but not the physical characteristics of the product.

Arndt (1973, p.58) indicates that there are some universal propositions to be derived from this study:

1. Products have meanings for consumers that go beyond the physical attributes of the products

2. These meanings may strongly influence whether or not consumers will buy the product.
3. It is possible to identify and assess such purchasing motives by approaching them indirectly.

Arndt (1973, p.61) indicated that the study of Haire suggested that instant coffee usage denoted laziness and poor planning. Later replications have indicated that consumer attitudes toward what constitutes good housekeeping have changed dramatically. Later shopping list studies have consistently suggested that instant coffee usage has become more associated with modernity and more intense involvement in the world around.

3.10. DETERMINING BRAND MEANINGS BY THE USE OF PROJECTIVE TECHNIQUES

Although direct approaches toward learning perceptions can be useful, often it is worthwhile to consider more-indirect methods - even some that might appear a bit off beat. The indirect approaches often are motivated by the assumption that respondents may be either unwilling or unable to reveal feelings, thoughts, and attitudes when asked direct questions. Many of the methods presented here are termed projective methods. They address the two aforementioned problems, in part by allowing the respondent to project him- or herself into a context which bypasses the inhibitions or limitations of more-direct questioning (Aaker, 1991). Figure 3.4. gives the indirect methods that are helpful in determining brand meanings.

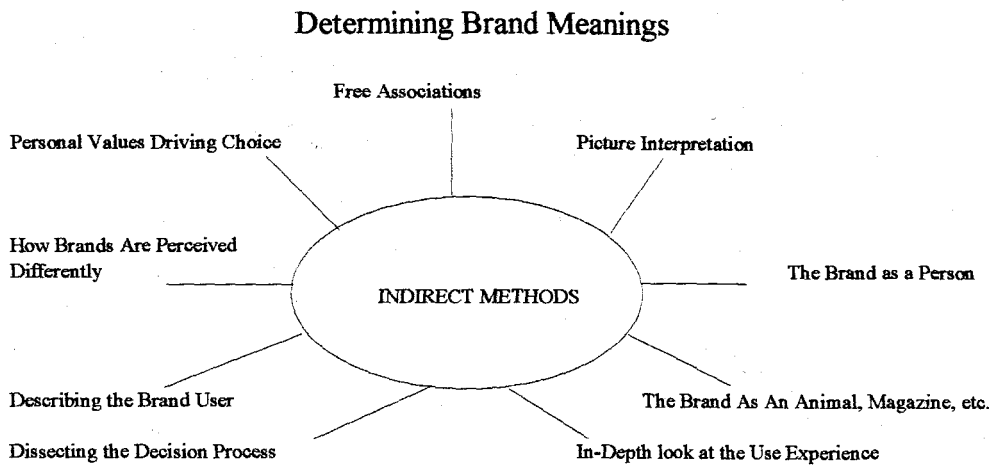


Figure 3.4. Determining Brand Meanings (Aaker, 1991, p.137)

3.10.1. Free Association

Word association is an effort to bypass the inhibiting thinking process of the respondent. The procedure is to have a list of objects consisting of, or including brand names. The respondent is asked to provide the first set of words that come to mind. The key is to avoid thinking or evaluating but rather to generate words and thoughts as fast as they arrive. This technique is particularly good for getting reactions to potential brand names and slogans.

3.10.2. Picture Interpretation

Another approach is to have respondents interpret a scene presented in which the product or brand is playing a role. The use of a picture is one way to allow respondents to express how they really feel by using the characters in the scene as vehicles to communicate their own attitudes and feelings.

3.10.3. If This Brand Were A Person

There are three components to a brand image: product attributes, consumer benefits, and brand personality. A brand might be characterized as being modern or old-fashioned, lively or dull, conventional or exotic. For many product classes brand personality is a key element in understanding brand choice.

3.10.4. Animals, Activities, And Magazines

Sometimes when discussing a brand, people have difficulty in articulating their perceptions. They tend to use obvious, mundane descriptors because that is what they are accustomed to using. A useful approach is to ask customers to relate brands to other kinds of objects -such as animals, cars, magazines, trees, movies or books.

3.10.5. The Use Of Experience

Instead of asking which brand respondents are using and why, the discussion might focus on the use of experience. A discussion of specific past-use experience can allow respondents to open up, to recall and communicate feelings and contexts that were part of their use experiences. A picture of a brand can thus emerge which is not filtered or summarized.

3.10.6. Decision Process

Another approach could be to track a person's decision process. When a decision process is dissected, the influence of brand associations often emerges that

may not be a part of someone's summary picture of a brand. The associations might be subtle, such as the use of experience of a grandfather, or indirect, such as the nature of who recommended the brand.

3.10.7. What Is The Brand User Like?

The question needed to be asked in order to understand customer preference focuses on the brand user, and asks how the user of one brand or product differs from the user of another. In particular, how do the needs and motivations of the users of the two brands differ? When the brand user rather than the brand is spotlighted, respondents are more likely to provide responses that go beyond a logical rationale for their brand choice (Aaker, 1991).

3.10.8. What Distinguishes Brands From One Another?

Two questions can be asked to understand preference, the first being how brand users differ and the second question involved learning how a brand or product differed from other brands or products.

3.11. BRAND POPULARITY, COUNTRY IMAGE, AND BRAND IMAGE RELATION

Buyers make distinct evaluations of brands based on their country-of-origin. A product's country-of-origin can have a positive, neutral, or negative effect on prospective buyers. Consumers form their preferences based on their personal

background, experiences, and national stereotypes about different nations' quality, reliability, and service.

Kim (1997, p.362) indicates that behind firms' efforts in creating or maintaining the popularity of their models is a strong belief that once a particular model has become popular, the popularity component will bring a positive contribution to the brand's loyalty, image or market sales (Aaker 1991). Therefore brand popularity positively influences brand performance not only directly in the short run but also indirectly in the long run by creating favorable brand image. The long-term effect of brand popularity is expected to occur due to the contribution of brand popularity to brand image, which tends to be country specific in a global market.

Kim (1997, p.363) suggests that a brand image (or brand's intangible assets) in a global market can come from brand popularity and country image, because consumers often rely on inferences in making purchase decisions, and brand popularity and brand's country-of-origin are two widely used external cues for drawing inferences. The brand popularity effect occurs from word-of-mouth, imitation and signaling effects among the pool of prior users; it is also the result of the superior image of the brand, which is reflected in marketing variables such as product quality, advertising and price. Country image can come from two sources: the shared perceptions of brands from a given country and the image associated with foreign direct investment (FDI). The overarching conceptual framework is summarized in Figure 3.5 as given by Kim (1997, p.364).

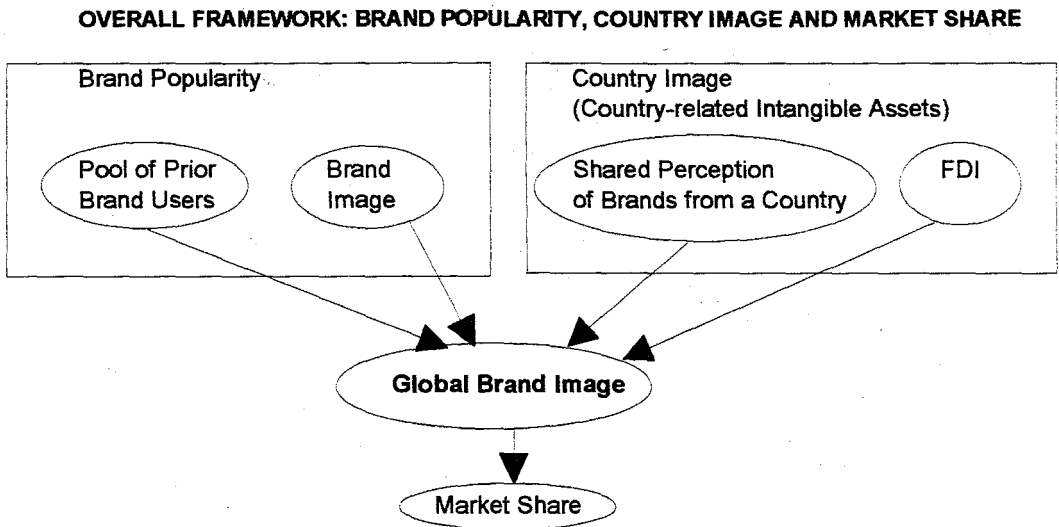


Figure 3.5. Brand Popularity, Country Image and Market Share (Kim, 1997, p.364)

Kim (1997, p.366) states that if brand popularity provides such intangible value to customers, then customers tend to return value to firms by enhancing their brand loyalty as well as transferring its good image to others through word-of-mouth, which will ultimately influence the sales of the brand in the future. It is hypothesized that brand popularity has a positive effect on market share immediately in the current period and brand popularity has a positive effect on market share in the long run by creating and interacting with country-specific brand image. Kim (1997, p.375) found that marketing variables contributed to market share directly as well as indirectly by building brand image. For example, the positive significant signs of advertising expenditure for both short and long term effects imply that advertising expenditure has a positive effect on the short-term sales in the current period as well as the long-term sales in the future period by building brand image. Brand image generated differs for brands originating from the two different countries.

CHAPTER IV

FROM HUMAN PERSONALITY TO BRAND PERSONALITY

4.1. PERSONALITY THEORIES

Kassarjian (1971, p.409-410) indicates that Freud stressed the unconscious nature of personality and motivation and said that much, if not all, behavior is related to the stresses within the personality system. The personality's three interacting sets of forces, the id, ego and superego, interact to produce behavior. According to Freudian theory, the id is the source of all driving energy, but its unrestrained impulses can not be expressed without running afoul of society's values. The superego is the internal representative of moral arm of personality. The manner in which the ego guides the libidinal energies of the id and the moralistic demands of the superego accounts for the rich variety of personalities, interests, motives, attitudes and behavior patterns of people. It accounts for the purchase of a four-door sedan rather than a racy sports car, the adoption of a miniskirt. The tools of the ego are defenses such as rationalization, projection, identification and repression, its goals are integrated action.

Regarding the social theorists, Kassarjian (1971, p.410) indicates that Alfred Adler felt that the basic drive of man is not the channelization of the libido, but rather a striving for superiority. The basic aim of life is to overcome feelings of inferiority imposed during childhood. Occupations and spouses are selected, homes purchased, and automobiles owned in the effort to perfect the self and feel less inferior to others. Eric Fromm stressed man's loneliness in society and his seeking of love, brotherliness,

and security. The search for satisfying human relationships is of central focus to behavior and motivations. Karen Horney (1937) felt that childhood insecurities stemming from parent-child relationships create basic anxieties and that the personality is developed as the individual learns to cope with his anxieties. The only research in consumer behavior based directly on a neo-Freudian approach is Cohen's psychological test that purports to measure Horney's three basic orientations toward coping with anxiety -the compliant, aggressive, and detached types. Cohen found that compliant types prefer brand names and use more mouthwash and toilet soaps; aggressive types tend to use a razor rather than an electric shaver, use more cologne and after-shave lotion, and buy Old Spice deodorant and Van Heusen shirts, detached types seem to be least aware of brands.

Kassarjian (1971, p.410) indicated that the stimulus-response or learning theory approach to personality presents perhaps the most elegant view, with a respected history of research and laboratory experimentation supporting it. Its origins are in the work of Pavlov, Thorndike, Skinner, Spence, Hull and the Institute of Human Relations at Yale University. There is agreement that the link between stimulus and response is persistent and relatively stable. Personality is seen as a conglomerate of habitual responses acquired over time to specific and generalized cues. A drive leads to a response to a particular stimulus, and if the response is reinforced or rewarded, a particular habit is learned. Unrewarded and inappropriate responses are extinguished or eliminated. Complex behavior such as consumer decision processes is learned in a similar manner.

Kassarjian (1971, p.413) indicates that relationships of product image and self-image have been studied quite thoroughly by the motivation researchers and particularly Levy (1963) and Gardner (1938). The core of these views is that the individual has a real-and an ideal self. This 'me' or self is the sum total of all that a man call his -his body, traits, and enemies, his vocations and avocations, his material possessions, his family, friends and enemies and much else. It includes evaluations and definitions of one's self and may be reflected in much of his actions, including his evaluations and purchase of products and services. The belief is that individuals perceive products that they own, would like to own, or do not want to own in terms of symbolic meaning to themselves and to others. Congruence between the symbolic image of a product (e.g., a 38 caliber is aggressive and masculine, a Lincoln automobile is extravagant and wealthy) and a consumer's self-image implies greater probability of positive evaluation, preference or ownership of that product or brand. For example, Jacobson and Kossoff studied self-perception and attitudes toward small cars. Individuals who perceived themselves as cautious conservatives were more likely to favor small cars as a practical and economic convenience. Another self-classified group of confident explorers preferred large cars, which they saw as a means of expressing their ability to control the environment. Dolich tested the congruence relationship between self-images and product brands and concluded that there is a greater similarity between one's self-concept and images of his most preferred brands than images of least preferred brands. Dolich (1969) claimed that favored brands are consistent with and reinforce self-concept.

4.2. BRAND PERSONALITY

Upshaw (1995) states that in matters of branding, a personality helps to humanize an otherwise inanimate object or service so that a prospect's defenses are lowered. An attractive personality can presell the prospect before the purchase, reinforce the purchase decision, and help forge an emotional link that binds the buyer to the brand for years to come. A distinguishing personality can offer the single most important reason why one brand will be chosen over another, particularly as the product and service features of competing brands grow more similar. The personality gives the consumer something to relate to that can be more vivid than the perceived positioning, more alive than the physical attributes of the product, more complete than whatever is conveyed by the brand name alone. It can be the difference that tips the consumer toward trial, or the one factor that subconsciously binds the user to the brand and prevents switching to a competitor. The personality is, in some ways, much more real than the other aspects of a brand because it is the outstretched hand that touches the customer as an individual.

According to Aaker (1997), brand personality construct refers to the set of human characteristics associated with a brand. The personality of a brand enables a consumer to express his or her own self (Belk 1988), an ideal self (Malhotra 1988), or specific dimensions of the self through the use of a brand. Brand personality can be viewed as a key way to differentiate a brand in a product category (Halliday 1996), as a central driver of consumer preference and usage (Biel 1993), and as a common denominator that can be used to market a brand across cultures (Plummer 1985).

As an illustration of brand personality; Absolut vodka personified tends to be described as a cool, hip, contemporary 25-year old; whereas Stoli's personified tends to be described as an intellectual, conservative, older man. In contrast to product-related attributes, which tend to serve a utilitarian function for consumers, brand personality tends to serve a symbolic or self-expressive function (Keller 1993).

It is argued that the symbolic use of brands is possible because consumers often imbue brands with human personality traits (termed animism; e.g., Gilmore 1919). Consumers easily can think about brands as if they were celebrities or famous historical figures (Rook 1985) and as they relate to one's own self (Fournier 1994), which may be due in part to the strategies used by advertisers to imbue a brand with personality traits such as anthropomorphization (e.g., California Raisins), personification (e.g., Jolly Green Giant), and the creation of user imagery (e.g., Charlie girl). Through such techniques, the personality traits associated with a brand, such as those associated with an individual, tend to be relatively enduring and distinct. For example, the personality traits associated with Coca Cola are cool, all-American, and real; these traits are relatively enduring (Pendergrast 1993) and differentiate Coke from its competitors (e.g., Pepsi being young, exciting, and hip; Dr.Pepper being nonconforming, unique, and fun; Plummer 1985). Motivated by this logic, previous research has suggested that the greater the congruity between the human characteristics that consistently and distinctively describe an individual's actual or ideal self and those that describe a brand, the greater the preference for the brand (e.g., Malhotra 1988; Sirgy 1985).

Perceptions of human personality traits are inferred on the basis of an individual's behavior, physical characteristics, attitudes and beliefs, and demographic characteristics (Park 1986). In contrast, perceptions of brand personality traits can be formed and influenced by any direct or indirect contact that the consumer has with the brand (Plummer 1985). Personality traits come to be associated with a brand in a direct way by the people associated with the brand -such as the brand's user imagery, which is defined as the set of human characteristics associated with the typical user of a brand; the company's employees or CEO; and the brand's product endorser's. In this way, the personality traits of the people associated with the brand are transferred directly to the brand (McCracken 1989). In addition; however, personality traits come to be associated with a brand in an indirect way through product-related attributes, product category associations, brand name, symbol or logo, advertising style, price and distribution channel (Batra, Lehmann, and Singh 1993). In addition to personality characteristics, researchers (Levy1959, p.12) argue that brand personality includes demographic characteristics such as gender, class, or age. Similar to personality characteristics, these demographic characteristics also are inferred directly from the brand user's imagery, employees, or product endorser's and indirectly from other brand associations. For example, driven by distinct user imagery, Virginia Slims tends to be perceived as masculine. Partly due to the relative recency with which the two brands entered the market, Apple is considered to be young, and IBM is considered to be older (Aaker 1997, p.348).

Aaker (1997, p.348) developed a framework of brand personality dimensions and argued that by isolating these distinct dimensions versus treating brand personality

as a unidimensional construct, the different types of brand personalities can be distinguished, and the multiple ways in which the brand personality construct influences consumer preference may be understood better. The author developed a comprehensive and representative set of personality traits associated with brands in three types of product categories: symbolic (jeans, cosmetics, and fragrance), utilitarian (computers, electronics, and appliances), and both symbolic and utilitarian (automobiles, beverages, and athletic shoes). In the first stage of the personality trait generation, subjects were asked to write down the personality traits that first came to mind when thinking about the two brands in the three types of product categories mentioned above. The result of the first trait generation stage left 309 nonredundant candidate personality traits. In the second trait generation stage, the 309 traits were reduced to a more manageable number. Subjects rated how descriptive the 309 traits were of brands in general (1=not at all descriptive; 7= extremely descriptive). To isolate the most relevant traits, the cutoff for the final list of personality traits was a scale rating of 6 (very descriptive), thereby leaving 114 personality traits for the study. Three criteria guided the selection of a comprehensive and representative set of brands: First, salient, well-known brands were chosen so that a national sample could be used; second, a wide variety of brands representing a spectrum of personality types was selected to enhance the scope of the scale; and third, a range of product categories, both symbolic and utilitarian, was drawn upon to enhance scale generalizability. Choosing a large number of brands has the advantage of increasing the generalizability and robustness of the measurement scale. To overcome the disadvantage of possible of subject boredom and fatigue that can result in response bias, one brand from each of the nine clusters was selected and placed into one of four

brand groups. Finally, one brand was included in each of the four brand groups so that the extent to which the four distinct groups of subjects differed in their brand personality perceptions could be assessed. Thus, a total of 37 brands were included.

Aaker (1997, p.350) used a nonstudent sample, one that represented the U.S. population with respect to five demographic dimensions (gender, age, household income, ethnicity, and geographic location). To stimulate a high rate of return, a total of 1200 questionnaires was sent via Federal Express to subjects from a national mail panel. The response rate was 631 or 55%. Using a five point Likert scale (1=not at all descriptive, 5=extremely descriptive), subjects were asked to rate the extent to which the 114 personality traits describe a specific brand and they repeated the rating task for the nine additional brands in the particular brand group. The objective of this stage was to identify the brand personality dimensions as perceived in consumers' minds and therefore 'O' analysis was used where the correlation matrix for the personality traits ($n=114$) correlated across brands ($n=37$) is analyzed. The 114×14 correlation matrix was factor-analyzed using principal components analysis and a varimax rotation. The result was an easily interpretable five-factor solution. The names determined to represent best the types of concepts subsumed in each of the five dimensions were: Sincerity, excitement, competence, sophistication and ruggedness. To cope with the potential differences in the meaning of the personality traits among distinct groups of people, a separate principal component factor analysis were run and the similarity of the results were assessed both quantitatively and qualitatively (Aaker, 1997, p.351).

The goal of the next phase was to identify the traits that most reliably, accurately, and comprehensively represent the five dimensions. Therefore, a facet identification phase was conducted, whereby each set of items in the five factors identified in the principal components analysis was factor-analyzed individually. The result was a total of 15 facets: Sincerity and excitement each had four facets, competence had three, and sophistication and ruggedness each had two. To select the best traits represented in each of the 15 facets to be included in the scale, a clustering procedure outlined by Nunnally (1978) was followed and the following brand personality framework presented in Figure 4.1. has been formed (Aaker, 1997, p.352)

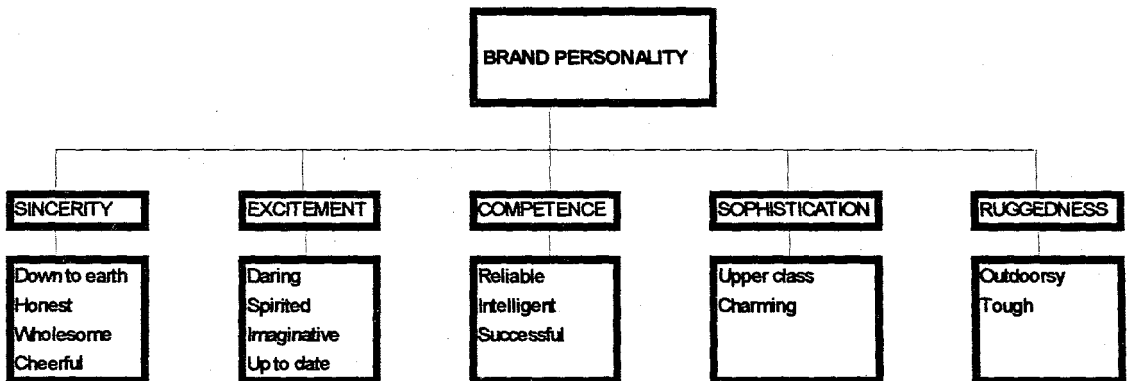


Figure 4.1. Brand Personality Framework (Aaker, 1997, p.352)

Aaker (1997, p.353) states that the objective of the research was to develop a framework of brand personality dimensions and a reliable, valid, and generalizable scale to measure the dimensions. Consumers perceive that brands have five distinct personality dimensions: Sincerity, Excitement, Competence, Ruggedness,

Sophistication, Sincerity, Excitement, and Competence tap an innate part of human personality, Sophistication and Ruggedness tap a dimension that individuals desire but do not necessarily have. This premise is consistent with the advertising created for prototypical Sophisticated brand (e.g., Mercedes, Revlon), in which aspirational associations such as upper class, glamorous, and sexy are a focus. Ruggedness brands (e.g., Marlboro, Harley-Davidson, Levi's) tend to glamorize American ideals of Western, strength, and masculinity.

Aaker (1997, p.354) points out that the scale can be used to compare personalities of brands across product categories, thereby enabling researchers to identify benchmark personality brands. In terms of antecedents of brand personality, it is created by a variety of marketing mix variables like user imagery, advertising, packaging. In terms of consequences, brand personality increases consumer preference and usage, evokes emotions in consumers and increases levels of trust and loyalty.

Aaker (1997, p.355) suggests that the extent to which brand personality dimensions are cross culturally generalizable must be examined. Such research would demonstrate that the symbolic or self-expressive use of brands is robust across cultures, while the nature of that self-expression differs significantly.

Table 4.1 gives the list of the traits, facet names and factors developed by Aaker (1997, p.354).

Table 4.1. Traits, Facet Names and Factor Names For Brand Personality

<u>TRAITS</u>	<u>FACET NAME</u>	<u>FACTOR NAME</u>
Down-to-earth	Down-to-earth	Sincerity
Family-oriented		
Small-town		
Honest	Honest	
Sincere		
Real		
Wholesome	Wholesome	
Original		
Cheerful	Cheerful	
Sentimental		
Friendly		
Daring	Daring	Excitement
Trendy		
Exciting		
Spirited	Spirited	
Cool		
Young		
Imaginative	Imaginative	
Unique		
Up-to-date	Up-to-date	
Independent		
Contemporary		
Reliable	Reliable	Competence
Hard working		
Secure		
Intelligent	Intelligent	
Technical		
Corporate		
Successful	Successful	
Leader		
Confident		
Upper class	Upper Class	Sophistication
Glamorous		
Good looking		
Charming	Charming	
Feminine		
Smooth		
Outdoorsy	Outdoorsy	Ruggedness
Masculine		
Western		
Tough	Tough	
Rugged		

(Aaker, 1997, p.354)

Lannon (1991) has noted that 'Brands are bought for who they are as well as what they are.' Clearly, the user component of brand image can be described in terms of imputed personality. Consumers have little difficulty in describing who might smoke Marlboro cigarettes, serve Gallo wine, or wear Calvin Klein jeans. Less obviously, however, by employing sufficiently sensitive questions, and using methods like collage and object role-plays, investigators such as Baker (1990) has found that rich, consistent descriptions of the personality and character of the brand itself can be elicited (Biel, 1992, p.RC-8).

Some brands are seen as distinguished, sentimental, righteous, or even devout. But others are described as slippery, dour, sophisticated, or arrogant. Although brand personality studies have heretofore been largely ad hoc in nature, important progress is now being made in the development of standardized transnational brand personality measures (Baker, 1990).

Brands can also evoke feelings as well as associations. Some brands make one happy; others, confident or safe; while still other brands evoke feelings of boredom, confusion or amusement. Although conventional wisdom has implied that consumers are blank tablets upon which marketers etch images, some investigators are now demonstrating that the dialogue is two-way. Lannon (1991) describes consumers as interacting with brands. Blackston (1990, 1992) demonstrated the existence of brand relationships by showing that consumers are not only able to describe the way they see brands but also the way in which the brands see their consumers (Biel, 1992, RC-8).

CHAPTER V

BRAND EQUITY

5.1. BRAND IMAGE-BRAND EQUITY RELATIONSHIP

While brand equity has come to stand for a financial concept associated with the valuation placed on a brand, it is useful to recognize that the equity of a brand is driven by brand image, a consumer (or customer) concept. Figure 5.1 gives the relation between brand image and brand equity (Biel, 1992, p.RC-7).

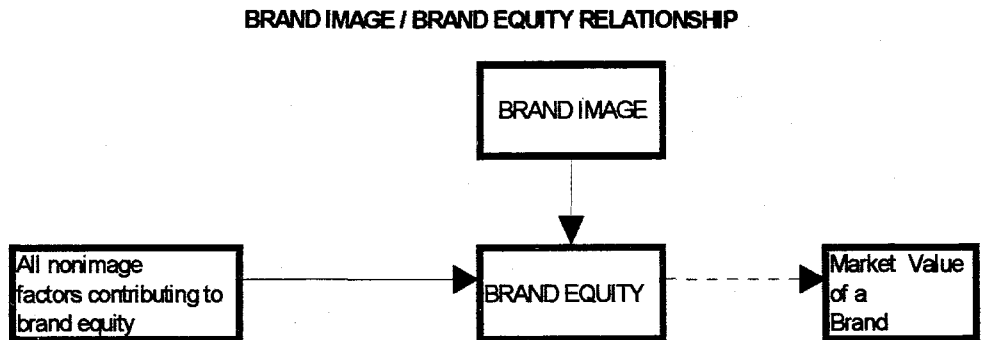


Figure 5.1 Brand Image / Brand Equity Relationship (Biel, 1992, p. RC-7)

Any expectation of the cash flow premium enjoyed by a successful brand ultimately depends upon consumer behavior. And consumer behavior is, at root, driven by perceptions of a brand. While behavioral measures of purchase describe the existence of equity, they fail to reveal what is in the hearts and minds of consumers that is actually driving equity (Biel, 1992, p. RC-7-8).

Blackston (1992, p.79) states that one of the older and simpler definitions of brand equity has been made by David Ogilvy who said that a brand is the consumer's

idea of a product. This could be thought of as the first principle of brand equity- that a brand is different from a product and that the difference is something with which it is invested by the consumer. It is useful to think of the total equity-or value of a brand consisting of two different sorts of equities. The first can be called as fundamental equities-the classical marketing variables of product, price, and packaging together with distribution and measured brand image. The second type are the added value equities, which are usually much more elusive to define because of their intangible nature. If we wish to understand and manage the more intangible equities directly, we have to look to the consumer for help. At that moment there is nothing mystical about the brand. The so-called intangibles soon give up their secrets, however, they are clothed in a variety of rich, idiosyncratic consumer language. The problem arises when we want to capture the essence of that language in brand image statements, because a gap opens up between consumers' real perceptions of a brand and what we measure as brand image. The challenge is to find a way of preserving the divergence of qualitative data even when doing it on a large scale. Blackston (1992) developed a methodology which suggested a new approach to understanding the creation of brand equity, as an interactive process involving both the brand and the consumer: The Brand Relationship. A brand relationship is a logical extension of the idea of a brand personality. In treating brands as if they were people, we do not take the analogy to its logical conclusion. For example, when we talk about a brand's personality, we tend to describe it as a series of absolutes: Friendly, credible, aspirational. When we interact with another person, however, we do not just process information about the other's physical characteristics and personality. We are much more likely to say things like 'I find him very convincing'; 'She intimidates me'. We make qualified statements

about other peoples' personalities, in which the qualification is based on how it impinges on and interacts with our own personality. We more commonly call this interaction between two personalities a relationship. So why not have relationships with brands? The concept of a relationship with a brand is neither novel nor outrageous. It is readily understandable as an analogue -between brand and consumer- of that complex of cognitive, affective, and behavioral processes which constitute a relationship between two people. Understanding the relationship between brand and consumer requires observation and analysis of two things: First, we need to cover the conventional areas of consumer's attitudes and behaviors toward the brand. Secondly, we must also consider the brand's attitudes and behaviors toward the consumer. With a brand relationship, the real question is 'What does the consumer think that the brand thinks of them?' That is the difference between a one dimensional brand image and a brand relationship. There are two independent sets of things going on that we must find in the consumer's mind: the brand as the object of attitudes and the subjective brand with its own set of attitudes. In designing and engineering our brands, we have to look beyond our traditional preoccupation with transmitting objective brand images. In advertising, we have become very skilled at crafting the images we want to project. But we need to spend just as much effort in creating and communicating the correct attitudes and behaviors of our brands, because it is these which create meaning out of the message (Blackston, 1992, p.79-81).

Brands with upscale or aspirational images frequently tread a tightrope. One can see it in cigarettes, liquors, automobiles, and even in credit cards. In order to maintain the values which make these brands aspirational, they have to keep

emphasizing prestige and status. But, in doing so, they risk adopting attitudes which can intimidate or alienate the potential user. There are many similar examples of brands whose image tells them that all is well, while relationships with their consumers are deteriorating. The attitudes of brands that rely too heavily on a long-established heritage image, at the expense of staying contemporary, often unconsciously shift from a justifiable pride in a prestigious past into being merely pompous. Many pioneering brands in high technology categories, where continual innovation and change are price of entry, make the mistake of dwelling too much on their past mold-breaking achievements. Their attitude is often perceived as one of self importance rather than the self confidence they would like to project. Premium brands frequently continue to enjoy stellar images, while their consumer franchises and sales decline. It is often not just the price that discourages the consumers so much as an authoritarian attitude that asks too much from the consumer (Blackston, 1992, p. 81-82).

In the era of umbrella or corporate brands, consumers choices depend much less on their evaluation of the single product or service and correspondingly more on their global assessment of the company they are dealing with. In consumers' relationships with corporate brands, two components are found for a successful, positive relationship: 1- Trust in the brand; 2- Customer satisfaction with the brand. Trust can not be demanded, or legislated; it must be earned. Trust is crucially dependent on intimacy which is the brand's attitude which locks trust into the relationship. The degree of intimacy depends on the brand's success in creating a personal link with the individual consumer. Intimacy means showing that the brand

knows the individual consumer. The second component, customer satisfaction, depends on two distinct factors: being customer-centered and being pro-active (Blackston, 1992, p.82).

The concept of brand relationships have a broad relevance for all areas of marketing communications. On a broader scale, as corporate brands start to become an increasingly important feature on a brandscape, the means of communicating brands' attitudes and behaviors will shift back to people themselves where the employees of a corporate brand represent both a means of communicating the brand's attitudes and an integral part of the brand (Blackston, 1992, p.82-83).

5.2. EQUITY: THE VALUE OF BRANDS

Brand equity deals with the value, usually defined in economic terms, of a brand beyond the physical assets associated with its manufacture or provision. While brand image is a concept originated and owned by marketers and advertising specialists, the idea of a brand having an equity that exceeds its conventional asset value is a notion that was developed by financial people. Underlying a brand's equity is the concept of what is sometimes referred to as a brand's consumer franchise, loyalty, or even its fans. Indeed, Blackston has recently described consumers as stakeholders in brands, along with their owners and marketers. Brand equity can be thought of as the additional cash flow achieved by associating a brand with the underlying product or service. In the case of an acquisition of a brand, it is the expectation that future cash flow that commands a premium over the cost of

developing the infrastructure required to bring a new, competing brand to the market. It is useful-albeit incomplete- in this connection to think of a brand's equity as the premium a consumer would pay for a branded product or service compared to an identical unbranded version of the same product or service. It also follows that the stronger brands will have more equity than weaker competitors (Biel, 1992, p. RC-7).

Leuthesser, Kohli, and Harich (1995, p.57) indicate that brand equity represents the value to a consumer of a product, above that which would result for an otherwise identical product without the brand's name.

According to Aaker (1991, p. 4) brand equity, briefly, is a set of assets such as name awareness, loyal customers, perceived quality, and associations that are linked to the brand (its name and symbol) and add (or subtract) value to the product or service being offered. Brand equity can be defined as the added value with which a given brand endows a product. A product is something that offers a functional benefit, a brand is a name, symbol, design, mark that enhances the value of a product beyond its functional purpose. Depending on which perspective is considered, the brand can have added value to the firm, the trade, or the consumer. From the firm's perspective, brand equity can be measured by the incremental cash flow from associating the brand with the product. Brand equity imparts competitive advantages to the firm. A strong brand provides a platform for new products and for licensing. A strong brand has the resiliency to endure crisis situations, periods of reduced corporate support, or shifts in consumer tastes. Strong brands offer another advantage by providing resistance from

competitive attack. Strong brands in a product category have obvious value to the trade as well as to the firm. Brand equity from the trade's perspective is measurable in brand leverage over other products in the market. This source of added value comes from easier acceptance and wider distribution of a strong brand. The other side of brand leverage is protection against private labels. Brand equity from an individual consumer's perspective is reflected by the increase in attitude strength for a product using the brand. Three elements are essential in building a strong brand with the consumer: A positive brand evaluation, an accessible brand attitude, and a consistent brand image. A firm must have a quality product that delivers superior performance to the consumer in order to achieve a positive evaluation of the brand in the consumer's memory. Three types of evaluations can be stored in a consumer's memory: Affective responses that involve emotions or feelings toward the brand; cognitive evaluations which are inferences made from beliefs about the brand and behavioral intentions that are developed from habits or heuristics toward the brand. Positive evaluations are necessary, but not sufficient for building a strong brand, they must be accessible from the memory in order to influence subsequent perceptions and behavior. Accessibility refers to how quickly an individual can retrieve something stored in the memory. Stored evaluations can be retrieved from memory in two ways: Automatic activation occurs spontaneously from memory upon the mere observation of the attitude object. The process is inescapable and effortless. Controlled activation requires the active attention of the individual to retrieve a previously stored evaluation or to construct a summary evaluation of the attitude object. One goal in building a strong brand must be to foster accessible attitudes and thus to impact on subsequent consumer behavior. Attitudes formed from direct behavioral experience are much more accessible than

attitudes formed from indirect non-behavioral experience. In particular, product trial is more effective than advertising in forming an accessible attitude. Repeated attitudinal expression can increase attitude accessibility. First, one must encourage the consumer to imagine how it feels to use or buy the branded product. Second, one must use multiple evaluative statements in advertising copy to strengthen the brand's associations. Third, one must induce customers to access their attitudes at the point of purchase or shortly thereafter. The third element in building a strong brand is to have a consistent brand image. David Ogilvy (1963) describes the importance of both a brand image and consistency: You now have to decide what image you want for your brand. Image means personality. Products, like people, have personalities, and they can make them or break them in the marketplace. Every advertisement should be thought of as a contribution to the brand image. It follows that your advertising should consistently project the same image, year after year. This is difficult to achieve, because there are always forces at work to change the advertising. An excellent illustration is the Marlboro man who has appeared in almost the same cigarette advertising for over 30 years. One of the original purposes of branding is to distinguish the product in a way that is easily remembered. A brand personality can also distinguish the product. The lesson is to focus on a unique aspect of your brand that is easy for consumers to remember. Consistency of the brand's image is part of managing the relationship between the consumer and the brand. A relationship develops between the personality of the brand and the personality of the consumer with each purchase. This special relationship between brand and a consumer must be analyzed, nurtured, and reinforced. It is the consistency of this brand-consumer relationship that counts, if one changes, the other must change too. There are three

ways to get brand equity: build it, borrow it, or buy it. By creating positive brand evaluations, by fostering accessible attitudes and by developing consistent brand image, a brand can be built. On the other hand, many firms borrow on the equity in their brand names by extending them to other products. A line extension applies an existing brand name to a product in one of the firm's existing categories and often involves a different flavor or ingredient, a different form or application for the brand. A category extension applies an existing brand name to a new category. They can also occur when a brand is licensed to another firm. Three factors are needed to extend a brand to a new category: Perceptual fit for the consumer to perceive the new item to be consistent with the parent brand; competitive leverage where the new item must be comparable or superior to other products in the category; and benefit transfer where the benefit offered by the parent brand is desired by consumers of products in the new category. Brand equity can be diluted by category extensions. The teeter-totter principle expresses the conventional wisdom on category extensions: 'One name can not stand for two distinctly different products. When one goes up, the other goes down' (Ries and Trout, 1986). Acquisition of a company, its brands, and products is obviously one way of buying brand equity. A more common approach is licensing in the rights to use someone else's brand on your product. In conclusion, brand equity is managed in three distinct stages (Park, Jaworski, MacInnis, 1986). The first stage is introduction. Start with a quality product and then build a positive brand image that creates a positive consumer evaluation. The key strategy is to plan how the brand can be used as a platform for new products and extensions. The second stage is elaboration. The goal at this stage should be to foster attitude accessibility in the consumer's mind; make the brand easy to remember. The next goal is to increase

brand equity by encouraging direct behavioral experiences and repeated attitudinal expressions by the consumer as often as possible. The last stage is fortification. The strategy is to leverage one's equity by extending the brand to other products. The primary focus should be on extending typical, rather than dominant brands to closely related target categories. Licensed brand extensions can also help in protecting a brand, opening new distribution channels, and developing potential customers for the core product. Dilution of brand equity can result from product failures, negative associations, and brand confusion (Farquhar, 1990, p. RC7-11).

Tauber (1988, p.26-27) states that capitalizing on the equity in established brand names has become the guiding strategy of product planners in the 1980's. Marketers often use the terms brand equity, brand image and brand personality interchangeably. The equity of a brand, however, means something much more than consumer perceptions. In financial terms the value of a brand might be the capitalized value of its expected earnings. However, this does not fully explain the big price premiums being paid to buy brands. Part of the answer is in the prohibitive price entry into new categories. A firm wishing to enter a new category has two options: purchase a brand in a new category or extend their own brand. This is the essence of brand equity: the incremental value of a business above the value of its physical assets due to the market position achieved by its brand and the extension potential of the brand. Brands have become the barrier to entry but they are also the means to entry.

5.3. CUSTOMER-BASED BRAND EQUITY

In a general sense, brand equity is defined in terms of the marketing effects uniquely attributable to the brand -for example, when certain outcomes result from the marketing of a product or service because of its brand name that would not occur if the same product or service did not have that name (Keller, 1993, p.1).

Keller (1993, p.1-2) states that there have been two general motivations for studying brand equity. One is financially based motivation to estimate the value of a brand more precisely for accounting purposes (in terms of asset valuation for the balance sheet) or for merger, acquisition, or divestiture purposes. A second reason for studying brand equity arises from a strategy-based motivation to improve marketing productivity. Given higher costs, greater competition, and flattening demand in many markets, firms seek to increase the efficiency of their marketing expenses. As a consequence, marketers need a more thorough understanding of consumer behavior as a basis for making better strategic decisions about target market definition and product positioning as well as better tactical decisions about specific marketing mix actions. Perhaps a firm's most valuable asset for improving marketing productivity is the knowledge that has been created about the brand in consumers' minds from the firm's investment in previous marketing programs.

Keller (1993, p2) defines customer-based brand equity as the differential effect of brand knowledge on consumer response to the marketing of the brand. That is, customer-based brand equity involves consumers' reactions to an element of the

marketing mix for the brand in comparison with their reactions to the same marketing mix element attributed to a fictitiously named or unnamed version of the product or service. Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brands associations in memory. Two important points emerge from this conceptualization. First, marketers should take a broad view of marketing activity for a brand and recognize the various effects it has on brand knowledge, as well as how changes in brand knowledge affect more traditional outcome measures such as sales. Second, marketers must realize that the long-term success of all future marketing programs for a brand is greatly affected by the knowledge about brand in memory that has been established by the firm's short-term marketing efforts. In short, because the content and structure of memory for the brand will influence the effectiveness of future brand strategies, it is critical that managers understand how their marketing programs affect consumer learning and thus subsequent recall for brand-related information. Brand knowledge is defined in terms of two components, brand awareness and brand image. Brand awareness relates to brand recall and recognition performance by consumers. Brand image refers to the set of associations linked to the brand that consumers hold in memory.

Keller (1993, p.3) states that brand awareness consists of brand recognition and brand recall. Brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue. In other words, brand recognition requires that consumers correctly discriminate the brand as having been seen or heard previously. Brand recall relates to consumers' ability to retrieve the

brand when given the product category, or some type of probe as a cue. In other words, brand recall requires that consumers correctly generate the brand from the memory. Though brand image long has been recognized as an important concept in marketing (e.g., Gardner and Levy 1955), there is less agreement on its appropriate definition (Dobni and Zinkhan 1990). Consistent with definitions by Herzog (1963) and Newmann (1957), among others, and an associative network memory model of brand knowledge, brand image is defined as perceptions about a brand as reflected by the brand associations held in consumer memory. Brand associations are the other informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers. The favorability, strength, and uniqueness of brand associations are the dimensions distinguishing brand knowledge that play an important role in determining the differential response that makes up brand equity, especially in high involvement decision settings (Keller, 1993, p.3).

According to Keller (1993,p.4) brand associations can be classified into three major categories of increasing scope: attributes, benefits, and attitudes. Attributes are descriptive features that characterize the product or service -what a consumer thinks the product or the service is or has and what is involved with its purchase or consumption. Attributes can be categorized in a variety of ways (Myers and Shocker, 1981). Here, attributes are distinguished according to how directly they relate to the product or service performance. Product-related attributes are defined as the ingredients necessary for performing the product or the service function sought by the consumers. Hence, they relate to a product's physical composition or a service's requirements. Non-product related attributes are defined as external aspects of the

product or service that relate to its purchase or consumption. The four main types of non-product related attributes are: (1) price information, (2) packaging or product appearance information, (3) user imagery (i.e., what type of person uses the product or service), and (4) usage imagery (i.e., where and in what types of situations the product or service is used). User and usage imagery attributes can be formed directly from a consumer's own experiences and contact with brand users or indirectly through the depiction of the target market as communicated in brand advertising or by some other source of information (e.g. word of mouth). Associations of a typical brand user may be based on demographic factors (e.g., sex, age, race, and income), psychographic factors (e.g., according to the attitudes toward career, possessions, the environment, or political institutions), and other factors. associations of a typical usage situation may be based on the time of day, week, or year, the location (inside or outside the home), or the type of activity (formal or informal), among other aspects. User and usage image attributes can also produce brand personality attributes. Plummer (1985) asserts that one component of brand image is the personality or character of the brand itself. He summarizes research demonstrating that brands can be characterized by personality descriptors such as 'youthful', 'colorful', and 'gentle'. These types of associations seem to arise most often as a result of inferences about the underlying user or usage situation. Brand personality attributes may also reflect emotions or feelings evoked by the brand. Keller (1993, p.4) explains that benefits are the personal value consumers attach to the product or service attributes -that is, what consumers think the product or the service can do for them. Benefits can be further distinguished according to the motivations to which they relate (Park, Jaworski, and MacInnis 1986): (1) functional benefits which are the more intrinsic advantages of

product or service consumption and usually correspond to the product-related attributes, (2) experiential benefits that relate to what it feels like to use the product or service and also usually correspond to the product-related attributes, (3) symbolic benefits which are the more extrinsic advantages of product or service consumption and which relate to underlying needs for social approval or personal expression and outer-directed self-esteem. Brand attitudes are defined as consumers' overall evaluations of a brand (Wilkie 1986).

Keller (1993, p.5) states that the different types of brand associations making up the brand image include product-related or non-product-related attributes, functional, experiential, or symbolic benefits; and overall brand attitudes. These associations can vary according to their favorability, strength and uniqueness. The success of the marketing programs is reflected in the creation of the favorable brand associations -that is, consumers believe the brand has attributes and benefits that satisfy their needs and wants such that a positive overall brand attitude is formed. The strength of associations depends on how the information enters consumer memory (encoding) and how it is maintained as part of the brand image (storage). Uniqueness means brand associations may or may not be shared with other competing brands. The essence of brand positioning is that the brand has a sustainable competitive advantage or unique selling proposition that gives consumers a compelling reason for buying that particular brand (Aaker 1982, Ries and Trout 1979, Wind 1982). These differences may be communicated explicitly by making direct comparisons with competitors or may be highlighted implicitly without stating a competitive point of reference.

Furthermore, they may be based on product-related or non-product related attributes or functional, experiential, or image benefits.

Keller (1993, p.7-8) states that the congruence of brand associations can be defined as the extent to which a brand association shares content and meaning with another brand association. The congruence among brand associations determines the cohesiveness of the brand image -that is, the extent to which the brand image is characterized by associations or subsets of associations that share meaning. The cohesiveness of the brand image may determine consumers' more holistic or gestalt reactions to the brand. moreover; a diffuse brand image, where there is little congruence among brand associations for consumers, can present several potential problems for marketers. First, consumers may be confused as to the meaning of the brand and because they do not have as much information to which new information can be easily related, new associations may be weaker and possibly less favorable (Heckler, Keller, and Houston 1992). Moreover, because any one association shares little meaning with other associations, brand associations may be more easily changed by competitive actions. Finally, another problem with a diffuse brand image is the greater likelihood that consumers will discount or overlook some potentially relevant brand associations in making brand decisions.

Keller (1993, p.7) summarizes the dimensions of brand knowledge as presented in Figure 5.2.

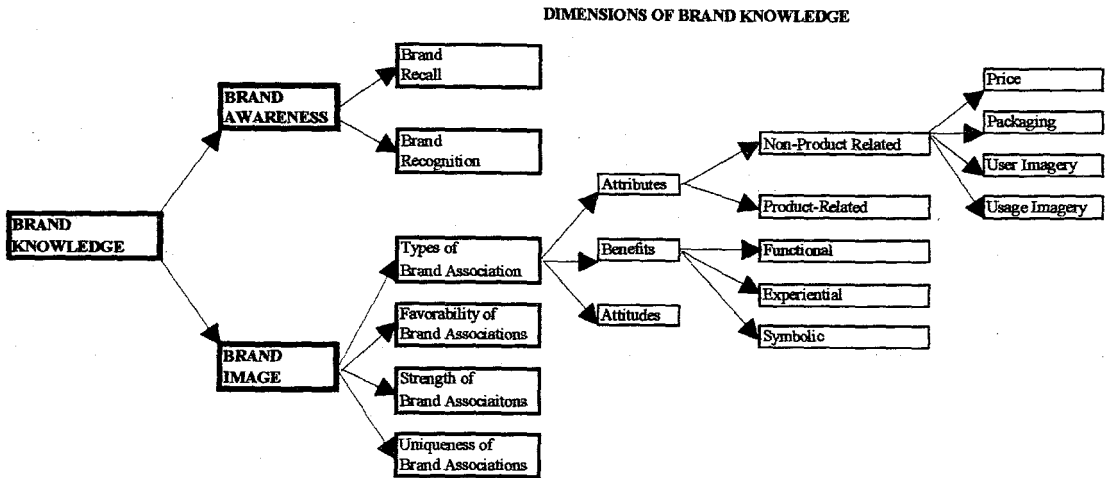


Figure 5.2. Dimensions of Brand Knowledge (Keller, 1993, p.7)

Keller (1993, p.8) states that customer based brand equity is the differential effect of brand knowledge on consumer response to the marketing of the brand. Establishing brand awareness and a positive brand image (i.e., favorable, strong, and unique brand associations) in consumer memory creates different types of customer-based brand equity, depending on what marketing mix element is under consideration. Fundamentally, high levels of brand awareness and a positive brand image should increase the probability of brand choice, as well as produce greater consumer and retailer loyalty and decrease vulnerability to competitive marketing actions. High levels of brand awareness and a positive brand image also have specific implications for the pricing, distribution, and promotion activities related to the brand. First, a positive image should enable the brand to command larger margins and have more inelastic responses to price increases. The most important aspect of the brand image

that affects consumer responses to prices is probably overall brand attitude. Consumers with a strong, favorable brand attitude should be more willing to pay premium prices for the brand (Starr and Robinson 1978). Similarly, a positive image should result in increased consumer search (Simonson, Huber, and Payne 1988) and a willingness to seek out distribution channels for the product or service. Finally, high levels of brand awareness and a positive brand image can increase marketing communication effectiveness. All aspects of brand image are relevant in determining consumer response to advertising and promotion. A familiar brand with a positive brand image can also yield licensing opportunities and support brand extensions.

Keller (1993, p.9) indicates that building customer-based brand equity requires the creation of a familiar brand that has favorable, strong, and unique brand associations. This can be done both through the initial choice of the brand identities such as the brand name, logo, or symbol and through the integration of the brand identities into the supporting marketing program. The choice of the brand name affects recall and recognition processes. Some criteria often used by researchers are that brand names should be simple, familiar, and distinctive. To improve consumer learning of the brand, mnemonic factors (e.g., One-A-Day) and vivid words are often employed that have rich evaluative or experiential imagery (Robertson 1987, Myers-Levy 1989). Similarly, the use of a familiar word should be advantageous because much information is present in memory to which the name relates. Finally, a distinctive word is often sought to attract attention and reduce confusion among competing brands. Similar criteria apply to other brand identities, such as the brand logo or symbol. Moreover, another important objective is to choose the various brand

identities to be mutually reinforcing so that they interact positively to satisfy these criteria.

Keller (1993, p.10) indicates that marketing programs are designed to enhance brand awareness and establish favorable, strong, and unique brand associations in memory so that consumers purchase the product or service. Marketers may have to translate attributes into their corresponding benefits for consumers through advertising or other forms of communication. Marketing communications also may be helpful in creating user and usage imagery attributes. Word-of-mouth and other social influences also play an important role, especially for user and usage imagery attributes. All that matters is the favorability, strength and uniqueness of brand associations which, combined with brand awareness, can produce differential consumer response to the marketing of the brand. One way belief associations are created is on the basis of direct experience with the product or the service, A second way is by information about the product or service communicated by the company, other commercial sources, or word-of-mouth. The third way is on the basis of inferences for some existing brand associations.

Keller (1993, p.11) states that inferred association occurs when the brand association itself is linked to other information in memory that is not directly related to the product or service. These secondary associations may lead to a transfer of global associations such as attitude or credibility (e.g., expertise, trustworthiness, and attractiveness) or more specific attributes and benefits related to the product or

service meaning. Secondary associations may arise from primary attribute associations related to (1) the company, (2) the country of origin, (3) the distribution channel, (4) a celebrity spokesperson or endorser of the product or service, or (5) an event. For the distribution channels, the consumers can form brand images on the basis of retailers (Jacoby and Mazursky 1984) on the basis of their product assortment, pricing and credit policy, quality of service, and so on. These store images have associations that may be linked to the products they sell (e.g., prestige and exclusivity, vs. bargain-driven and mass appeal). Similar types of images may be formed for catalogs and other forms of direct marketing.

Keller (1993, p.11) states that the secondary associations occur when the primary brand associations are for user and usage situation attributes, especially when they are for a particular person or event. In the case of advertising creating an association between a brand and a celebrity endorser (Rossiter and Percy 1987). As a result other associations for the celebrity may become related to the brand. Ideally, one such association would be a favorable attitude toward the celebrity. Additionally, more specific beliefs may be involved (Kahle and Homer 1985; McCracken 1989). Thus, consumers have images of celebrity endorsers in their minds as a result of observing the celebrities in their own field of endeavor or as a result of media coverage.

Keller (1993, p.12) indicates that the secondary brand associations may be risky, however because some control of the brand image is given up. The company, person, place or event that makes up the primary brand association will undoubtedly

have a host of associations of which only some smaller set will be of interest to the marketer. Managing the transfer process so that only the relevant secondary associations become linked to the brand may be difficult. moreover, these images may change over time as consumers learn more about the entity, and new associations may or may not be advantageous for the brand.

Keller (1993, p.12) states that there are two basic approaches to measuring customer based brand equity. The indirect approach attempts to assess potential sources of customer based brand equity by measuring brand knowledge (i.e., brand awareness and brand image). The direct approach attempts to measure customer based brand equity more directly by assessing the impact of brand knowledge on consumer response to different elements of the firm's marketing program.

The following table gives the measurement of brand knowledge constructs related to customer based brand equity with indirect approaches (Keller, 1993, p.14).

Table5.1.Measurement Of Brand Knowledge Constructs Related to Customer-Based Brand Equity

<u>CONSTRUCT</u>	<u>MEASURE(S)</u>	<u>PURPOSE OF MEASURE(S)</u>
Brand awareness		
Recall	Correct identification of brand given product category or some other type of probe as cue	Capture top of mind accessibility of brand in memory
Recognition	Correct discrimination of brand as having been previously seen or heard	Capture potential retrievability or availability of brand in memory
Brand Image		
Characteristics of brand associations		
Type	Free association tasks, projective techniques, depth interviews	Provide insight into nature of brand associations
Favorability	Ratings of evaluations of associations	Assess key dimension producing differential consumer response
Strength	Ratings of belief of associations	Assess key dimension producing differential consumer response
Relationships among brand associations		
Uniqueness	Compare characteristics of associations with those of competitors (indirect measure) Ask consumers what they consider to be the unique aspects of the brand (direct measure)	Provide insight into the extent to which brand associations are not shared with other brands; assess key dimension producing differential consumer responses
Congruence	Compare patterns of associations across consumers (indirect measure) Ask consumers conditional expectations about associations (direct measure)	Provide insight into the extent to which brand associations are shared affecting their favorability, strength, or uniqueness
Leverage	Compare characteristics of secondary associations with those for a primary brand association (indirect measure) Ask consumers directly what inferences they would make about the brand based on the primary brand association (direct measure)	Provide insight into the extent to which brand associations to a particular person, place, event, company product class, etc. are linked to other associations, producing secondary association for that brand.

(Keller, 1993, p.14)

Keller (1993, p.14-15) states that brand equity should be thought of as a multidimensional concept that depends on (1) what knowledge structures are present in the minds of consumers and (2) what actions a firm can take to capitalize on the potential offered by these knowledge structures. Six general guidelines based on the preceding conceptual framework are presented here to help marketers better manage customer-based brand equity. First; marketers should adopt a broad view of marketing decisions. Second; marketers should define the knowledge structures that they would like to create in the minds of consumers. Third; marketers should evaluate the increasingly large number of tactical options available to create these knowledge structures especially in terms of various marketing communication alternatives. Different marketing tactics with the same strategic goals, if effectively integrated, can create multiple links to core benefits or other key associations, helping to produce a consistent and cohesive brand image. Fourth; marketers should take a long-term view of marketing decisions. Fifth, marketers should employ tracking studies to measure consumer knowledge structures over time to (1) detect any changes in the different dimensions of brand knowledge and (2) suggest how these changes might be related to the effectiveness of different marketing mix actions. Finally, marketers should evaluate potential extension candidates for their viability and possible feedback effects on core brand image. Brand extensions capitalize on the brand image for the core product or service to efficiently inform consumers and retailers about the new product or service.

Keller (1993, p.19) states that by recognizing that marketing activity can potentially enhance or maintain consumers' awareness of the brand or the favorability, strength and uniqueness of various types of brand associations, the customer based

brand equity framework may provide the perspective that will enable marketers to take better short-term and long-term marketing actions. This broader context can help managers make more insightful and informed brand decisions.

5.4. ACTIVITIES THREATENING BRAND EQUITY

Despite the often obvious value of a brand, there are signs that the brand-building process is eroding, loyalty levels are falling, and price is becoming more salient (Aaker, 91, p.8).

It is tempting to milk brand equity by cutting back on brand building activities, such as advertising, which have little impact upon short-term performance. Further, declines in brand equity are not obvious. In contrast, sales promotions, whether they involve soda pop or automobiles, are effective - they affect sales in an immediate and measurable way. Unlike brand-building activities, most sales promotions are easily copied. In fact, competitors must retaliate or suffer unacceptable losses. When a promotion/price-cutting cycle begins it is most difficult to stop because both the customer and the trade become used to it and begin planning their purchases around the promotion cycle. The inevitable result is a great increase in the role of the price. There is pressure to reduce quality, features, and services offered. At the extreme, the product class starts to resemble a commodity, since brand associations have less importance. At that point, promotions look even better with respect to short-term impact, but their value declines. The visibility of the short-term success of price promotions and other potentially brand-debilitating activities is fed by the short-term

orientation of many marketing organizations (Aaker, 1991, p.10-12). One approach to introducing a strategic orientation is to change primary focus from managing short-term financial to the development and maintenance of assets and skills. An asset is something a firm possesses, such as a brand name or retail location, which is superior to that of the competition. A skill is something a firm does better than its competitors do, such as advertising or efficient manufacturing. The most important assets of a firm are intangible in that they are not capitalized and thus do not appear on the balance sheet. One such intangible asset is the equity represented by a brand name. For many businesses the brand name and what it represents are its most important asset -the basis of competitive advantage and of future earnings stream. Yet, the brand name is seldom managed in a coordinated, coherent manner with a view that it must be maintained and strengthened. It is not enough to avoid damaging a brand- it needs to be nurtured and maintained. The value of brand-building activities on future performance is not easy to demonstrate. The challenge is to understand better the links between brand assets and future performance, so that brand-building activities can be justified. All brand-building activities require justification (Aaker, 1991, p.13-14).

5.5. BASES OF BRAND EQUITY

Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol, that add or subtract from the value provided by a product or service to a firm and/or to that firm's customers. For assets or liabilities to underlie brand equity they must be linked to the name and/or symbol of the brand. If the brand's name or

symbol should change, some or all of the assets or liabilities could be affected and even lost, although some might be shifted to a new name and symbol. The assets and liabilities on which brand equity is based will differ from context to context. However, they can be usefully grouped into five categories:

1. Brand loyalty
2. Name awareness
3. Perceived quality
4. Brand associations in addition to perceived quality
5. Other proprietary brand assets - patents, trademarks, channel relationships, etc.

Figure 5.3 represents these five categories (Aaker, 1991, p.17).

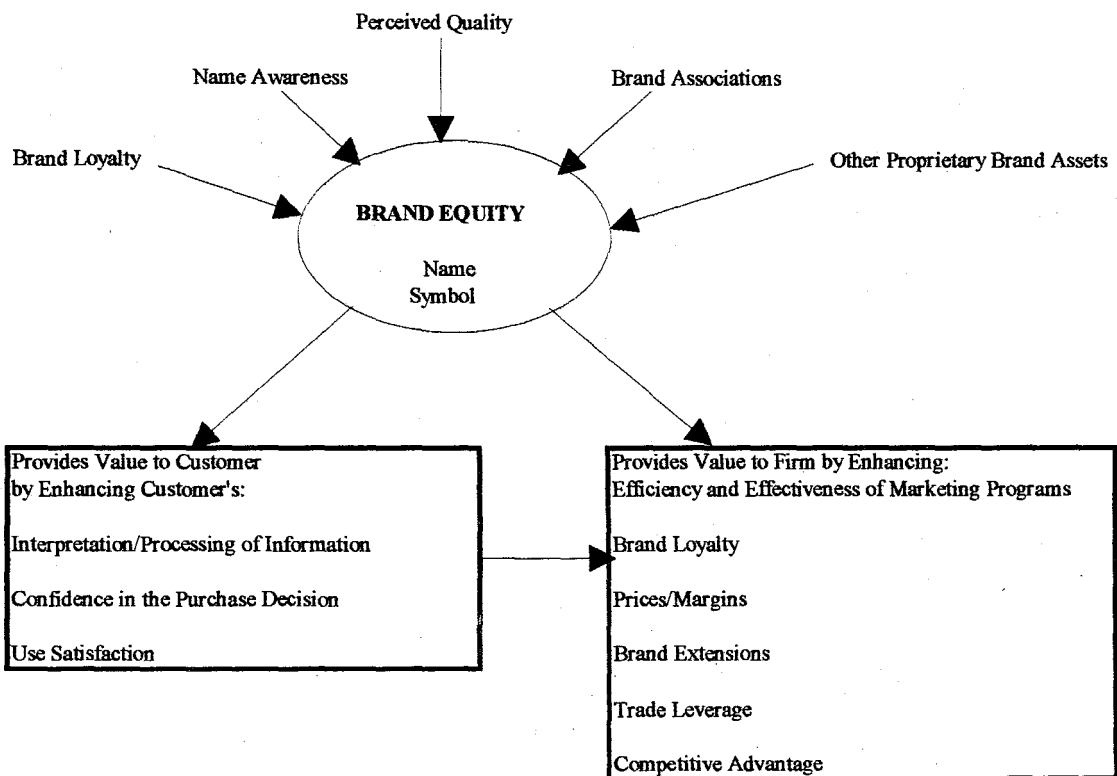


Figure 5.3. Brand Equity (Aaker, 1991, p.17)

5.5.1. Brand Loyalty

The brand loyalty of the customer base is often the core of a brand's equity. If customers are indifferent to the brand and in fact, buy with respect to features, price, and convenience with little concern to the brand name, there is little equity. If, on the other hand, they continue to purchase the brand even in the face of competitors with superior features, price and convenience, substantial value exists in the brand and perhaps in its symbols and slogans. Brand loyalty, long a central construct in marketing, is a measure of the attachment that a customer has to a brand. It reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or product features. As brand loyalty increases, the vulnerability of the customer base to competitive action is reduced. It is one indicator of brand equity which is demonstrably linked to future profits, since brand loyalty directly translates into future sales (Aaker, 1991, p.39).

5.5.2. Brand Awareness

Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. A link between product class and brand is involved. Brand awareness involves a continuum ranging from an uncertain feeling that the brand is recognized, to a belief that it is the only one in the product class. Brand awareness creates value in at least four ways: It is an anchor to which other associations can be attached. It creates familiarity and liking for the brand. Name awareness can be a signal of presence, commitment and substance. It creates

brands to consider. The first step in the buying process often is to select a group of brands to consider - a consideration set (Aaker, 1991, p. 65-66).

5.5.3. Perceived Quality

Perceived quality can be defined as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. Perceived quality generates value in several ways. One is that it creates a reason to buy. Secondly, it can be used in differentiation or in positioning. A principal positioning characteristic of a brand - whether a car, a computer, or a cheese - is its position on the perceived quality dimension. The third way to create value is the price premium. A perceived quality advantage provides the option of charging a premium price. The price premium can increase profits and/or provide resources with which to reinvest in the brand. These resources can be used in such brand-building activities as enhancing awareness or associations or in R&D activities to improve the product. Instead of a price premium, the customer may be offered a superior value at a competitive price. This added value should result in a larger customer base, higher brand loyalty, and more effective and efficient marketing programs. Fourthly, perceived quality can also be meaningful to retailers, distributors and other channel members, and thus aid in gaining distribution. It is known that the image of a channel member is affected by the products or services included in its line - stocking quality products can matter. In addition, a retailer or other channel member can offer a high perceived quality product at an attractive price to draw traffic. The fifth way to create value is by the introduction of the brand extensions. The perceived

quality can be exploited by introducing brand extensions, using brand name to enter new product categories. A strong brand with respect to perceived quality will be able to extend further, and will find a higher success probability than a weaker brand (Aaker, 1991, p.85-88).

5.5.3.1. Dimensions Of Perceived Quality

With respect to product quality, there are seven product-quality dimensions.

These are:

- 1- Performance: Involves the primary operating characteristics of the product.
- 2- Features: Are secondary elements of the product such as the inclusion of a map light in an automobile.
- 3- Conformance with specifications: It is the absence of defects and a traditional, manufacturing-oriented view of quality.
- 4- Reliability: Is the consistency of performance from each purchase to the next, and 'up time' - the percentage of time that the product delivers an acceptable performance.
- 5- Durability: Reflects the economic life of the product
- 6- Serviceability: Reflects the ability to service the product.
- 7- Fit and Finish: Refers to the appearance or feel of quality (Aaker, 1991, p.91-93).

5.5.4. Brand Associations

A brand association is anything linked in memory to a brand. The associations not only exists but has a level of strength. A link to a brand will be stronger when it is

based on many experiences or exposures to communications, rather than few. It will also be stronger when it is supported by a network of other links. A brand image is a set of associations, usually organized in some meaningful way. An association and an image both represents perceptions which may or may not reflect objective reality. Positioning is closely related to the associations and image concepts except that it implies a frame of reference, the reference point usually being competition. A well positioned brand will have a competitively attractive position supported by strong associations. It will rate high on a desirable attribute like friendly service, or occupy a position distinct from that of competitors. A brand position does reflect how people perceive a brand. However, positioning or a positioning strategy can also be used to reflect how a firm is trying to be perceived. The underlying value of a brand name often is its set of associations - meaning to people. Associations represents bases for purchase decisions and for brand loyalty. There are a host of possible associations, and a variety of ways they can provide value. Among the ways in which associations create value to the firm and its customers are: helping to process/retrieve information, differentiating the brand, generating a reason to buy, creating positive attitudes and feelings, and providing a basis for extensions. Associations can serve to summarize a set of facts and specifications that otherwise would be difficult for the customer to process and access, and expensive for the firm to communicate. An association can create a compact information chunk for the customer which provides a way to cope. Associations can also influence the interpretation of facts and further the recall of information, especially during decision-making. An association can provide an important basis for differentiation. In some product classes such as wines, perfumes, and clothes the various brands are not distinguishable by most consumers.

Associations of the brand name can then play a critical role in separating one brand from another. A differentiating association can be a key competitive advantage. If a brand is well positioned with respect to competitors upon a key attribute in the product class, competitors will find it hard to attack. Many brand associations involve product attributes or customer benefits that provide a specific reason to buy and use the brand. They represent a basis for purchase decisions and brand loyalty. Some associations influence purchase decisions by providing credibility and confidence in the brand. Some associations are liked and stimulate positive feelings that get transferred to the brand. An association can provide the basis for an extension by creating a sense of fit between the brand name and a new product, or by providing a reason to buy the extension.

5.5.5. Other Proprietary Assets

These include mainly names, symbols and slogans in addition to channel relationships.

Symbols: The reality is that most firms and products are fairly similar, the differences that do not exist, such as service quality, are difficult to communicate in an effective and credible manner. When products and services are difficult to differentiate, a symbol can be the central element of brand equity, the key differentiating characteristics of a brand. The symbol can by itself create awareness, associations, and a liking or feelings which in turn can affect loyalty and perceived quality. We know that it is easier to learn visual images than words. Thus, symbols should help gain brand awareness (Aaker, 1991, p.197).

Slogans: A name and a symbol in combination can be an important part of brand equity. However, there is a limit to what a single word and symbol can do. A slogan, however, can be tailored to a positioning strategy, and added to a brand name and symbol. It has fewer legal and other limitations than does either a name and symbol. A slogan can provide an additional association for the brand, can remove some ambiguity from the name and symbol; has the ability to generate equity of its own which can be exploited; can reinforce the name and symbol (Aaker, 1991, p.204).

5.6. HOW TO MEASURE THE VALUE OF BRAND EQUITY?

Developing approaches to placing a value on a brand is important for several reasons. First, as a practical matter, since brands are bought and sold, a value must be assessed by both buyers and sellers. Second, investments in brands in order to enhance brand equity need to be justified, as there always are competing use of funds. A bottom-line justification is that the investment will enhance the value of the brand. Third, the valuation question provides additional insight into brand-equity concept. At least five general approaches to assessing the value of brand equity have been proposed. One is based on the price premium that the name can support. The second is the impact of the name on customer preference. The third looks at the replacement value of the brand. The fourth is based on the stock price. The fifth focuses on the earning power of a brand (Aaker, 1991, p. 21-22).

5.6.1. Price Premiums Generated By The Brand Name

Brand equity assets such as name awareness, perceived quality, associations, and loyalty all have the potential to provide a brand with a price premium. The resulting extra revenue can be used (for example) to enhance profits, or to reinvest in building more equity (Aaker, 1991, p.23).

5.6.2. Brand Name and Customer Preference

Considering the price premium earned by a brand may not be the best way to quantify brand equity especially for product classes like cigarettes and air travel where prices are fairly similar. An alternative is to consider the impact of the brand name upon the customer evaluation of the brand as measured by preference, attitude, or intent to purchase (Aaker, 1991, p.24).

5.6.3. Replacement Cost

Another perspective is the cost of establishing a comparable name and business (Aaker, 1991, p.24).

5.6.4. Brand Value Based Upon Stock Price Movements

Another approach suggested by finance theory is to use stock price as a basis to evaluate the value of the brand equities of a firm. The argument is that the stock market will adjust the price of a firm to reflect future prospects of its brands (Aaker, 1991, p.25).

5.6.5. Brand Value Based Upon Future Earnings

The best measure of brand equity would be the discounted present value of future earnings attributable to brand-equity assets (Aaker, 1991, p.26).

5.7. BRAND VALUE

The value of an established brand is in part due to the reality that it is more difficult to build brands today than it was only a few decades ago. First the cost of advertising and distribution is much higher, Second, the number of brands is proliferating. All this meant, and continues to mean, increased competition for the customer's mind as well as for access to the distribution channel. It also means that a brand often is relegated to a niche market, and so will lack the sales to support expensive marketing programs (Aaker, 1991, p.7-8).

Value in any given product is derived from three interrelated spheres of consumer experience: The cultural definition of the generic product category, the image of the brand, and the physical-sensory product itself. The brand image helps the consumer to select and organize the value of the product by differentiating Product X from Product Y. These differentiations are more than liberal differences in products; they include whole notions about the world behind each product (White 1971; p.326).

5.7.1. The Role Of Advertising In Brand Value

Blackston (1990, p.RC-3) states that promotions sell more products in the short term, but advertising builds brands and protects brand franchises. We must be in

a position to evaluate advertising's effectiveness across the full spectrum of time scales-from the very short term to the very long term. If the effect of advertising is to make more people buy the brand, or to make them buy it more often, or to make them willing to pay more for it, then the advertising has made the brand more desirable, more valuable. The advertising increases the value of the brand. This increase in value translates -either immediately or over a longer subsequent period- into increased sales volume and/or revenue stream. A direct measure of the value added by advertising will be independent of the time frame of the sales effects resulting from that increased value. In this model, the value of a brand is being defined as those qualities which maximize its subsequent sales volume and margins. High value brands:

Command higher prices and margins

Better resist competition

Enjoy greater consumer loyalty

High value brands command higher prices and margins and, therefore, lose relatively little share of volume as the price increases. This is a measure of how the brand responds to changes in its own price, an indicator of its intrinsic value. High value brands better resist competition and therefore, lose relatively little share or volume as a result of competitive price promotion. This is a measure of how the brand responds to changes in the price of its competitors, an indicator of its relative value. The most likely and desirable effect of advertising will be then to drive up both the intrinsic value and relative brand value (Blackston, 1990, p.RC-3-6).

White (1971, p.326) stresses that the role of advertising was not merely to create awareness and a state of information but to attach an image of appropriate value in brands for consumers. Consumers, coming from their own worlds and with identities of their own, bring values to the product and its ads rather than get them out of the products or ads. The experience of value in products may be correlated to a sense of a product's appropriateness to the total way of life, or life style, of the consumer. A product that has such a fit will be perceived as having value.

Nicolas (1988, p.RC-7) explains that in a world not yet inundated by advertising in which new products appeared, the attitude of showing performances and sensible technical improvement seemed both logical and effective. Calling attention to the product plus, as long as this plus presented both a motivating value and a uniqueness, is a simple idea still highly rated by some advertising people. However, in our me too product world, only a few brands still carry a unique selling proposition. Market segmentation and the evolution of communication theories have made people realize that facing the emitter was the receiver: the public at large, the housewife, the white collar executives and so on, with their own languages, their cultures, their motivations, their lifestyles. Hence the idea of talking a bit less about the brand and its product plusses and concentrating a bit more on consumer benefits and lifestyles became popular. Parallel to this evolution which goes from the emitter to receiver, one can observe a trend from the object to its symbol, from the meaning to the sign, and from the reality to the image. This allows us to widen the scope of the discussion and for common products, to add an imaginary and motivating value. Beyond the plus product, brand personalities were then taken up by advertising

people. In addition to the consumer benefits, they presented the product being used in a particular lifestyle which served as a backdrop for projection as well as for identification.

Nicolas (1988, p.RC-7) explains the different systems of valorization used in advertising with the two explanatory main axes as presented in Figure 5.4.

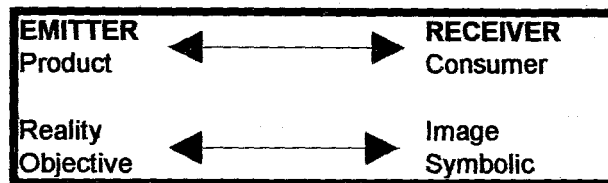


Figure 5.4. Bases For Valorization (Nicolas, 1988, p. RC-7)

Nicolas (1988) states that the value system forms with the interaction between the reality and imaginary and between the product and the consumer. The positive attributes offered by the product turns into consumer benefits and the brand personality of the product reflects the lifestyle and personality of the consumer for the value system to function properly. Figure 5.5. gives the value system explained by Nicolas (1988, p.RC-7).

THE VALUE SYSTEM

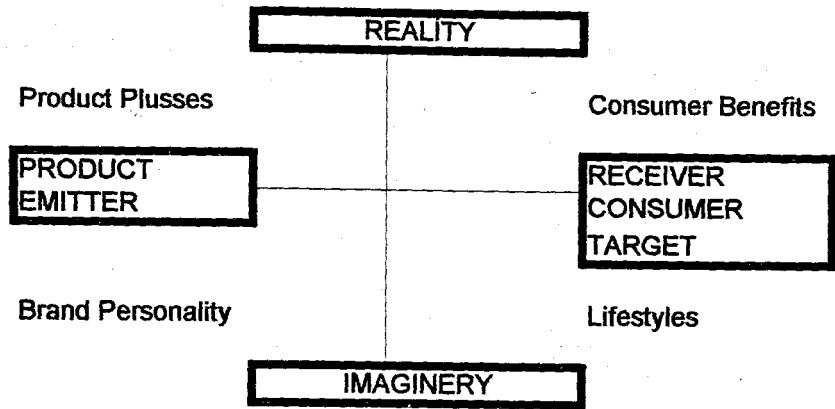


Figure 5.5. The Value System (Nicolas, 1988, p.RC-7)

According to Nicolas (1988, p.RC-7) the value system can be based on fact or fiction, linked to the product or to a socio-style. This choice is one of the key problems in creative research: to optimize it, one needs a maximum of information about the product, the consumer, and the competitors. But four major points have evolved in the last thirty years:

- the generalized state of over-information
- the development of mass media and mass retailing
- the widening of minimal implication sectors
- the growing emphasis on entertainment

All these factors have actually decreased the efficiency of the value orientation. Beyond the principle of utility, it becomes more and more important to associate a principle of pleasure to the value. The useful must be linked to the beautiful, the rational to the imaginary, the indispensable to the superfluous. Thus, imperceptibly, the value approach becomes the love approach. The advertising message imposes itself ever more frequently: therefore, it is imperative that the image be seductive,

hence the increase of the show in advertising. The best adhesion process toward the brand is the exultation created by a good show. Beyond the impact, its aim is to create a sympathy, a psychological proximity, a link to the brand through the pleasure it gives. This explains the important development in the United States and Japan of advertisers sponsoring television shows and serials. At last, beyond adhesion and attention, the show is a factor for differentiation for brands having the same pitch of valorization. Thus, naturalness, fitness, gourmet in the food sectors, reliability, status, and economy with respect to automobile and home appliance sectors are fields of valorization which are used frequently in advertising. Thus, the choice of the show is a key element in differentiation, attribution, and personalization . Figure 5.6. gives the respective roles of value and show (Nicolas, 1988, p.RC-8).

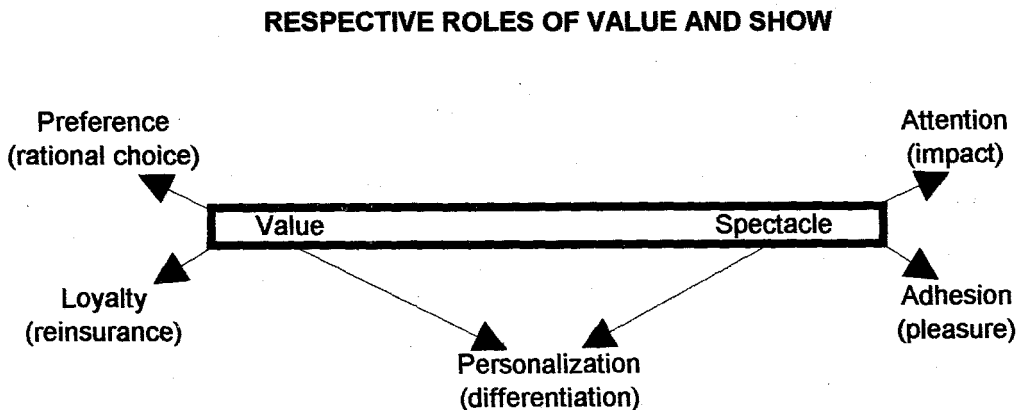


Figure 5.6. Respective Roles of Value and Show (Nicolas, 1988, p.RC-8)

Nicolas (1988, p.40) concludes that not only enhancing the value but also creating love for the brand are more than ever the two advertising necessities. In a world overcrowded by signs, marketing a product becomes more and more marketing a message. Often selling a product is best accomplished by selling a message.

CHAPTER VI

SELF-CONCEPT

6.1. WHAT IS SELF-CONCEPT?

Schiffman and Kanuk (1997, p.136) indicate that consumers have a number of enduring images of themselves. These self-images, or perceptions of self, are very closely associated with personality in that individuals tend to buy products and services, and patronize retailers, with images or personalities that closely correspond to their own self-images.

Each individual has an image of himself or herself as a certain kind of person, with certain traits, habits, possessions, relationships and ways of behaving. As with other types of images and personality, the individual's self-image is unique, the outgrowth of that person's background and experience. Individuals develop their self-images through interactions with other people: initially their parents, then other individuals or groups with whom they relate over the years (Schiffman and Kanuk, 1997, p.137).

Products and brands have symbolic value for individuals, who evaluate them on the basis of their consistency or congruence with their personal pictures or images of themselves. Some products seem to match one or more of an individual's self-images; others seem totally alien. It is generally held that consumers attempt to preserve or enhance their self-images by selecting products with images or

personalities they believe are congruent with their own self-images, and avoiding products that are not (Schiffman and Kanuk, 1997, p.137).

A variety of different self-image constructs have been identified in the consumer behavior literature. One popular model depicts four specific kinds of self-image: (1) actual self-image (e.g., how consumers in fact see themselves), (2) ideal self-image (e.g., how consumers would like to see themselves), (3) social self-image (e.g., how consumers feel others see them), (4) ideal social self-image (e.g., how consumers would like others to see them). Other research has identified a fifth type of self-image, expected self-image (e.g., how consumers expect to see themselves at some specified future time). The expected self-image is somewhere between the actual and ideal self-images (Schiffman and Kanuk, 1997, p.137).

6.2. Brand Image-Self Image Relation

Westfall (1962, p.34) states that the usual argument was that products were extensions of the owners' personalities, the inference being that a given product or brand would have to match a consumer's personality before he would buy it. There was little or no question of this relationship between product image and consumer personality -the product image would most likely attract a given consumer to the one that matched the consumer's personality, his desired personality, or the personality he thought he had.

The product image which attracts a consumer is the image which expresses what the consumer thinks he is or what he wants to be. Successful marketing occurs when the personality of the product is matched with the personality of the consumer. One attempts to find the image of the consumers' ideal product or the image of the most successful brand in the field which are assumed to be the images that appeal to the largest share of the market. Then, the brand in question attempts to obtain the same image (Westfall, 1962, p.35).

Separate from the utilitarian benefits, there are also symbolic benefits associated with products. Thus, consumers purchase particular products not for the products themselves, but for the satisfaction of how product use and/or ownership associates them with a desired group, role, or self-image (Levy 1959, Sirgy 1985). To understand the impact that self-image has on consumers' preference judgments, we can consider the soft drinks market. The development of the New Coke focused on improving the taste of the product. But when the product was launched, the managers at Coke quickly discovered that consumers' preferences were determined more by their self-concepts than by the taste of the drinks. Pepsi drinkers viewed themselves as young. They belonged to the Pepsi generation which was the new generation. On the other hand, Coke drinkers considered themselves to be more mature and genuine. Replacing the real thing was an attack on Coke drinkers' ego identification (Lefkoff-Hagius and Mason 1993, p.102).

Richins (1991, p.71) hypothesized that consumers compare themselves with idealized advertising images. Exposure to such images may change consumers' comparison standards for what they desire or lower perceptions of their own performance on relevant dimensions; the result is the lowered satisfaction.

Grubb and Stern (1971, p.382) state that the user of one brand identifies himself with a generalized user of the same brand and by consuming this brand the consumer expresses to others that he wishes to associate himself with the type of people he perceives as consuming that brand. Because the self-concept is maintained and enhanced by positive response from significant others in the social interaction process, it is essential that they actually perceive and classify the symbol as does the consumer.

Grubb and Stern (1971, p.384) propose that if the marketer's product is visible and will be used in the interaction process, it is important that he carefully develop the symbolic meaning of the product so that it is positioned properly in terms of competing products, users, and their significant others.

The notion that many products possess symbolic features and that consumption of goods may depend more on their social meaning than their functional utility is a significant one for consumer research (Levy 1959, 1964, 1980; Zaltman and Wallendorf 1979). Research streams involving self-image and product-image congruence (Birdwell 1968; Dolich 1969; Gardner and Levy 1955; Grubb and Hupp

1968; Landon 1974), store image (Dornoff and Tatham 1972; Mason and Mayer 1970), the role of products in impression formation and communication (Belk 1978; Hollman 1981a, 1981b; Rosenfeld and Plax 1977) and symbolic consumption (Bagozzi 1975; Hirschman 1981; Hirschman and Holbrook 1981; Levy, Czepiel and Rook 1980) share the basic premise that the symbolic qualities of products are often determinants of product evaluation and adoption.

Solomon (1983, p.320) states that symbolic interactionism focuses on the process by which individuals understand their world. It assumes that people interpret the actions of others rather than simply reacting to them. The elicited response is a function of the meaning attached to such actions (Blumer 1962), which is, in turn mediated largely by symbols. Thus a person's relation to physical (objective) reality is mediated by the symbolic environment. A symbol may be regarded as a stimulus with a learned meaning and value; the person's response to the stimulus is in terms of this meaning and is generally not isomorphic with its effect upon the person's physical sense organs (Rose 1962).

Overall, symbolic interactionism asserts at least three fundamental postulates (Kinch 1967):

- 1- A consumer's self-concept is based on perceptions of the responses of others.
- 2- A consumer's self-concept functions to direct behavior.
- 3- A consumer's perception of the responses of others to some degree reflects those responses.

6.2.1. The Social Self

Modern symbolic interactionism centers on the social nature of the self and its importance for the individual's interaction patterns (Blumer 1969, p.12).

6.2.2. The Role Playing Self

Solomon (1983, p.321) asserts that symbols acquire their meaning through the socialization process that begins in childhood. For this reason, individuals with a common history of enculturation should exhibit considerable overlap in their interpretation of symbolic meanings. Cultural symbols, which are learned through interaction and then come to mediate it, do not exist in isolation, but are often related to other symbols; sets of symbols are grouped together as guides to behavior. A role is a set of related meanings that directs the individual's behavior in a social setting (Rose 1962). Since a person can play many disparate roles as a function of the cues inherent in a given setting (e.g., professor, father, pedestrian), behavior is made up largely of role playing. It is proposed that role behavior is facilitated or inhibited by the presence or absence of the material symbols (product cues) that have been culturally associated with a particular role.

Solomon (1983, p.321) indicates that given the overlap of shared meaning, individuals who learn a culture should be able to predict the behavior of others in that culture. Perhaps more importantly, they should structure their own behavior in accordance with others' predicted behavior.

Solomon (1983, p.321) states that the major emphasis of symbolic interaction theory is thus on the social nature of self-definition. The self is defined largely through interaction - one's attitude toward oneself is basically determined by the same process that impel one to assign meaning to other social objects. A corollary to this supposition is that one's self-image is in part determined -via role-taking -by estimates of how others are evaluated oneself. The degree to which one is committed to a social identity determines the power of that identity to influence behavior. Identities that are central to the self have a greater probability of being invoked as guides to appropriate behavior (Stryker 1968). The integration of the estimated appraisals of oneself by others is termed reflexive evaluation.

Solomon (1983, p.322) proposes that cultural symbols acquire meaning only when placed in the context of contemporary culture. The material goods produced by a culture have symbolic properties with meanings that are shared within that culture. If in fact the possession and display of such products as clothing, jewelry, automobiles and furniture are taken to be indicators of the underlying characteristics of others and are used to infer or predict their behavior, it seems reasonable to consider the role of these same products for self-attribution. Solomon (1983, p.322) asserts that under some conditions, the learned cues inherent in product symbolism drive behavior, either by facilitating or by inhibiting role performance. Moreover, the actor's reflexive evaluation of the meaning assigned by others is influenced by the products with which the self is surrounded. This (real or imagined) appraisal by significant others is, in turn, incorporated into self-definition. The bi-directional relationship between products and consumers is given by Figure 6.1. (Solomon, 1983, p.323).

PROPOSED BI-DIRECTIONAL RELATIONSHIP BETWEEN PRODUCTS AND CONSUMERS

	Antecedent	Motivation	Result
Products as responses:	self-image _____	need arousal _____	need satisfaction product purchase impression management
Products as stimuli:	product symbolism _____	role definition	self-attribution situational self-image role performance

Figure 6.1. Proposed Bi-Directional Relationship Between Products and Consumers
(Solomon, 1983, p.323)

Solomon (1983, p.324) proposes that product symbolism is generated at the societal level but may be consumed at the level of individual experience. Products are consumed both for their social meaning (as symbols) and for their private meaning (as signs). The probability that product symbolism will exert an a priori influence on behavior (by being weighted heavily during reflexive evaluation) is inversely proportional to the individual's degree of extant role knowledge. On the other hand, many situations arise where the appropriate behavioral set is either unknown or known only in an idealized sense. When internal cues to behavior are lacking, the role player who depends on external cues will undergo reflexive evaluation; his-her self-image will be determined largely by a projection of how others see him/her. Since people base many of their impressions on the possessions of the person being evaluated (i.e., products are used to infer social class, occupation, life-style and so on), the result of such reflexive evaluation should be significantly affected by an evaluation of the symbolic significance of one's possessions. A simple but pervasive example is

adolescent boys' use of such macho products as cars, clothing and cologne to bolster developing and fragile masculine self-concepts. Another example is the tendency of members of the lower upper class (Warner and Lunt 1941) -i.e., the *nouveau riche*- to demonstrate their status through the overt display of homes, luxury cars, and clothes. In contrast, the upper class which consists primarily of old money avoids ostentatious purchases (Assael 1981).

Solomon (1983, p.326-327) concludes that a theory of symbolic consumption must account for the mechanism by which the consumption of products is related to the rest of social behavior. The symbolism embedded in many products is the primary reason for their purchase and use. Individuals are evaluated and placed in a social level to a significant degree by the products which surrounded them. Products function as social entities which, much like other human role models, act as guides to behavior. Individuals can make conscious, minor adjustments to optimize the image quality communicated to others, that is products can be used to communicate role information after they have been used by their owner to decide what role should be communicated. An abundance of products and services from clothing, automobiles, cosmetics, and furniture to restaurants, office environments and airlines are rich in symbolic content. The nature of consumers' interactions with these symbol systems may determine their attitudes toward them and toward themselves.

6.3. DIFFERENT APPLICATIONS OF SELF-CONCEPT

The two most common approaches used in advertising to influence consumer behavior might be described as value-expressive (image) or symbolic appeal and utilitarian (functional) appeal (Park, Jaworski, MacInnis 1986; Snyder and DeBono 1985). The image strategy involves building a personality for the product or creating an image of the product user (Ogilvy 1963). The image strategy, a value-expressive advertising appeal, holds a creative objective to create an image of the generalized user of the advertised product or the brands. On the other hand, the utilitarian appeal involves informing consumers of one or more key benefits that are perceived to be highly functional or important to target consumers. It is a creative strategy that highlights the functional features of the product or the brand (Johar and Sirgy, 1991, p.23).

Johar and Sirgy (1991, p.24) indicate that value-expressive and utilitarian advertising appeals may impact advertising persuasion through two different psychological processes: self-congruity and functional congruity. Self-congruity is defined as the match between the product's value-expressive attributes (product-user image) and the audience's self-concept (Ogilvy 1963; Sirgy 1985). The product-user image is the stereotype the audience has about the typical user of the product. The self-concept involves four different types of self-images: (1) an actual self-image, (2) an ideal self-image, (3) a social self-image, (4) an ideal social self-image. An actual self-image is an image an individual has of him or herself. An ideal self-image is an image one aspires to have. A social self-image involves beliefs about how one is viewed by

others, and the ideal social self-image is the imagined image one aspires others to have him or herself. For example, a sports car may have a product-user image of the sexy, outgoing, youthful, and/or classy. Different forms of self-congruity is shown by Figure 6.2. (Johar and Sirgy, 1991, p.25).

Different Forms or Types of Self-Congruity and Attitude Change or Persuasion

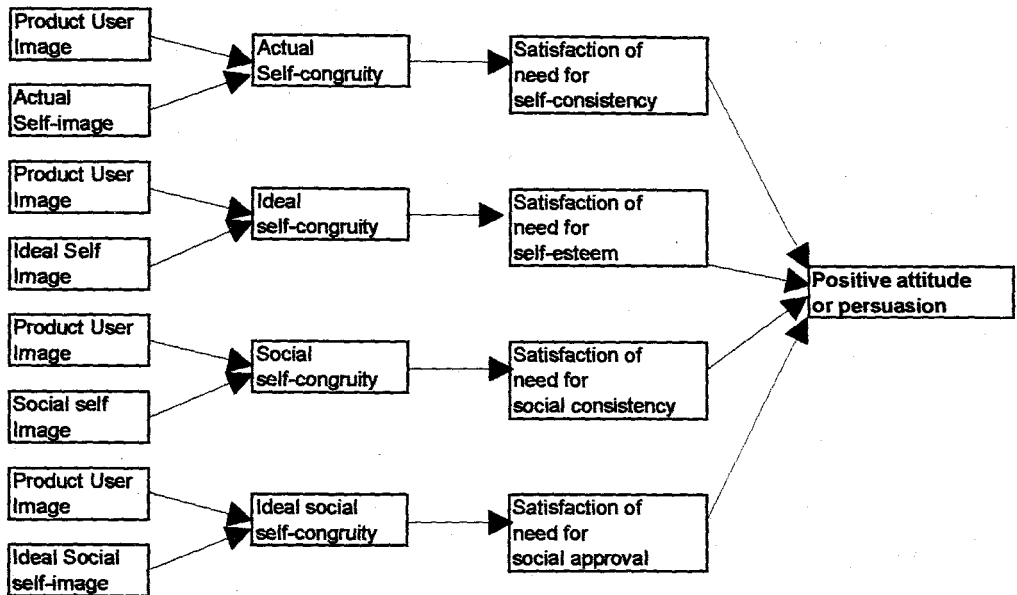


Figure 6.2. Different Forms or Types of Self-Congruity and Attitude Change or Persuasion
(Johar and Sirgy, 1991, p.25)

Johar and Sirgy (1991, p.26) state that the value-expressiveness of a product is reflected in the personality-related attributes associated with the product (i.e., a product high on value-expressiveness has a clear stereotypical image of the generalized user). For example, a consumer thinking about a product such as an exotic sports car may evoke an image of the stereotypical driver who is young, attractive, modern, affluent, swinging and single.

Johar and Sirgy (1991, p.27) explain 'The Elaboration Likelihood Model' proposed by Petty and Cacioppo in 1986. This model postulates two different mechanisms by which persuasion occurs, the central and peripheral routes to persuasion. The central route suggests that the audience is involved in an advertising message and processes the message argument by cognitively elaborating on the message. In the event that the audience is not motivated to process the finer points of the message, an attitude change becomes determined by the peripheral route which suggests that the audience will focus on peripheral message cues such as source cues, to form or change their attitudes. The model provides evidence for the distinction between self-congruity versus functional congruity types of message processing. A self-congruity route to persuasion can be viewed as a form of peripheral processing whereas the functional congruity route is likely to be a form of central processing. Figure 6.3. presents self-congruity versus functional congruity routes to advertising persuasion (Johar and Sirgy, 1991, p.28).

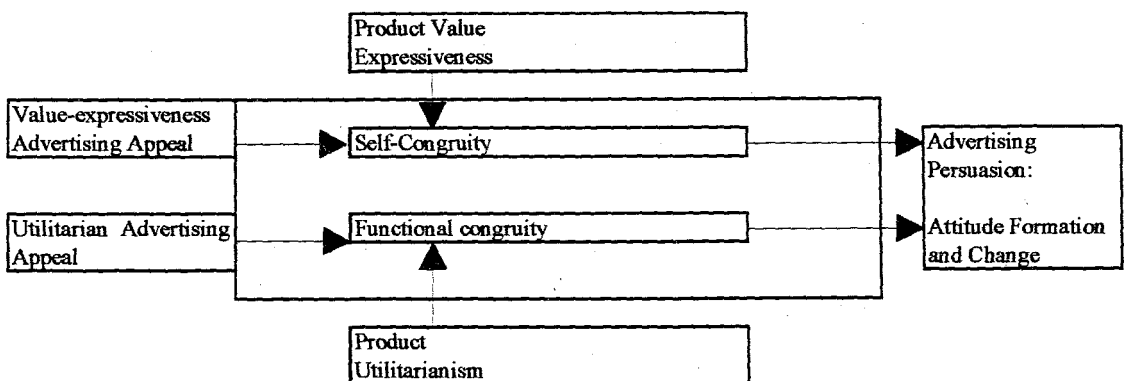


Figure 6.3. Self-Congruity Versus Functional-Congruity Routes To Advertising Persuasion (Johar and Sirgy, 1991, p.28)

Johar and Sirgy (1991, p.31) conclude that the value-expressive appeals are more effective than utilitarian appeals when the product is perceived to be value-expressive; and conversely, utilitarian appeals are more effective than value-expressive appeals when the product is utilitarian. This can be explained through the concepts of self-congruity and functional-congruity routes to persuasion. Value expressive appeals may be more effective than utilitarian appeals when the product is highly value expressive because target consumers experience a match between the user image characteristics of the product and the consumer's self concept (self-congruity), resulting in persuasion. Utilitarian appeals may be more effective than value expressive appeals when the product is highly utilitarian, mainly because target consumers experience a match between the functional characteristics of the product and their desired set of characteristics expected in that product (functional congruity), resulting in greater persuasion. The selection of value-expressive as opposed to utilitarian advertising appeals maybe facilitated by considering a host of situational factors and individual factors like product differentiation, product life-cycle, product scarcity, product conspicuousness, consumer involvement, consumer prior knowledge and consumer self-monitoring. It is hypothesized that value-expressive advertising appeal may be more effective under conditions when

- the product is not usually differentiated from the competition
- the product is in the mature stages of product-life cycle
- the product is scarce or sold to a select few
- the product is conspicuously consumed
- the consumer is not highly involved with the product

- the consumer is not highly knowledgeable about the product
- the consumer is of high self-monitoring type

Conversely, a utilitarian advertising appeal may be more effective when,

- the product is highly differentiated from its competition
- the product is in the developmental stages of the product life cycle
- the product is not scarce or commonly used by the majority of consumers
- the product is low or moderate in conspicuousness
- the consumer is highly involved with the product
- the consumer is highly knowledgeable about the product
- the consumer is of the low self-monitoring type.

Sirgy (1985, p.195) proposes that products, suppliers, and services are assumed to have personality images, just as people do. Personality images can be described in terms of a set of attributes such as friendly, modern, youthful, and traditional. The personality attributes associated with a product are distinguished from the functional attributes in that the latter describe the product in terms of tangible costs and benefits such as quality, price, and performance. These personality images are not determined by the physical characteristics of the product (e.g., tangible products, suppliers and services) alone, but by a host of other factors such as advertising, price, stereotype of the generalized users, and other marketing and psychological associations. This type of product image has been assumed by consumer theorists to interact with the consumer's self-concept and effect a so-called self-image/product image congruity. This congruity, in return, affects the consumer's

product preference and purchase intention. Since the self-concept has been treated as a multidimensional concept reflecting more than one type of self-perspective (e.g., actual self-image, ideal self-image, social self-image, ideal social self-image), self-image/product image congruity in turn, has been treated multidimensionally. Congruity between the actual self-image and the product image has been referred to as self-congruity, between the ideal self-image and product image as ideal congruity, between the social self-image and product image as social congruity, and between the ideal social self-image and product image as ideal social congruity.

Dolich (1969, p.9) hypothesized that product conspicuousness moderates the relationship between self-image/product image congruity and product preference. Product conspicuousness/social class interaction moderates the relationship between self-image/product image congruity and product preference. Consumer personality was also thought to moderate the relationship between self-image/product image congruity and consumer behavior (Belch, 1978, p.22). Finally, Sirgy (1979,1980, p.29,30) surmised that the consumer's response mode may play a significant role in differentiating self-congruity from ideal congruity in relation to purchase motivation.

Sirgy (1985, p.197-198) states that the interrelationship between self-congruity and ideal congruity is believed to result in at least four conditions: high self congruity/high ideal congruity, high self congruity/low ideal congruity, low self congruity/high ideal congruity, low self congruity/low ideal congruity. In the high self congruity/high ideal congruity condition, the consumer would be motivated to approach the product, since its consumption would satisfy both his or her self-esteem

and self-consistency needs. For example, the statement, 'This car seems to have an image of social outgoingness and dominance' (product image) can match the consumer's self-image as socially outgoing and dominant. Under the high self congruity/low ideal congruity condition, the consumer would experience a conflict regarding the product, since its consumption would in one way frustrate the self-esteem need and in another satisfy the self-consistency need. For example, 'These clothes present an image of the person who is conservative' (product image) matched with 'I look conservative' and 'I do not like being conservative' would create a conflict. Under a low self congruity/high ideal congruity condition, the consumer will again experience a conflict between the self-esteem and self-consistency needs. For example, a sports car having an image of social outgoingness and sexiness (product image) may match the consumer's ideal self-image (I like to be socially outgoing and sexy), but this person may not have this self-image (I am neither socially outgoing and sexy). Finally, under low self congruity/low ideal congruity condition, the consumer would be optimally motivated to avoid the product since its consumption would frustrate both self-esteem and self-consistency needs. An example is that of a consumer who sees a dress that makes the wearer look conservative (product image). She does not see herself as being conservative nor does she like to be conservative.

Sirgy (1985, p.204) states that it has been argued that purchase motivation is affected by self-image/product image congruity as mediated by the activation and operation of the self-esteem and self-consistency motives, it is reasonable to assume that individual differences in self-esteem and self-consistency motives may affect purchase motivation.

White (1971, p.335-336) differentiates consumers on the fantasy scale which is based on the differences perceived between one's ideal notion of self and the actual self and which has three degrees:

- 1- High Fantasy Group (The Dreamers): Those who are quite dissatisfied with their current self-image and wish for great changes in their style of life. These changes are, for the mostpart, unrealizable.
- 2- Middle Fantasy Group (Product Predictors): Those who are somewhat dissatisfied with their current self-image and want to upgrade their life style, but are realistic in their fantasy.
- 3- Low Fantasy Group (The Conformists): Those who demonstrate little disparity between their current self-image and their fantasy. These individuals have realistic, accurate, and often severe notions of themselves. They tend to have little tolerance or fantasy about their life styles.

6.4. SUMMARY OF THE LITERATURE REVIEW

Buyers see both themselves and the products they buy in terms of images. These images are the formalized impressions residing, consciously or unconsciously, in the minds of individuals with regard to given subjects. Patterns of buying behavior are influenced by the images consumers have of different products, particular brands, companies, retail outlets, and of themselves. Brand image results from all the impressions consumers receive about the brand. Therefore, in the formation of the brand image, product attributes, brand name, country-of-origin, name of the company producing the brand, user imagery attributes, usage related attributes are all in process. In the minds of the consumer familiar with a particular brand, there tends to be considerable consistency in brand image such that a personality for the image appears.

The self-image is the picture a person has of himself -the kind of person he considers himself to be and the kind of person that he imagines others consider him to be. A basic tenet of motivation research is that in many buying situations an individual prefers to buy those products and brands whose images appear consistent with his or her self-image.

Brands must fight with the difficulties and uncertainties of the marketplace. Brands are face-to-face with difficulties because premium product brands are under continuous attack from lower-priced competition. Lower-priced brands have had to raise their quality level to maintain sales momentum. Value-conscious consumers are

more discriminating than ever. The proliferation of line extensions, flankers, co-brands, and brand alliances together with the exponential growth in commercial exposures make the marketplace uncertain. In such an environment, the best that brands can do is to make themselves more distinctive and more attractive to consumers. One way to accomplish this is to create a unique brand image supported by superior product attributes and to make this image of the brand congruent to the self-image of the consumers.

CHAPTER VII

THE RESEARCH METHODOLOGY

By taking into consideration the brand image studies mentioned in the previous sections; in order to better understand the nature of this concept, a field study on brand image in the automobile sector has been conducted. The research and its details are presented in this chapter.

7.1.RESEARCH DESIGN

In the first part of this chapter main objectives of the study will be presented. Section two explains the type of research. Third section gives the hypotheses that are analyzed. In the fourth section, the sampling procedure is explained. The fifth section gives detailed information about the survey instrument and data collection method. Finally, in the sixth section the methods of analysis used in this study are explained.

7.1.1. Research Objectives

As highlighted in the previous sections, brand image is a very important construct from both the company's and the consumer's point of view. A distinctive and attractive brand image will bring competitive advantage to the firm in today's dynamic marketplace. If the consumer finds out that this brand image is congruent with his or her self-image, he or she will be more satisfied with the purchased brand and the chances for repeat purchases will be higher. Presenting consumers products

with superior attributes complemented by a distinctive and attractive brand image is a way to create loyalty in the marketplace. Satisfied and loyal consumers bring to the firm higher sales, revenues, and a unique position via the competitors.

Formation of such a distinctive and attractive brand image is a complex and challenging phenomenon because various factors are in play and they should be managed in harmony. It is a task that requires time and commitment on the part of the firm since having a distinctive position in the minds of the consumer will not happen overnight without facing any difficulties. Moreover, after all these efforts there is still the risk that the firm can come up with nothing in hand because the success depends finally on the consumers' perception and acceptance of the brand and its image. By taking into consideration the complexity of the needs and wants of the consumers and their decision making process, it can be said that firms always run the risk of creating an image that is not desirable by the consumers. For these reasons, factors underlying brand image should be analyzed and handled carefully.

In the analysis of brand image, choosing a product that the consumers have general information whether they own it or not will help to get more reasonable results. Automobiles are among such products, because regardless of ownership, consumers have general information about cars and they can evaluate the brands based on the images that are in their minds without first-hand experience.

This research is carried out in the automobile sector. A pre-study has been conducted among 100 respondents and they are asked to indicate the three car brands that come to their minds first. Based on the answers, a list of car brands has been formed and BMW 5.20, Mercedes SEL, Renault Broadway, Tofaş Şahin, Opel Vectra, Toyota Corolla and Ford Escort appeared to be the car brands that are frequently repeated. For the purpose of making data collection easier, these seven car brands are reduced to three and BMW 5.20, Opel Vectra and Tofaş Şahin representing respectively upper, medium, lower segments of the price-quality position are chosen for the final study.

One of the main objectives of this study is to find out the brand images of the chosen car brands and to analyze the components underlying these images. Another objective is to understand brand image-self image interaction and its effects on intention to buy. The final objective is to determine how brand image affects the constructs of intention to buy, satisfaction and confidence.

7.1.2.Type Of Research

The study conducted has the characteristics of descriptive type of research design since the main objective of this study is to obtain a complete understanding of the relevant variables affecting brand image, the relationships among them and the effects of these variables on intention to buy, satisfaction and confidence.

7.1.3.Hypotheses

The following hypotheses are evaluated in this study:

H1: Whether or not there is a significant relationship between brand image of the car brands and the following product attributes of them:

- a) Works properly
- b) Durability
- c) Service and parts availability
- d) Size
- e) Interior room
- f) Workmanship
- g) Overall outlook
- h) Motor engine power
- i) Speed
- j) Technological advancement
- k) Acceleration
- l) Expensive to purchase
- m) Cost of service and parts
- n) Gas consumption
- o) Second-hand value
- p) Quietness
- q) Comfort
- r) User-friendliness
- s) Probability of having effects

t) Accessories

u) Colors

H2: Whether or not there is a significant relationship between brand image of the car brands and the following user and usage imagery attributes of them:

- a) Does his best
- b) Accomplishes something of great significance
- c) Finds out what others think
- d) Accepts leadership of others
- e) Says witty and clever things
- f) Talks about personal achievements
- g) Is able to come and go as others desire
- h) Says what one thinks about things
- i) Is loyal to friends
- j) Makes as many friends as possible
- k) Analyzes one's motives and feelings
- l) Analyzes behaviour of others
- m) Is leader in the group
- n) Tells others how to do their jobs
- o) Feels guilty
- p) Feels inferior
- q) Does new and different things
- r) Participates in new fads

- s) Attacks contrary points of view
- t) Gets revenge for insults
- u) Is wealthy
- v) Is educated
- w) Is young
- x) Is interested in sports
- y) Has an active social life
- z) Is employer
- aa) Is married
- bb) Is appropriate for long distance travels
- cc) Is appropriate for business purpose of use
- dd) Is appropriate for pleasure purpose of use
- ee) Is appropriate for functional purpose of use

H3: Whether or not there is a significant relationship between brand image of the car brands and their

- a) Brand name
- b) Company name
- c) Country-of-origin

H4: Whether or not there is a significant relationship between brand images of the car brands and the following characteristics of respondents:

- a) Gender

- b) Age
- c) Marital status
- d) Education
- e) Occupation
- f) Position at work
- g) Income

H5: Whether or not there is a significant relationship between brand images of the car brand and respondents'

- a) Intention to buy
- b) Satisfaction
- c) Confidence in the purchase decision

H6: Whether or not there is a significant relationship between respondents' intention to buy and the cars'

- a) Brand name
- b) Company name
- c) Country-of-origin

H7: Whether or not there is a significant relationship between respondents' satisfaction with the car brands and the cars'

- a) Brand name
- b) Company name

c) Country-of-origin

H8: Whether or not there is a significant relationship between respondents' confidence in their purchase decisions and the cars'

- a) Brand name
- b) Company name
- c) Country-of-origin

H9: Whether or not there is a significant relationship between respondents' intention to buy the car brands and the following characteristics of respondents:

- a) Gender
- b) Age
- c) Marital status
- d) Education
- e) Occupation
- f) Position at work
- g) Income

H10: Whether or not there is a significant relationship between respondents' satisfaction with the car brands and the following characteristics of respondents:

- a) Gender
- b) Age
- c) Marital status

- d) Education
- e) Occupation
- f) Position at work
- g) Income

H11: Whether or not there is a significant relationship between respondents' confidence in their purchase decisions and the following characteristics of respondents:

- a) Gender
- b) Age
- c) Marital status
- d) Education
- e) Occupation
- f) Position at work
- g) Income

H12: Whether or not there are significant differences between males and females with respect to:

- a) Their intention to buy the car brands
- b) Their satisfaction with the car brands
- c) Their confidence in their purchase decisions
- d) Their brand image evaluations
- e) Importance given to brand name, company name, country-of-origin
- f) Their evaluation of product attributes

- g) Their evaluation of brand personality attributes
- h) Their evaluation of usage imagery attributes
- i) Their evaluation of user imagery attributes
- j) Their evaluation of the self-image and product image congruence

H13: Whether or not there are significant differences between married people and single people with respect to :

- a) Their intention to buy the car brands
- b) Their satisfaction with the car brands
- c) Their confidence in their purchase decisions
- d) Their brand image evaluations
- e) Importance given to brand name, company name, country-of-origin
- f) Their evaluation of product attributes
- g) Their evaluation of brand personality attributes
- h) Their evaluation of usage imagery attributes
- i) Their evaluation of user imagery attributes
- j) Their evaluation of the self-image and product image congruence

H14: Whether or not there are significant differences among age groups with respect to :

- a) Their intention to buy the car brands
- b) Their satisfaction with the car brands
- c) Their confidence in their purchase decisions

- d) Their brand image evaluations
- e) Importance given to brand name, company name, country-of-origin
- f) Their evaluation of product attributes
- g) Their evaluation of brand personality attributes
- h) Their evaluation of usage imagery attributes
- i) Their evaluation of user imagery attributes
- j) Their evaluation of the self-image and product image congruence

H15: Whether or not there are significant differences among educational groups with respect to :

- a) Their intention to buy the car brands
- b) Their satisfaction with the car brands
- c) Their confidence in their purchase decisions
- d) Their brand image evaluations
- e) Importance given to brand name, company name, country-of-origin
- f) Their evaluation of product attributes
- g) Their evaluation of brand personality attributes
- h) Their evaluation of usage imagery attributes
- i) Their evaluation of user imagery attributes
- j) Their evaluation of the self-image and product image congruence

H16: Whether or not there are significant differences among occupational groups with respect to :

- a) Their intention to buy the car brands
- b) Their satisfaction with the car brands
- c) Their confidence in their purchase decisions
- d) Their brand image evaluations
- e) Importance given to brand name, company name, country-of-origin
- f) Their evaluation of product attributes
- g) Their evaluation of brand personality attributes
- h) Their evaluation of usage imagery attributes
- i) Their evaluation of user imagery attributes
- j) Their evaluation of the self-image and product image congruence

H17: Whether or not there are significant differences among income groups with respect to :

- a) Their intention to buy the car brands
- b) Their satisfaction with the car brands
- c) Their confidence in their purchase decisions
- d) Their brand image evaluations
- e) Importance given to brand name, company name, country-of-origin
- f) Their evaluation of product attributes
- g) Their evaluation of brand personality attributes
- h) Their evaluation of usage imagery attributes
- i) Their evaluation of user imagery attributes
- j) Their evaluation of the self-image and product image congruence

H18: Whether or not there is a significant relationship between respondents' evaluations of the congruence between the image of the car brands and their self-images and their intention to buy the car brands

H19: Whether or not there is a significant relationship between respondents' evaluations of the congruence between the image of the car brands and respondents'

- a) Gender
- b) Age
- c) Marital status
- d) Education
- e) Occupation
- f) Position at work
- g) Income

H20: Whether or not there are significant differences among car brands in terms of their brand personality attributes

H21: Whether or not there are significant differences among car brands in terms the importance of their brand name, company name and country-of-origin

H22: Whether or not there are significant differences among car brands in terms of:

- a) Respondents' intention to buy

- b) Respondents' satisfaction
- c) Respondents' confidence in their purchase decisions
- d) Brand images
- e) Product attributes
- f) User and usage imagery related attributes

7.1.4. Sampling Procedure

The selection of the sample, the determination of the sample size and characteristics of the sample will be explained in this section.

7.1.4.1. Population Definition

The population can be defined as follows:

ELEMENT: Individuals

Basically, this research aims to apply the constructs that made up the brand image concept to a specified product category. This product category is chosen to be automobiles represented by brands taken from the upper, medium and lower segments of the price-quality position. The images of these brands as perceived by the consumers are to be revealed by the results of the study. So, the element is taken to be the individuals. Individuals who, currently or within a certain period of time, use the specified car brands could also be chosen to be the elements of the study. However, the research aims to find out the images of the car brands as being perceived by not only the current users, but also by the non-users. So, no limitation has been put in this regard.

UNIT: Companies

This research has been executed among individuals who work at the specified companies, namely Eczacıbaşı group of companies which are in the fast moving consumer goods sector*. Therefore the unit of the study is the companies.

EXTENT: Eczacıbaşı Group of Companies Functioning In FMCG Sector

The extent of the research has been limited to the individuals who work at the Eczacıbaşı Group of Companies in the fast moving consumer goods sector. The geographical extent is taken to be Istanbul, since most of the FMCG companies of the chosen group are based in this city.

TIME: Two months (-March-April 1998-)

*Eczacıbaşı is the company where the author is presently employed.

7.1.4.2. Specification Of The Sampling Frame

Since the population consists of individuals who are working in the Eczacıbaşı Group of Companies that are in the fast moving consumer goods sector, the sampling frame consists of the names of all of these individuals accompanied by the addresses of their companies and the telephone numbers. Such a list is available both in the holding center and in the human resources departments of the firms. By contacting the consumer goods coordinator division in the holding center, a complete list has been obtained including the names of each of the FMCG companies, their telephone numbers, addresses and the names of the individuals working there. This is the sampling frame used in the study. The frame is a trustable one, since the holding center updates the information related to its personnel regularly. The individuals working at these companies whose names are found in the sampling frame make up the population of the study.

7.1.4.3. Sampling Method

Probability sampling is used in this research. With this kind of sampling, one can calculate the likelihood that any given population element will be included in the probability sample because the final sample elements are selected objectively by a specific process. The objective selection of elements, in turn, allows the objective assessment of the reliability of the sample results.

Simple random sampling is utilized as the sampling method. This is the suitable method for the study because a simple random sample requires a serial

numbered list of population elements where the identity of each member of the population must be known. For this research such a list was available.

In order to draw the simple random sample, the table of random numbers has been used. After the elements of the parent population have been numbered serially, the starting point has been determined randomly. By proceeding in some arbitrary direction, the elements of the sample have been selected.

7.1.4.4. Sample Size

One method to determine the sample size is to use what others have used for similar studies in the past. According to this procedure; if the number of subgroup analyses are on the average like the one in this study and when the study is conducted on a regional base for individuals, then the sample size can be between 200-500 (Sudman, 1976).

The other method for determining the sample size will be as follows:

By applying the percent of the population and by specifying the Error (precision) as $E = 0.03$, Z value corresponding to 95% confidence level as 1.96 and $p=50\%$; sample size can be calculated by the formula,

$$n = Z^2 * p(p-1) / E^2 \quad \Rightarrow \quad 1.96^2 * 0.5 * 0.5 / 0.03^2 \Rightarrow n = 234$$

where,

n = Sample size

E = Standard error (precision)

$Z = Z$ value corresponding to 95% confidence level ($=1,96$)

$p =$ Percentage of population

By taking both procedures into consideration, 250 is selected as the sample size.

In Table 7.1 ; the demographic characteristics of the respondents included in the study are summarized:

Table 7.1. Characteristics Of Respondents

Sex of Respondents :

<u>Sex</u>	<u>Frequency</u>	<u>% of Respondents</u>
Male	140	56
Female	110	44
Total	250	Total 100

Age of Respondents :

<u>Age</u>	<u>Frequency</u>	<u>% of Respondents</u>
15-18	0	0
19-25	83	33,2
26-35	111	44,4
36-55	56	22,4
56-	0	0
Total	250	Total 100

Marital Status of Respondents :

<u>Marital Status</u>	<u>Frequency</u>	<u>% of Respondents</u>
Married	170	68
Single	80	32
Divorced / Widowed	0	0
Total	250	Total 100

Number of Years Married :

<u># of Years Married</u>	<u>Frequency</u>	<u>% of Respondents</u>
0 year	80	32
1-10 years	77	30,8
11-20 years	53	21,2
21-30 years	40	16
Total	250	Total 100

Number of Children :

<u># of Children</u>	<u>Frequency</u>	<u>% of Respondents</u>
No child	94	37,6
1 child	98	39,2
2 children	58	23,2
Total	250	Total 100

Education of Respondents :

<u>Education</u>	<u>Frequency</u>	<u>% of Respondents</u>
Primary school	0	0
Middle school	0	0
High school	68	27,2
University	107	42,8
Graduate study	75	30
Other	0	0
Total	250	Total 100

Occupation of Respondents :

<u>Occupation</u>	<u>Frequency</u>	<u>% of Respondents</u>
Professional-Specialist	99	39,6
Administrator	74	29,6
Others	77	30,8
Total	250	Total 100

Work Status of Respondents :

<u>Work Status</u>	<u>Frequency</u>	<u>% of Respondents</u>
Full Time	237	94,8
Part-time	8	3,2
Other	5	2
Total	250	Total 100

Respondent's Position At Work :

<u>Position</u>	<u>Frequency</u>	<u>% of Respondents</u>
Top Management	70	28
Middle Management	84	33,6
First-Level Supervisor	52	20,8
Non-managerial	44	17,6
Total	250	Total 100

Respondent's Car Ownership :

<u>Car Ownership</u>	<u>Frequency</u>	<u>% of Respondents</u>
Has a car	241	96,4
Does not have a car	9	3,6
Total	250	Total 100

Number of Cars Owned By Respondents :

<u># of Cars Owned</u>	<u>Frequency</u>	<u>% of Respondents</u>
No car	9	3,6
1 car	223	89,2
2 cars	18	7,2
Total	250	Total 100

Brands of Cars Owned by Respondents :

<u>Brand of Car Owned</u>	<u>Frequency</u>	<u>% of Respondents</u>
Mercedes	26	10,4
BMW	30	12,0
Şahin	14	5,6
Doğan	11	4,4
Broadway	28	11,2
Opel	31	12,4
Toyota	30	12
Ford	26	10,4
Hyundai	12	4,8
Tipo	6	2,4
Uno	9	3,6
Opel and Broadway	5	2,0
Mercedes and BMW	4	1,6
Ford and Broadway	3	1,2
Toyota and BMW	3	1,2
Hyundai and Mercedes	1	0,4
BMW and Honda	1	0,4
Audi and Ford	1	0,4
No brand	9	3,6
	Total 250	Total 100

Income Levels of Respondents :

<u>Income</u>	<u>Frequency</u>	<u>% of Respondents</u>
Income More Than Expenses	112	44,8
Income Equal to Expenses	71	28,4
Income Less Than Expenses	67	26,8
	Total 250	Total 100

As can be seen from Table 7.1; male respondents are more than females (56% of the respondents are male, while 44% of the respondents are female).

Most of the respondents are in the age group of 26-35 (44.4%). This is followed by the age group of 19-25 where 33.2% of the respondents are included. And the remaining respondents belong to the age group of 36-55 (22.4%). If the age

groups of 26-35 and 19-25 are combined, then this combined group includes 77.6% of the respondents which shows that the respondents are relatively young.

In terms of marital status, married respondents are approximately twice as many as the single respondents (68% and 32% respectively). 30.8% of the respondents are married for a time period of 1-10 years; 21.2% are married for 11-20 years and 16% are married for 21-30 years. The remaining respondents (32%) are given as married for 0 years which indicates that this group represents the single respondents. 37.6% of the respondents have no child; 39.2% have one child and 23.2% have two children.

From the educational point of view; most of the respondents (42.8%) have a university degree while 30% of the respondents have completed their graduate studies. Moreover the remaining 27.2% of the respondents have a high school degree. So, it can be concluded that the respondents are highly educated.

The occupation of the respondents are divided into three categories. The first category includes professionals and specialists. Lawyers, doctors and engineers are counted in this category and 39.6 % of the respondents belong to this group. The second category is called administrators and it includes business managers and economists. 29.6% of the respondents are in the administrator category. The third category which includes 30.8% of the respondents is called as others and this category consists of occupations other than the ones stated above like mathematicians, chemists, sociologists, psychologists, technicians.

Most of the respondents work full-time (94.8%). 3.2% of the respondents have part-time jobs where they work for half of the day, and 2% of the respondents are included in the others category where they work for two or three days a week. 28% of the respondents have positions in the top management; 33.6% in the middle management. First-level supervisors include 20.8% of the respondents and non-managerial positions are made up of 17.6% of the respondents.

In terms car ownership; 96.4% of the respondents owns a car and the remaining 3.6% does not own a car. 89.2% of the respondents have one car while 7.2% have two cars. 10.4% of the respondents own Mercedes; 12.0% own BMW, 1.6% own both Mercedes and BMW; 12.4% own Opel and 12% own Toyota. So, it can be concluded that almost half of the respondents own high-priced cars.

For the income levels; 44.8% of the respondents have incomes exceeding their expenses, 28.4% have incomes equal to their expenses while 26.8% have incomes less than their expenses.

As a result, it can be said that, these respondents belong to a relatively young to middle age group and more than half of the respondents are married. They are highly educated, they mostly have management positions including top, middle or first-level management in their jobs corresponding to their educational levels and occupations and they have on the average high or medium income levels.

7.1.5.Data Collection Procedure and Survey Instrument

The data of the study were collected through questionnaires two copies (one in Turkish which is given to the respondents and one in English) of which are provided in Appendix 1 and 2 together with its coding key presented in Appendix 3. Method of administration was personal interviews. This method is preferred because the response rate is higher and the degree of control over data gathering is greater.

Question 1 was asked in order to determine the respondents' intention to buy the three car brands being BMW 5.20, Opel Vectra, Tofaş Şahin.

Respondents' probable level of satisfaction with the three car brands and their confidence in the purchase decision for the three car brands are measures through Question 2 and 3 respectively.

Question 4 was designed to find out the overall image of the three car brands.

Question 5 tried to measure the importance of brand name, company name and country-of-origin in deciding how good the given car brands are.

In order to understand how respondents evaluate the product attributes of the three car brands, Question 6 was asked.

Question 7 intended to find out the brand personalities of each of the car brands. Respondents were told to think the car brands as if they were human beings and then they evaluated each car according to the given criteria.

The three car brands are evaluated by respondents in terms of the user and usage imagery related attributes with the help of Question 8.

For the purpose of understanding whether or not the overall images of the car brands are congruent with the self-images of the respondents, Question 9 was utilized.

Question 10 to Question 18 asked the demographic characteristics of the respondents. Question 10 and 11 asked the gender and age of the respondents respectively. Question 12 was about the marital status. With this question, married respondents were also asked to indicate how many years they are married and how many children they have. Education level was measured through Question 13. The occupation of the respondents is learned by question 14. Question 15 and 16 asked about the work status of respondents and their position at work respectively. Car ownership is learned by question 17 and those respondents who indicated that they owned car were asked to give the number of cars they owned and the brands of their cars. Finally, Question 18 intended to determine the income level of the respondents.

In this research, the primary data were collected through the questionnaire which is undisguised and structured. The same questionnaire is administered to everyone and respondents were informed about the purpose of the study. Questions

and question forms were prepared by taking into consideration the previous researches conducted on this topic; and also the theoretical background of the brand image concept was utilized as the secondary data in order to construct the basic structure of this research. The build up of the constructs used in the study and the operational definition list can be found in Appendix 4 and 5.

7.1.6.Methods of Analysis

In the analysis of data, SPSS For Windows Release 6.0 was used. First of all, frequency analysis was conducted for each variable. Factor analysis was carried out to investigate the levels of agreement of the respondents with the product attributes of the specified car brands. In order to see the relationship between the brand image of the cars and the product attributes, user and usage imagery attributes, brand name, company name, country-of-origin, intention to buy, satisfaction, confidence, Pearson correlation analyses were utilized. The relationship between the brand images of the car brands, intention to buy the car brands, satisfaction with the car brands and confidence in the purchase decision and demographic characteristics of the respondents is investigated through cross tabulation. Pearson correlation analyses were utilized to examine the relation between importance given to brand name, company name, country-of-origin and intention to buy, satisfaction and confidence of the respondents. The relation between respondents' evaluations of the congruence between the image of the car brands and their self-images and their intention to buy the car brands is explored through Pearson correlation analysis. Cross tabulation is

again used to find out the relation between respondents' demographic characteristics and their evaluation of the brand image-self image congruence.

Group T tests were utilized to show the differences between males and females and between married and single respondents in terms of their intention to buy, satisfaction, confidence, brand image evaluations, importances given to brand name, company name, country-of-origin, evaluations of the product attributes, user and usage imagery attributes and evaluations of the self-image - product image congruence. Differences among age groups, educational groups, occupational groups, income groups in terms of the constructs mentioned above were investigated through One-Way ANOVA analyses. Differences among the car brands in terms of their brand personalities are examined pairwise by Paired-T tests. Semantic differential questions were used in that analysis. Also, Paired-T tests were utilized to observe the differences as pairwise between the car brands in terms of the importance of their brand name, company name and country-of-origin; respondents' intention to buy, satisfaction and confidence; brand images; product attributes; user and usage imagery attributes and respondents' evaluations of the congruence between the images of the car brands and their self-images.

Table 7.2 summarizes the types of analysis used in the evaluation of each question in the questionnaire and each hypothesis in the study.

Table 7.2. Types of Analysis Conducted

<u>Hypothesis</u>	<u>Questions</u>	<u>Analyses Type</u>
H1	Question 4-Question 6	Pearson Correlation Analysis
H2	Question 4-Question 8	Pearson Correlation Analysis
H3	Question 4-Question 5	Pearson Correlation Analysis
H4	Question 4-Question 10 to Question 14, Question 16,18	Cross Tabulation Analysis
H5	Question 4-Question 1 to 3	Pearson Correlation Analysis
H6	Question 1-Question 5	Pearson Correlation Analysis
H7	Question 2-Question 5	Pearson Correlation Analysis
H8	Question 3-Question 5	Pearson Correlation Analysis
H9	Question 1- Question 10 to Question 14, Question 16,18	Cross Tabulation Analysis
H10	Question 2- Question 10 to Question 14, Question 16,18	Cross Tabulation Analysis
H11	Question 3- Question 10 to Question 14, Question 16,18	Cross Tabulation Analysis
H12	Question 10-Question 1-9	Group T-Test
H13	Question 12-Question 1-9	Group T-Test
H14	Question 11-Question 1-9	One-Way ANOVA
H15	Question 13-Question 1-9	One-Way ANOVA
H16	Question 14-Question 1-9	One-Way ANOVA
H17	Question 18-Question 1-9	One-Way ANOVA
H18	Question 9-Question 1	Pearson Correlation Analysis
H19	Question 9-Question 10 to Question 14, Question 16,18	Cross Tabulation Analysis
H20	Question 7	Paired-T Test
H21	Question 5	Paired-T Test
H22	Question 1,2,3,4,6,8,9	Paired-T Test
	Question 6	Factor Analysis
	Question 1-18	Frequency Analysis

The findings obtained from these analyses are presented in the next section.

7.2.THE RESEARCH FINDINGS

In this section; first general findings such as the results of the frequency analysis and the factor analysis are presented. Then, the findings on hypotheses are mentioned through the use of summary tables.

7.2.1.The Summary of Findings On Variables Studied: Frequency Analysis

The frequencies of each variable conducted in the study can be summarized as follows:

TABLE 7.3. Intention to Buy the Specified Car Brands

BRANDS	Intention to Buy				\bar{X}	S
	1	2	3	4		
	%					
BMW 5.20	0	0	45.6	54.4	3.544	0.499
OPEL VECTRA	0	0	54.8	45.2	3.452	0.499
TOFAŞ ŞAHİN	54.4	45.2	0.4	0	1.460	0.507

Scale : 1= Definitely will not buy.....4= Definitely will buy

1. As can be seen from Table 7.3; for BMW 5.20 54.4% of the respondents and for Opel Vectra 45.2% of the respondents indicated a definite willingness to buy, while 54.4% of the respondents indicated that they would definitely not buy Tofaş Şahin. According to these figures and in accordance with the mean values, BMW 5.20 is the car brand for which respondents show the most willingness to buy, followed by Opel Vectra and Tofaş Şahin is the car brand for which the respondents show the least willingness to buy.

TABLE 7.4. Satisfaction With The Specified Car Brands

BRANDS	Satisfaction				\bar{X}	S
	1	2	3	4		
	%					
BMW 5.20	56.4	43.6	0	0	1.436	0.497
OPEL VECTRA	45.2	53.2	1.6	0	1.564	0.528
TOFAŞ ŞAHİN	0	0	46.8	53.2	3.532	0.500

Scale : 1= Very Satisfied.....4= Very Dissatisfied

According to the figures, 53.2% of the respondents indicated that they would be very dissatisfied with Tofaş Şahin upon purchase. For Opel Vectra and BMW 5.20; 45.2% and 56.4% of the respondents respectively mentioned that they would be very satisfied with these car brands upon purchase. So, in terms of the satisfaction levels of the respondents, the order of the car brands is as follows:

1. BMW 5.20 (Mean = 1.436)
2. Opel Vectra (Mean = 1.564)
3. Tofaş Şahin (Mean = 3.532)

TABLE 7.5. Confidence In The Purchase Decision For The Specified Car Brands

BRANDS	Confidence				\bar{X}	S
	1	2	3	4		
	%					
BMW 5.20	58	42	0	0	1.420	0.495
OPEL VECTRA	54.8	45.2	0	0	1.452	0.499
TOFAŞ ŞAHİN	0	0.8	43.6	55.6	3.548	0.515

Scale : 1= Very Confident.....4= Very Unconfident

For the confidence in the purchase decision of the specified car brands; 54.8% of the respondents indicated that they would be very confident with the purchase decision of Opel Vectra whereas 58% of the respondents indicated the same confidence level for BMW 5.20. On the other hand; 55.6% of the respondents mentioned that they would be very unconfident with the purchase decision of Tofaş Şahin. Accordingly, the order of the car brands in terms of the confidence levels indicated is as follows:

1. BMW 5.20 (Mean = 1.420)
2. Opel Vectra (Mean = 1.452)
3. Tofaş Şahin (Mean = 3.548)

TABLE 7.6. Brand Image Of The Specified Car Brands

BRANDS	Brand Image					
	%				\bar{X}	S
	1	2	3	4		
BMW 5.20	63.2	36.8	0	0	1.368	0.483
OPEL VECTRA	53.6	46	0.4	0	1.468	0.508
TOFAŞ ŞAHİN	0	1.6	44.4	54	3.524	0.532

Scale : 1= Very Positive.....4= Very Negative

As can be seen from Table 7.6; 63.2% of the respondents found the image of BMW 5.20 and 53.6% of the respondents found the image of Opel Vectra very positive. For Tofaş Şahin. 54% of the respondents indicated that the image of this car brand is very negative. It can be inferred from these figures that the order of the car brands in terms their brand images is as follows:

1. BMW 5.20 (Mean = 1.368)
2. Opel Vectra (Mean = 1.468)
3. Tofaş Şahin (Mean = 3.548)

TABLE 7.7. Importance Of Brand Name In Order To Tell How Good The Car Is

BRANDS	Importance of Brand Name					
	%					
	1	2	3	4	\bar{X}	S
BMW 5.20	0	1.2	41.6	57.2	3.560	0.521
OPEL VECTRA	0	2	54.8	43.2	3.412	0.532
TOFAŞ ŞAHİN	36	51.6	10.8	1.6	1.780	0.697

Scale : 1= Not Important At All.....4= Very Important

According to the figures; 57.2% of the respondents found brand name very important for determining how good BMW 5.20 is. 43.2% of the respondents found brand name very important and 54.8% found brand name somewhat important for determining how good Opel Vectra is. For Tofaş Şahin; 51.6% of the respondents found brand name unimportant and 36% found brand name not important at all in determining how good the car is. As can be seen from the mean values, brand name is most important for BMW 5.20, then for Opel Vectra and least important for Tofaş Şahin.

TABLE 7.8. Importance Of Company Name In Order To Tell How Good The Car Is

BRANDS	Importance of Company Name					
	%				\bar{X}	S
	1	2	3	4		
BMW 5.20	0	2.4	41.2	56.4	3.540	0.546
OPEL VECTRA	0	0.8	47.6	51.6	3.508	0.517
TOFAŞ ŞAHİN	37.2	42.8	16.4	3.6	1.864	0.815

Scale : 1= Not Important At All.....4= Very Important

As can be seen from the table; 56.4% of the respondents found company name very important for determining how good BMW 5.20 is. 51.6% of the respondents found company name very important and 47.6% found company name somewhat important for determining how good Opel Vectra is. For Tofaş Şahin; 42.8% of the respondents found company name unimportant and 37.2% found company name not important at all in determining how good the car is. As indicated by the mean values, company name is most important for BMW 5.20, then for Opel Vectra and least important for Tofaş Şahin.

TABLE 7.9. Importance Of Country-of-Origin In Order To Tell How Good The Car Is

BRANDS	Importance of Country-of-Origin					
	%				\bar{X}	S
	1	2	3	4		
BMW 5.20	0	0.8	45.2	54	3.532	0.516
OPEL VECTRA	0	1.6	46.4	52	3.504	0.532
TOFAŞ ŞAHİN	28.4	50	18	3.6	1.968	0.781

Scale : 1= Not Important At All.....4= Very Important

Table 7.9 states that 54% of the respondents found country-of-origin very important for determining how good BMW 5.20 is. 52% of the respondents found country-of-origin very important and 46.4% found country-of-origin somewhat important for determining how good Opel Vectra is. For Tofaş Şahin; 50% of the respondents found country-of-origin unimportant and 28.4% found country-of-origin not important at all in determining how good the car is. As can be seen from the mean values, country-of-origin is most important for BMW 5.20, then for Opel Vectra and least important for Tofaş Şahin.

When Table 7.7, Table 7.8 and Table 7.9 are evaluated together, it can be seen that for determining how good BMW 5.20 is, brand name (Mean=3.560) is the most important criterion followed by company name (Mean=3.540) and then by country-of-origin (Mean=3.532). In the case of Opel Vectra; company name (Mean=3.508) is the most important criterion followed by country-of-origin (Mean=3.504) and then by brand name (Mean=3.412). Finally for Tofaş Şahin; country-of-origin (Mean=1.968) becomes the most important attribute followed by company name (Mean=1.864) and then by brand name (Mean=1.780) in the determination of the goodness of the car.

7.2.1.1.Frequency Analysis For The Product Attributes of The Car Brands

The results of the frequency analysis conducted for the product attributes of the car brands are presented below.

TABLE 7.10. Product Attributes Of Opel Vectra

Opel Vectra	Product Attributes of Opel Vectra					
	%				\bar{X}	S
	1	2	3	4		
Work properly	0.0	0.8	53.6	45.6	3.448	0.514
Durability	0.0	1.2	52.4	46.4	3.452	0.522
Service and Parts Availability	0.4	10.8	51.2	37.6	3.260	0.659
Size	6.0	25.6	46.0	22.4	2.848	0.836
Interior Room	0.0	2.4	55.2	42.4	3.400	0.538
Workmanship	0.0	0.0	56.0	44.0	3.440	0.497
Overall Outlook	0.0	1.2	50.4	48.4	3.472	0.524
Motor Engine Power	0.0	0.0	52.8	47.2	3.472	0.5
Speed	0.0	0.0	54.4	45.6	3.456	0.499
Technological Advancement	0.0	1.2	53.6	45.2	3.440	0.521
Acceleration	0.0	0.0	56.4	43.6	3.436	0.497
Expensive to Purchase	0.0	2.2	61.6	16.4	2.944	0.618
Cost of Service/ Parts	0.0	7.2	50.4	42.4	3.352	0.611
Gas Consumption	0.0	4.0	55.6	40.4	3.364	0.559
Second-hand Value	0.0	3.2	50.8	46.0	3.428	0.557
Quietness	0.0	0.8	51.6	47.6	3.468	0.516
Comfortable	0.0	0.0	51.6	48.4	3.484	0.501
User-friendliness	0.4	2.0	55.6	42.0	3.392	0.551
Probability of Having Defects	0.4	1.6	56.4	42.0	3.404	0.523
Accessory	0.0	0.0	58.4	41.6	3.416	0.494
Colors	0.0	1.6	58.4	40.0	3.384	0.519

Scale : 1= Strongly Disagree.....4= Strongly Agree

As can be seen from the Table 7.10, the product attributes of Opel Vectra can be ordered according to their mean values as follows:

TABLE 7.11. Mean Values For The Product Attributes of **Opel Vectra**

<u>Attribute</u>	<u>Mean Value</u>
Comfortable	3.484
Good Overall Outlook	3.472
Strong Motor Engine Power	3.472
Quiet	3.468
Speedy	3.456
Durable	3.452
Reliable	3.448
Good Workmanship	3.440
Technologically Advanced	3.440
Quick Acceleration	3.436
High Second-hand Value	3.428
Wide Range of Accessory	3.416
Low Probability of Having Defects	3.404
Good Looking Interior Room	3.400
User-friendly	3.392
Wide Range of Colors	3.384
Low Gas Consumption	3.364
High Cost of Service and Parts	3.352
Extensive Service and Parts Availability	3.260
Expensive to Purchase	2.944
Size-Easy to Park	2.848

It can be inferred from these figures that in terms of the product attributes; Opel Vectra has got high scores overall with the mean values changing within the range of 3.484 and 2.848.

As a result, the attributes having the highest mean values and therefore the highest levels of agreement for Opel Vectra are that it is a comfortable car whose overall outlook is good and whose motor engine power is strong. Moreover; it is quiet when driving and it is a speedy car. The lowest mean values and therefore the lowest levels of agreements are for the attributes of low gas consumption, high cost of service and parts, extensive service and parts availability, expensive to purchase and is easy to park.

TABLE 7.12. Product Attributes Of BMW 5.20

BMW 5.20	Product Attributes of BMW 5.20					
	%				\bar{X}	S
	1	2	3	4		
Work properly	0.0	0.0	35.6	64.4	3.644	0.480
Durability	0.0	0.0	38.8	61.2	3.612	0.488
Service and Parts Availability	0.8	6.4	47.2	45.6	3.376	0.642
Size	1.6	3.2	49.2	46.0	3.396	0.633
Interior Room	0.0	0.0	33.6	66.4	3.664	0.473
Workmanship	0.0	0.0	34.8	65.2	3.652	0.477
Overall Outlook	0.0	0.0	30.4	69.6	3.696	0.461
Motor Engine Power	0.0	0.0	31.2	68.8	3.688	0.464
Speed	0.0	0.0	26.8	73.2	3.732	0.444
Technological Advancement	0.0	0.0	33.6	66.4	3.664	0.473
Acceleration	0.0	0.0	38.0	62.0	3.620	0.486
Expensive to Purchase	0.0	0.0	33.2	66.8	3.668	0.472
Cost of Service/ Parts	0.0	0.0	33.2	66.8	3.668	0.472
Gas Consumption	2.0	6.8	43.2	48.0	3.372	0.701
Second-hand Value	0.0	4.0	42.0	54.0	3.500	0.576
Quietness	0.0	0.0	34.8	65.2	3.652	0.477
Comfortable	0.0	0.0	32.8	67.2	3.672	0.470
User-friendliness	0.0	0.0	36.8	63.2	3.632	0.483
Probability of Having Defects	0.0	0.0	34.0	66.0	3.660	0.475
Accessory	0.0	2.0	20.0	78.0	3.760	0.473
Colors	0.0	0.0	36.0	64.0	3.640	0.481

Scale : 1= Strongly Disagree.....4= Strongly Agree

As can be seen from the Table 7.12., the product attributes of BMW 5.20 can be ordered according to their mean values as follows:

TABLE 7.13. Mean Values For The Product Attributes of **BMW 5.20**

<u>Attribute</u>	<u>Mean Value</u>
Wide Range of Accessory	3.760
Speedy	3.732
Good Overall Outlook	3.696
Strong Motor Engine Power	3.688
Comfortable	3.672
Expensive to Purchase	3.668
High Cost of Service and Parts	3.668
Good Looking Interior Room	3.664
Technologically Advanced	3.664
Low Probability of Having Defects	3.660
Good Workmanship	3.652
Quiet	3.652
Reliable	3.644
Wide Range of Colors	3.640
User-friendly	3.632
Quick Acceleration	3.620
Durable	3.612
High Second-hand Value	3.500
Size-Easy to Park	3.396
Extensive Service and Parts Availability	3.376
Low Gas Consumption	3.372

As can be seen from the figures, BMW 5.20 has been rated very highly in terms of the product attributes with the mean values ranging from 3.760 to 3.372. The highest mean scores and the highest levels of agreements are for the attributes of wide range of accessory, speedy car, good overall outlook, strong motor engine power and comfortable car. Lowest mean values and therefore the lowest level of agreements are for the attributes of easiness to park, extensive service and parts availability and low gas consumption.

TABLE 7.14. Product Attributes Of Tofaş Şahin

Tofaş Şahin	Product Attributes of Tofaş Şahin					
	%				\bar{X}	S
	1	2	3	4		
Work properly	51.2	39.2	7.2	2.4	1.608	0.727
Durability	56.8	41.6	1.6	0.0	1.448	0.530
Service and Parts Availability	28.8	26.4	22.8	22	2.380	1.121
Size	38.8	42.4	16.0	2.8	1.828	0.796
Interior Room	63.6	36.4	0.0	0.0	1.364	0.482
Workmanship	65.6	34.4	0.0	0.0	1.344	0.476
Overall Outlook	67.6	32.4	0.0	0.0	1.324	0.469
Motor Engine Power	66.4	31.2	2.4	0.0	1.360	0.529
Speed	62.0	38.0	0.0	0.0	1.380	0.486
Technological Advancement	58.0	40.0	2.0	0.0	1.440	0.536
Acceleration	68.8	31.2	0.0	0.0	1.312	0.464
Expensive to Purchase	58.4	38.8	2.8	0.0	1.444	0.551
Cost of Service/ Parts	63.2	36.8	0.0	0.0	1.368	0.483
Gas Consumption	48.4	42.0	7.6	2.0	1.632	0.712
Second-hand Value	28.8	38.4	24.4	8.4	2.124	0.925
Quietness	63.6	36.4	0.0	0.0	1.364	0.482
Comfortable	60.0	36.8	3.2	0.0	1.432	0.557
User-friendliness	59.6	36.8	3.6	0.0	1.440	0.565
Probability of Having Defects	57.2	35.6	7.2	0.0	1.500	0.629
Accessory	52.4	41.6	2.8	3.2	1.568	0.704
Colors	54.4	39.2	4.0	2.4	1.544	0.688

Scale : 1= Strongly Disagree.....4= Strongly Agree

TABLE 7.15. Mean Values For The Product Attributes of **Tofaş Şahin**

<u>Attribute</u>	<u>Mean</u>
Extensive Service and Parts Availability	2.380
High Second-hand Value	2.124
Size-Easy to Park	1.828
Low Gas Consumption	1.632
Reliability	1.608
Wide Range of Accessory	1.568
Wide Range of Colors	1.544
Low Probability of Having Defects	1.500
Durability	1.448
Expensive to Purchase	1.444
Technologically Advanced	1.440
User-friendly	1.440
Comfortable	1.432
Speedy	1.380
High Cost of Service and Parts	1.368
Good Looking Interior Room	1.364
Quiet	1.364
Strong Motor Engine Power	1.360
Good Workmanship	1.344
Good Overall Outlook	1.324
Quick Acceleration	1.312

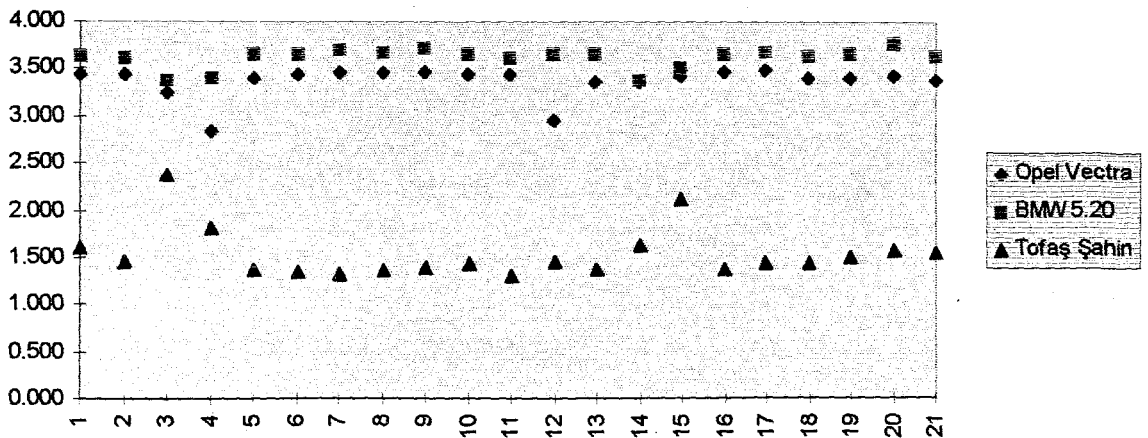
As can be seen from the figures; Tofaş Şahin has got low-to-medium scores overall for the listed product attributes. The range of the mean values change from 2.380 to 1.312. The highest mean values and therefore the highest level of agreements are for the attributes of extensive service and parts availability, high second-hand value and easy-to-park. The lowest mean values and therefore the lowest level of agreements are for the attributes of strong motor engine power, good workmanship, good overall outlook and quick acceleration.

When Table 7.10, Table 7.12 and Table 7.14 are combined , the comparison of the car brands on the product attributes becomes possible.

TABLE 7.16. Comparison of The Car Brands On The Product Attributes

	Opel Vectra	BMW 5.20	Tofaş Şahin
Reliable	3.448	3.644	1.608
Durable	3.452	3.612	1.448
Extensive Service and Parts Availability	3.260	3.376	2.380
Size-Easy to Park	2.848	3.396	1.828
Good Looking Interior Room	3.400	3.664	1.364
Good Workmanship	3.440	3.652	1.344
Good Overall Outlook	3.472	3.696	1.324
Strong Motor Engine Power	3.472	3.688	1.360
Speedy	3.456	3.732	1.380
Technologically Advanced	3.440	3.664	1.440
Quick Acceleration	3.436	3.620	1.312
Expensive to Purchase	2.944	3.668	1.444
High Cost of Service and Parts	3.352	3.668	1.368
Low Gas Consumption	3.364	3.372	1.632
High Second-hand Value	3.428	3.500	2.124
Quiet	3.468	3.652	1.364
Comfortable	3.484	3.672	1.432
User-friendly	3.392	3.632	1.440
Low Probability of Having Defects	3.404	3.660	1.500
Wide Range of Accessory	3.416	3.760	1.568
Wide Range of Colors	3.384	3.640	1.544

Figure 7.1 Comparison of The Car Brands On The Product Attributes



As can be seen from Table 7.16 and from Figure 7.1, BMW 5.20 has the greatest values on all attributes followed by Opel Vectra and then by Tofaş Şahin. BMW 5.20 is the most reliable and durable car brand. Extensive service and parts availability and easiness to park are the two attributes BMW has the greatest value, but for these two attributes BMW scores are somewhat lower when compared with its scores on the other attributes. Extensive service and parts availability is the attribute that Tofaş Şahin has the highest score. In the same manner like BMW 5.20, Opel Vectra got the lowest mean value for the easiness to park attribute. These results indicate that respondents found BMW 5.20 and Opel Vectra as somewhat lacking on these attributes when compared with their scores on the other attributes. For the attributes of good looking interior room, good workmanship, good overall outlook, strong motor engine power, speed, technological advancement and quick acceleration again BMW 5.20 has the highest scores followed by Opel Vectra and Tofaş Şahin respectively. For the expensive to purchase attribute, respondents found BMW 5.20 as the most expensive car brand and Tofaş Şahin as the cheapest car brand. Opel Vectra is perceived to be positioned in the middle of these two car brands. BMW 5.20 is the car brand whose service and parts cost much and it is followed by Opel Vectra in this attribute. Tofaş Şahin has been considered to be the car brand whose cost of service and parts is low. Low gas consumption is the other attribute that BMW 5.20 and Opel Vectra has somewhat lower scores when compared with their scores on the other attributes. BMW 5.20 and Opel Vectra are perceived to have the same second-hand value. However, this score is lower for BMW 5.10 when compared with its scores on the other attributes and for Tofaş Şahin it is the second best score. For the attributes of quietness, comfort, user-friendliness, low probability of having defects,

wide range of accessories and wide range of colors, BMW 5.20 has the highest values followed by Opel Vectra and then by Tofaş Şahin. To conclude, BMW 5.20 is the car brand which has the most favorable attributes . It is followed by Opel Vectra. Tofaş Şahin is the car brand that has the most unfavorable attributes.

7.2.1.2. Frequency Analysis For The Brand Personalities of The Car Brands

Frequency analysis conducted for the brand personalities of the car brands are given below.

TABLE 7.17. Brand Personality of Opel Vectra

Opel Vectra	Brand Personality of Opel Vectra						\bar{X}	S
	3	2	1	% -1	-2	-3		
Down-to-earth	32.8	26.8	40.4	0	0	0	1.924	0.854
Family oriented	5.2	67.6	21.6	4.8	0.8	0	1.66	0.846
Small town	36	54.8	4.8	3.2	1.2	0	2.168	0.929
Honest	4	48	39.6	8	0.4	0	1.388	0.921
Insincere	30.4	24	37.2	8.4	0	0	1.68	1.155
Real	11.2	34.8	15.2	21.6	12.8	4.4	0.58	1.831
Unwholesome	0	29.6	10.4	25.2	34.8	0	-0.252	1.697
Original	12.4	33.6	23.6	30.4	0	0	0.976	1.434
Cheerless	8.8	17.2	13.6	11.6	27.6	21.2	-0.56	2.109
Friendly	19.6	28.4	13.6	8.4	19.2	10.8	0.5	2.151
Unreliable	16.4	44.4	17.6	12	6.8	2.8	1.216	1.614
Hardworking	22.4	52.4	16.4	3.6	3.6	1.6	1.728	1.273
Insecure	24.4	44.4	18.4	5.6	4.8	2.4	1.58	1.460
Intelligent	32.8	24.8	34	8.4	0	0	1.736	1.166
Technical	34.4	33.6	32	0	0	0	2.024	0.816
Illogical	32	46.8	15.6	3.2	2.4	0	1.972	1.073
Successful	65.6	25.6	7.2	1.2	0.4	0	2.532	0.787
Follower	46.4	40	11.2	1.6	0.8	0	2.272	0.882
Confident	9.2	45.6	38.8	5.2	1.2	0	1.5	0.945
Outdoorsy	44.8	24	31.2	0	0	0	2.136	0.863
Not Masculine	29.6	54.8	11.2	3.6	0.8	0	2.044	0.928
Western	31.6	53.2	14	1.2	0	0	2.14	0.739
Gentle	0.8	3.6	10.4	13.2	48	24	-1.612	1.393
Rugged	17.6	61.2	15.2	3.2	2	0.8	1.808	1.050
Daring	8	50.8	27.6	9.2	3.6	0.8	1.344	1.239
Untrendy	17.6	62	15.6	3.6	0.8	0.4	1.86	0.932
Exciting	12.8	55.2	24.8	4.4	2	0.8	1.628	1.076
Spiritless	16.8	52.8	24.4	2.8	1.6	1.6	1.696	1.110
Cool	0	12.4	14.8	46	26.8	0	-0.6	1.350
Old	20	69.6	10.4	0	0	0	2.096	0.544
Imaginative	20.4	69.2	10.4	0	0	0	2.1	0.547
Common	8.8	60.8	26	2.4	2	0	1.676	0.884
Up-to-date	20.8	46.8	27.2	2.4	2.4	0.4	1.748	1.059
Independent	21.6	53.2	22.4	2	0.8	0	1.9	0.861
Non-contemporary	9.2	53.6	32	4.8	0.4	0	1.612	0.872
Upper class	19.2	68.4	12	0.4	0	0	2.06	0.588
Bad looking	27.6	63.2	8	0.8	0.4	0	2.156	0.685
Not Charming	24	56	18.4	1.6	0	0	2.008	0.755
Feminine	4.4	5.6	5.6	6.8	67.2	10.4	-1.424	1.533
Not Smooth	17.2	64.8	15.2	1.6	0.8	0.4	1.92	0.832

Scale : 3= Extremely -3= Extremely

As can be seen from Table 7.17; Opel Vectra on the average is considered to be down-to-earth, family oriented, belonging to a big city, honest, sincere, somewhat real and wholesome, original, somewhat cheerless and friendly, reliable, hardworking, secure, intelligent, practical, logical, successful, leader, confident, outdoorsy, masculine, Western, tough, rugged, daring, trendy, exciting, spirited, somewhat cool, young, imaginative, unique, up-to-date, independent, contemporary, upper class, good looking, charming, not feminine, and smooth.

TABLE 7.18. Brand Personality of Tofaş Şahin

Tofaş Şahin	Brand Personality of Tofaş Şahin							
	%							
	3	2	1	-1	-2	-3	\bar{X}	S
Down-to-earth	6	18.8	61.6	6.4	6.4	0.8	0.956	1.18
Family oriented	0	4.8	6	32	22	35.2	-1.66	1.368
Small town	0	0	9.2	35.6	24.8	30.4	-1.672	1.177
Honest	2.4	10.4	6	74	5.2	2	-0.564	1.228
Insincere	1.6	12.4	12	70.4	2.4	1.2	-0.372	1.239
Real	0	4	36.8	22.4	0	36.8	-0.88	1.817
Unwholesome	1.2	4.8	9.2	73.6	9.2	2	-0.756	1.053
Original	0	0	2	3.6	14.8	79.6	-2.7	0.724
Cheerless	0.8	0	3.6	6.4	81.2	8	-1.868	0.808
Friendly	0	5.2	5.6	34.4	25.6	29.2	-1.572	1.34
Unreliable	0	4	8	32	26	30	-1.58	1.346
Hardworking	6.4	4.8	6	31.2	23.6	28	-1.276	1.729
Insecure	0	0	35.6	24.4	26.4	13.6	-0.824	1.487
Intelligent	0	0.8	2.8	80	11.6	4.8	-1.132	0.69
Technical	1.2	6.4	21.2	39.2	23.2	8.8	-0.744	1.464
Illogical	0.8	10.8	30.4	28.8	25.2	4	-0.368	1.529
Successful	0	13.2	33.6	31.6	18.8	2.8	-0.176	1.47
Follower	0	0	6.4	76	9.6	8	-1.128	0.811
Confident	0	0	4	7.2	77.6	11.2	-1.92	0.735
Outdoorsy	0.8	9.6	45.6	19.2	20.8	4	-0.056	1.517
Not Masculine	0	0	1.2	4	42.4	52.4	-2.448	0.688
Western	0	0	0	2.4	15.6	82	-2.796	0.46
Gentle	0	0	4.4	10	52	33.6	-2.104	0.908
Rugged	49.6	41.6	8	0	0.4	0.4	2.38	0.773
Daring	45.2	46.8	7.6	0	0.4	0	2.36	0.681
Untrendy	0	0	2	8.8	36	53.2	-2.384	0.809
Exciting	16.4	49.6	18	3.2	5.2	7.6	1.3	1.699
Spiritless	2.4	44.4	27.6	6.4	16.4	2.8	0.76	1.635
Cool	0	1.2	3.2	8	32.4	55.2	-2.328	1.004
Old	2	28.4	38.4	16.4	14	0.8	0.544	1.486
Imaginative	0.8	0	1.2	6.8	40.8	50.4	-2.36	0.868
Common	0.8	0.4	0	2.4	19.2	77.2	-2.692	0.764
Up-to-date	0	0	0	1.6	16.8	81.6	-2.8	0.439
Independent	0	20.4	62.8	12	4.4	0.4	0.816	1.056
Noncontemporary	0	1.2	3.2	9.6	32.4	53.6	-2.296	1.014
Upper class	0	11.6	58	22.8	6.8	0	-1.108	1.014
Bad looking	0	1.2	6.8	26	52	14	-1.628	1.034
Not Charming	0	0	2	3.6	24	70.4	-2.608	0.743
Feminine	0	0.8	2	6	24	67.2	-2.52	0.879
Not Smooth	0	0	5.6	22.8	50.8	20.8	-1.812	0.953

Scale : 3= Extremely-3= Extremely

As can be seen from Table 7.18, the brand personality of Tofaş Şahin is found to be somewhat down-to-earth, not family-oriented, belonging to a small town, dishonest, relatively insincere, real and unwholesome, not original, cheerless, unfriendly, unreliable, lazy, somewhat insecure, not intelligent, somewhat technical, illogical, somewhat unsuccessful,

follower, unconfident, somewhat outdoorsy, not masculine, Eastern, tough, rugged, daring, untrendy, exciting, spirited, not cool, middle aged, not imaginative, common, not up-to-date, independent, non-contemporary, lower class, bad looking, not charming, not feminine and not smooth.

TABLE 7.19 Brand Personality of BMW 5.20

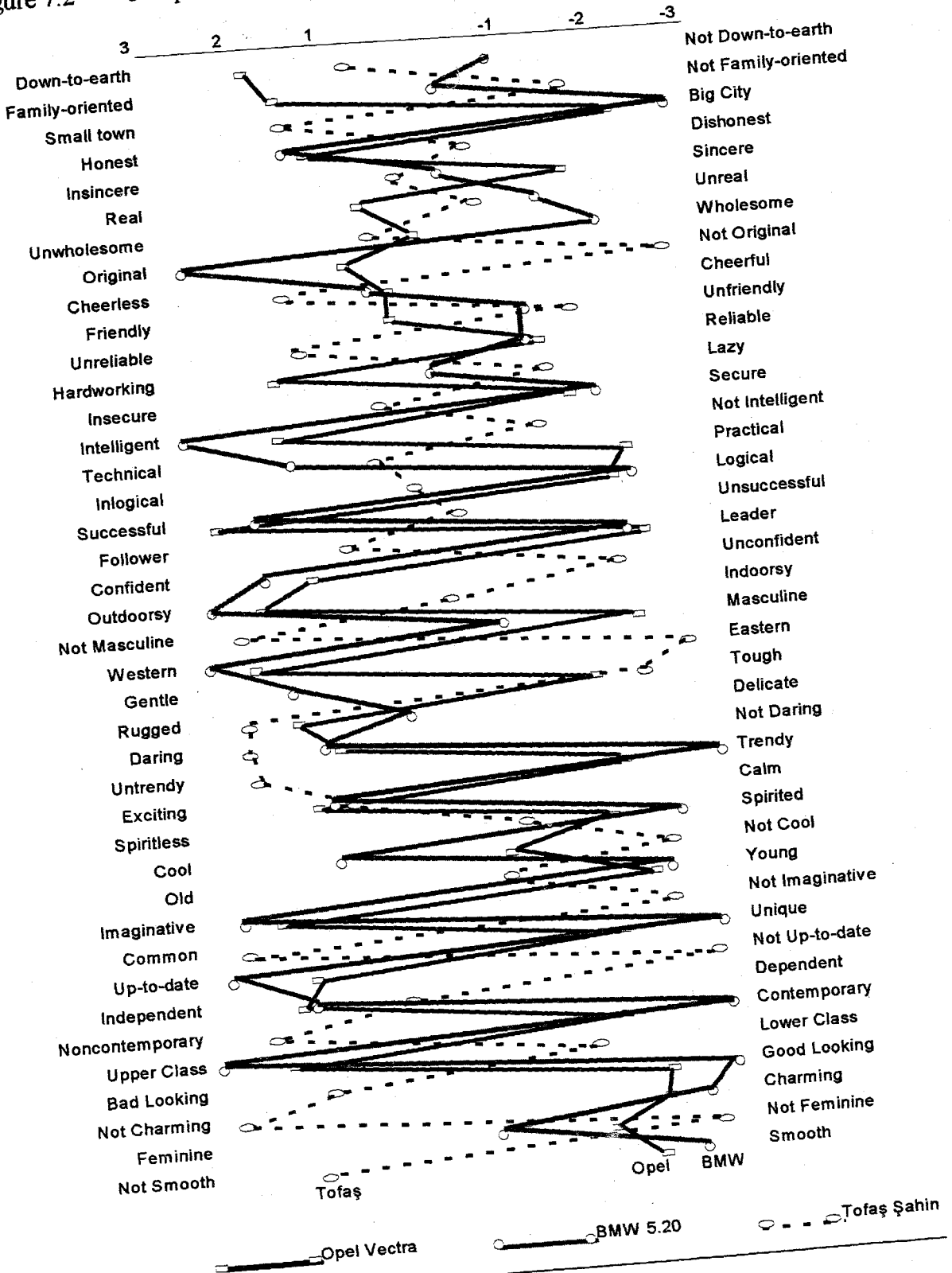
BMW 5.20	Brand Personality of BMW 5.20							
	%							
	3	2	1	-1	-2	-3	\bar{X}	S
Down-to-earth	0.4	6.8	23.2	20.4	34	15.2	-0.96	1.6
Family oriented	2	13.2	32.8	24.4	24.4	3.2	-0.176	1.588
Small town	88	8.8	2.4	0	0	0.8	2.816	0.663
Honest	29.2	22.8	35.6	31.6	4.4	6.4	1.392	1.654
Insincere	0.4	16	39.6	30.4	12	1.6	0.136	1.41
Real	0.8	4	12.4	34.8	33.6	14.4	-1.224	1.361
Unwholesome	27.2	48.8	21.6	0.8	0.8	0.8	1.96	0.943
Original	68.4	28.8	2.8	0	0	0	2.656	0.532
Cheerless	0	8.8	29.2	25.6	36.4	0	-0.516	1.448
Friendly	2.4	10.4	6.4	30.8	43.6	6.4	-1.028	1.509
Unreliable	5.6	44.8	28	10.4	10	1.2	1.004	1.479
Hardworking	4.4	28.8	17.6	16.8	24	8.4	-0.016	1.903
Insecure	22.4	56.4	15.6	2.4	2	1.2	1.856	1.095
Intelligent	80	18.8	1.2	0	0	0	2.788	0.438
Technical	2.8	7.2	4.4	10	33.6	42	-1.76	1.65
Illogical	40.4	29.6	30	0	0	0	2.104	0.834
Successful	39.2	2.8	28.4	2.4	0	0	2.036	0.946
Follower	34	30	36	0	0	0	1.98	0.838
Confident	40	26	32.8	1.2	0	0	2.036	0.915
Outdoorsy	62	34	3.6	0	0.4	0	2.568	0.632
Not Masculine	0.4	23.2	42.4	19.6	12.8	1.6	0.4	1.445
Western	95.2	4.8	0	0	0	0	2.952	0.214
Gentle	6.8	84	4.8	1.2	2	1.2	1.844	0.907
Rugged	10.4	33.2	22.8	15.2	16.8	1.6	0.668	1.74
Daring	9.6	52.4	27.2	4.4	5.2	1.2	1.424	1.253
Untrendy	92	8	0	0	0	0	2.92	0.272
Exciting	18.8	46.8	24.4	3.2	4.4	2.4	1.552	1.353
Spiritless	43.2	52	4.8	0	0	0	2.384	0.578
Cool	20	53.6	15.6	6	4.4	0.4	1.668	1.263
Old	39.6	50.4	8.4	0	1.6	0	2.248	0.823
Imaginative	48.4	49.2	2.4	0	0	0	2.46	0.546
Common	85.6	14	0.4	0	0	0	2.852	0.367
Up-to-date	83.6	15.2	1.2	0	0	0	2.824	0.412
Independent	29.2	47.2	16.8	4.4	2	0.4	1.892	1.127
Noncontemporary	83.6	15.6	0.8	0	0	0	2.828	0.399
Upper class	88.4	11.2	0.4	0	0	0	2.88	0.338
Bad looking	78	21.6	0.4	0	0	0	2.776	0.427
Not Charming	55.2	44	0.4	0	0.4	0	2.532	0.582
Feminine	3.6	18.8	16	14	24.4	23.2	-0.68	1.998
Not Smooth	54	33.6	12.4	0	0	0	2.416	0.702

Scale : 3= Extremely -3= Extremely

As can be seen from Table 7.19, BMW 5.20 is considered to be not down-to-earth, somewhat family-oriented, belonging to a big city, honest, somewhat sincere, unreal, wholesome, original, somewhat cheerless, unfriendly, reliable, somewhat hardworking, secure, intelligent, technical, logical, successful, leader, confident, outdoorsy, masculine, Western, gentle, rugged, daring, trendy, exciting, spirited, cool, young, imaginative, unique, up-to-date, independent, contemporary, upper-class, good looking, charming, somewhat feminine and smooth.

When Table 7.17, Table 7.18 and Table 7.19 are evaluated together, a comparison of the brand personalities of the car brands becomes possible.

Figure 7.2 Comparison Of The Brand Personalities Of The Specified Car Brands



According to the Figure 7.2; whereas the brand personalities of BMW 5.20 and Opel Vectra are similar to each other, Tofaş Şahin differs from them on most of the characteristics. The most outstanding features of the personality of BMW 5.20 are that it belongs to a big city, is honest, wholesome, original, secure, intelligent, logical, successful, leader confident, outdoorsy, Western, trendy, spirited, cool, young, imaginative, unique, upper-class, good looking, charming, and smooth. The outstanding characteristics of Opel Vectra are that it is down-to-earth, family-oriented, sincere, hardworking, practical, successful and leader (exceeds BMW 5.20 on the last two attributes), masculine and tough. For the remaining attributes, it can be positioned near to BMW 5.20. Tofaş Şahin differs from the other two car brands since it is not family-oriented, it belongs to a small town, it is not original, it is cheerless, unfriendly, unreliable, lazy, not intelligent, unconfident, not masculine and Eastern. It is found to be more rugged, tough and daring when compared with the other car brands. Moreover, Tofaş Şahin is not cool, not imaginative, common, not up-to-date, non-contemporary, lower class, bad looking, not charming, not feminine and not smooth.

7.2.1.3. Frequency Analysis For The User and Usage Imageries of The Car

Brands

The results of the frequency analysis for the user and usage imagery attributes of the car brands are given below.

TABLE 7.20. User and Usage Imagery Of Opel Vectra

Opel Vectra	User and Usage Imagery of Opel Vectra					
	%					
	1	2	3	4	\bar{X}	S
Does his best	0	5.2	56.4	38.4	3.332	0.572
Accomplishes something	0	3.6	55.2	41.2	3.376	0.555
Finds out what others think	1.2	4.8	55.6	38.4	3.312	0.620
Accepts leadership of others	6.4	14.4	48	31.2	3.04	0.845
Says witty and clever things	0	0	61.2	38.8	3.388	0.488
Talks about personal achievements	5.6	54.8	39.6	0	3.34	0.581
Is able to come and go as others desire	10.4	17.2	49.2	23.2	2.852	0.895
Says what one thinks about things	0	0	56.4	43.6	3.436	0.497
Is loyal to friends	0.4	8	52	39.6	3.308	0.631
Makes as many friends as possible	0	5.2	52.4	42.4	3.372	0.582
Analyzes one's motives and feelings	0	8.4	55.6	36	3.276	0.608
Analyzes behaviour of others	0	3.2	53.6	43.2	3.4	0.552
Is leader in the group	0	0	57.2	42.8	3.428	0.496
Tells others how to do their jobs	0	0	56.4	43.6	3.436	0.497
Feels guilty	0	0.8	59.6	39.6	3.388	0.504
Feels inferior	19.2	23.2	48.8	8.8	2.472	0.901
Does new and different things	0	0	64.8	35.2	3.352	0.479
Participates in new fads	0	0	60.4	39.6	3.396	0.490
Attacks contrary points of view	9.2	7.6	48.8	34.4	3.084	0.885
Gets revenge for insults	0	9.6	54.4	36	3.264	0.623
Is wealthy	0	0	61.2	38.8	3.388	0.488
Is educated	0	0	60.4	39.6	3.396	0.490
Is young	4.8	11.2	47.2	36.8	3.16	0.806
Is interested in sports	0	2	55.2	42.8	3.408	0.532
Has an active social life	0	0	56.8	43.2	3.432	0.496
Is employer	0	0	54.4	45.6	3.456	0.499
Is married	4	11.6	49.2	35.2	3.156	0.779
Is appropriate for long distance travels	0	4	56.8	39.2	3.352	0.556
Is appropriate for business purpose of use	0	0	57.2	42.8	3.428	0.496
Is appropriate for pleasure purpose of use	0	0	53.2	46.8	3.468	0.500
Is appropriate for functional purpose of use	3.6	11.2	47.2	38	3.196	0.775

Scale : 1= Strongly Disagree.....4= Strongly Agree

According to the Table 7.20, the typical user of Opel Vectra can be described as a person who does his best, accomplishes something of great significance, finds out what others think, accepts leadership of others, says witty and clever things, talks about personal achievements, is somewhat able to come and go as others desire, says what he thinks about things, is loyal to friends, makes as many friends as possible, analyzes motives, feelings and behaviour of others, is leader in the group, tells others

how to do their jobs, feels guilty when does something wrong, somewhat feels inferior to others, does new and different things, participates in new fads, attacks contrary points of view, gets revenge for insults. In terms of the demographic and psychographic characteristics, the typical user of Opel Vectra is wealthy, educated, relatively young, is interested in sports and has an active social life, is probably an employer and is married. In terms of the typical usage situations, Opel Vectra is found to be appropriate mostly for pleasure purpose of use and leastly for functional purpose of use with mean values of 3.468 and 3.196 respectively.

TABLE 7.21. User and Usage Imagery Of BMW 5.20

BMW 5.20	User and Usage Imagery of BMW 5.20					
	%				\bar{X}	S
	1	2	3	4		
Does his best	0	0	40.8	59.2	3.592	0.492
Accomplishes something	0	0	40	60	3.600	0.491
Finds out what others think	0	7.2	44.4	48.4	3.412	0.623
Accepts leadership of others	36.8	24	29.2	10	2.124	1.024
Says witty and clever things	0	0	44	56	3.560	0.497
Talks about personal achievements	0	0	35.2	64.8	3.648	0.479
Is able to come and go as others desire	16.4	18.8	32	32.8	2.812	1.068
Says what one thinks about things	0	0	35.6	64.4	3.644	0.48
Is loyal to friends	4.8	11.6	41.2	42.4	3.212	0.831
Makes as many friends as possible	0	2.8	40.4	56.8	3.540	0.553
Analyzes one's motives and feelings	8	5.6	40	46.4	3.248	0.884
Analyzes behaviour of others	8.4	12	33.6	46	3.172	0.943
Is leader in the group	0	0	34.8	65.2	3.652	0.477
Tells others how to do their jobs	0	0	39.2	60.8	3.608	0.489
Feels guilty	26.4	26.8	34.4	12.4	2.328	1
Feels inferior	38.8	32.4	23.6	5.2	1.952	0.913
Does new and different things	0	0	31.2	68.8	3.688	0.464
Participates in new fads	0	0	28.4	71.6	3.716	0.452
Attacks contrary points of view	0	0	46.4	53.6	3.536	0.5
Gets revenge for insults	0	2.8	39.2	58	3.552	0.552
Is wealthy	0	0	24.8	75.2	3.752	0.433
Is educated	0	11.2	39.6	49.2	3.380	0.679
Is young	0	7.6	37.2	55.2	3.476	0.635
Is interested in sports	0	0	41.2	58.8	3.588	0.493
Has an active social life	0	0	35.2	64.8	3.648	0.479
Is employer	0	0	23.2	76.8	3.768	0.423
Is married	12.4	19.2	36.4	32	2.880	0.999
Is appropriate for long distance travels	0	10	40.4	49.6	3.396	0.664
Is appropriate for business purpose of use	0	0	26.4	73.6	3.736	0.442
Is appropriate for pleasure purpose of use	0	0	35.6	64.4	3.644	0.48
Is appropriate for functional purpose of use	11.6	30.8	43.2	14.4	2.604	0.873

Scale : 1= Strongly Disagree.....4= Strongly Agree

According to the figures in Table 7.21, the typical user of BMW 5.20 does his best, accomplishes something of great significance, finds out what others think, does not accept leadership of others, says witty and clever things, talks about personal achievements, is not able to come and go as others desire, says what one thinks about things, is loyal to friends, makes as many friends as possible, analyzes motives, feelings and behaviour of others, is leader in the group, tells others how to do their jobs, does not feel guilty when does something wrong, does not feel inferior to others, does new and different things, participates in new fads, attacks contrary points of view, gets revenge for insults. For the demographic and psychographic characteristics, the typical BMW 5.20 user is wealthy, educated and young. He is interested in sports and has an active social life. He is an employer and he may be married. For the usage imagery situations, BMW 5.20 is found to be suitable for mostly business purpose of use and leastly for functional purpose of use with the mean values of 3.736 and 2.604 respectively.

TABLE 7.22. User And Usage Imagery Of Tofaş Şahin

Tofaş Şahin	User and Usage Imagery of Tofaş Şahin				\bar{X}	S
	1	2	3	4		
Does his best	49.6	40.8	9.6	0	1.600	0.659
Accomplishes something	55.2	39.2	5.6	0	1.504	0.603
Finds out what others think	51.6	45.2	3.2	0	1.516	0.561
Accepts leadership of others	18	24	26.8	31.2	2.712	1.093
Says witty and clever things	61.2	38.8	0	0	1.388	0.488
Talks about personal achievements	44.4	37.2	10.8	7.6	1.816	0.909
Is able to come and go as others desire	41.6	38.8	8.4	11.2	1.892	0.970
Says what one thinks about things	43.6	42.4	14	0	1.704	0.700
Is loyal to friends	43.6	38	11.2	7.2	1.820	0.898
Makes as many friends as possible	51.2	38.4	10.4	0	1.592	0.672
Analyzes one's motives and feelings	59.2	40.8	0	0	1.408	0.492
Analyzes behaviour of others	51.6	37.6	10.8	0	1.592	0.678
Is leader in the group	59.6	40.4	0	0	1.404	0.492
Tells others how to do their jobs	57.6	42.4	0	0	1.424	0.495
Feels guilty	50.4	49.6	0	0	1.496	0.501
Feels inferior	37.6	36.4	14.4	11.6	2.000	0.994
Does new and different things	57.2	42.8	0	0	1.428	0.496
Participates in new fads	55.2	44.8	0	0	1.448	0.498
Attacks contrary points of view	23.6	38.4	14.4	23.6	2.380	1.088
Gets revenge for insults	32	31.6	20.8	15.6	2.200	1.057
Is wealthy	53.6	46.4	0	0	1.464	0.500
Is educated	46	44	10	0	1.640	0.657
Is young	38	36	12.8	13.2	2.012	1.020
Is interested in sports	45.2	38.8	16	0	1.708	0.727
Has an active social life	52.4	40.8	6.8	0	1.544	0.621
Is employer	59.2	40.8	0	0	1.408	0.492
Is married	42.8	38.4	11.6	7.2	1.832	0.898
Is appropriate for long distance travels	62	38	0	0	1.380	0.486
Is appropriate for business purpose of use	48.8	39.6	11.6	0	1.628	0.684
Is appropriate for pleasure purpose of use	54.4	45.6	0	0	1.456	0.499
Is appropriate for functional purpose of use	20.8	27.2	32.8	19.2	2.504	1.027

Scale : 1= Strongly Disagree.....4= Strongly Agree

According to the figures in Table 7.22, the typical Tofaş Şahin user can be a person who does not do his best, does not accomplish anything of great significance, does not find out what others think, accepts leadership of others, does not say witty and clever things, does not talk about personal achievements, is able to come and go as others desire, does not say what he thinks about things, is not loyal to friends, does not make so many friends, does not analyze the feelings and behaviours of others, is not a leader in the group, does not tell others how to do their jobs, does

not feel guilty when does something wrong, does not feel inferior to others, does not do new and different things, does not participate in new fads, attacks contrary points of view, does not get revenge for insults. For the demographic and psychographic characteristics, typical Tofaş Şahin user is not wealthy, not educated, is not young, is not interested in sports, does not have an active social life, is not an employer and is probably single. For the usage situations, Tofaş Şahin has been found to be appropriate for functional purpose of use at most and least appropriate for pleasure purpose of use with the mean values of 2.504 and 1.456 respectively. Moreover, it is not found to be appropriate for long-distance travels.

When Table 7.20, Table 7.21 and Table 7.22 are evaluated together, a comparison of the specified car brands in terms of the user and usage imagery attributes can be made.

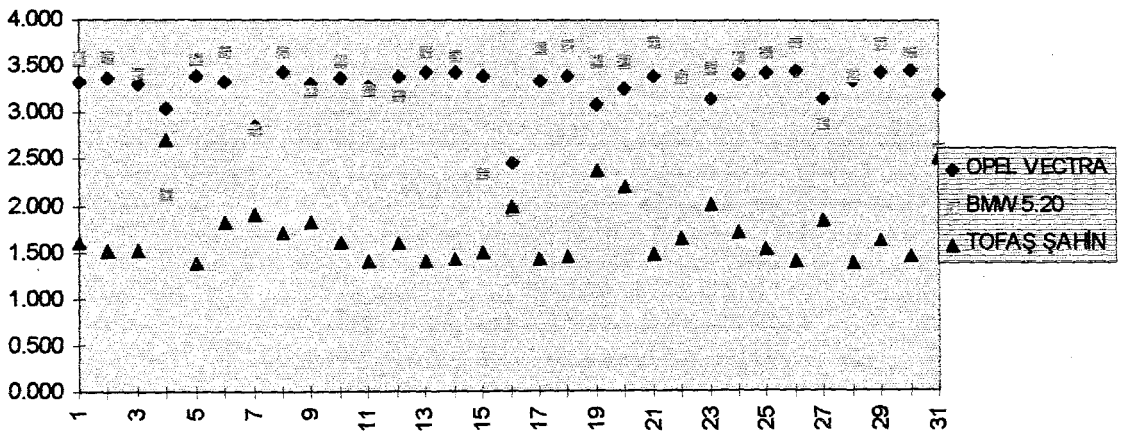
TABLE 7.23. Comparison Of The Car Brands In Terms Of User And Usage Imagery

ATTRIBUTE	MEAN VALUES		
	OPEL VECTRA	BMW 5.20	TOFAŞ ŞAHİN
Does his best	3.332	3.592	1.600
Accomplishes something	3.376	3.600	1.504
Finds out what others think	3.312	3.412	1.516
Accepts leadership of others	3.040	2.124	2.712
Says witty and clever things	3.388	3.560	1.388
Talks about personal achievements	3.340	3.648	1.816
Is able to come and go as others desire	2.852	2.812	1.892
Says what one thinks about things	3.436	3.644	1.704
Is loyal to friends	3.308	3.212	1.820
Makes as many friends as possible	3.372	3.540	1.592
Analyzes one's motives and feelings	3.276	3.248	1.408
Analyzes behaviour of others	3.400	3.172	1.592
Is leader in the group	3.428	3.652	1.404
Tells others how to do their jobs	3.436	3.608	1.424
Feels guilty	3.388	2.328	1.496
Feels inferior	2.472	1.952	2.000
Does new and different things	3.352	3.688	1.428
Participates in new fads	3.396	3.716	1.448
Attacks contrary points of view	3.084	3.536	2.380
Gets revenge for insults	3.264	3.552	2.200
Is wealthy	3.388	3.752	1.464
Is educated	3.396	3.380	1.640
Is young	3.160	3.476	2.012
Is interested in sports	3.408	3.588	1.708
Has an active social life	3.432	3.648	1.544
Is employer	3.456	3.768	1.408
Is married	3.156	2.880	1.832
Is appropriate for long distance travels	3.352	3.396	1.380
Is appropriate for business purpose of use	3.428	3.736	1.628
Is appropriate for pleasure purpose of use	3.468	3.644	1.456
Is appropriate for functional purpose of use	3.196	2.604	2.504

According to Table 7.23, the typical user of BMW 5.20 does his best, finds out what others think, says witty and clever things, talks about personal achievements, says what he thinks about things, makes as many friends as possible, is leader in the groups he belongs, tells others how to do their jobs, does new and different things, participates in new fads, attacks contrary points of view, gets revenge for insults. Moreover, he is wealthy, young, interested in sports, has an active social life, and he is an employer. These are the characteristics of the typical BMW 5.20 user and he is superior on these attributes to the typical users of Opel Vectra and Tofaş Şahin. The typical user of Opel Vectra accepts leadership of others, is able to come and go as others desire, is loyal to friends, analyzes one's motives, feelings and behaviour, feels

guilty when does something wrong, feels inferior to others in most respects, is educated, is married and these are the characteristics where the typical Opel Vectra user gets higher scores compared to the scores of the typical users of Tofaş Şahin and Opel Vectra on the same characteristics. In terms of the typical usage situations, BMW 5.20 is found to be the most appropriate car for long distance travels, for business purpose of use and for pleasure purpose of use whereas Opel Vectra is the most appropriate car brand for functional purpose of use.

Figure 7.3. Comparison Of The Specified Car Brands In Terms Of User And Usage Imagery Attributes



As can be seen from Figure 7.3, the typical user of BMW 5.20 is superior to the typical users of the other two car brands on most of the attributes. Typical BMW 5.20 user is immediately followed by the typical user of Opel Vectra and for some characteristics mentioned about the typical Opel Vectra user is superior to the typical BMW 5.20 user. The typical Tofaş Şahin user gets the lowest scores of all in every characteristic. The highest mean values for the typical user of Tofaş Şahin indicate

that he accepts the leadership of others, does not feel inferior to others in most respects, does not attack contrary points of view, does not get revenge for insults. The most typical usage situation for Tofaş Şahin is that it is appropriate for functional purpose of use.

7.2.1.4. Frequency Analysis For The Congruety Between Brand Image of The Car Brands and Self-Image of The Consumers

The results of the frequency analysis for each of the car brands related to the congruence between their brand images and self-images of the consumers are presented.

TABLE 7.24. Congruence Between Brand Image Of The Car and Self-Image Of The Consumer: Opel Vectra

Opel Vectra	Brand Image - Self Image Congruence				\bar{X}	S
	1	2	3	4		
	%					
Actual self image	0	0	52	48	3.480	0.501
Ideal self image	0	6.8	49.6	43.6	3.368	0.608
Social self image	0	11.6	48.4	40	3.284	0.661
Ideal social self image	0	0	54.8	45.2	3.452	0.499
Expected self image	0	9.6	50.8	39.6	3.300	0.635

Scale : 1= Strongly Disagree.....4= Strongly Agree

According to Table 7.24, the overall image of Opel Vectra is congruent mostly with the actual self-image of respondents, then with the ideal social self-image. This is followed by the ideal self-image and expected self-image. The lowest mean value for the congruence between the image of the car and image of the consumer is for the social self-image.

TABLE 7.25. Congruence Between Brand Image Of The Car and Self-Image Of The Consumer: BMW 5.20

BMW 5.20	Brand Image - Self Image Congruence				\bar{X}	S
	1	2	3	4		
	%					
Actual self image	0	0	43.6	56.4	3.564	0.497
Ideal self image	0	0	36.4	63.6	3.636	0.482
Social self image	0	0	39.2	60.8	3.608	0.489
Ideal social self image	0	11.2	38.8	50	3.388	0.681
Expected self image	0	0	35.6	64.4	3.644	0.480

Scale : 1= Strongly Disagree.....4= Strongly Agree

As indicated by the figures, the congruence between the image of BMW 5.20 and the image of the respondents is largest for the expected self-image. This is followed by ideal self-image, social self-image, and then by actual self-image. The lowest mean value is for the congruence between the image of the car and ideal social self image of the respondents.

TABLE 7.26. Congruence Between Brand Image Of The Car and Self-Image Of The Consumer: TOFAŞ ŞAHİN

Tofaş Şahin	Brand Image - Self Image Congruence				\bar{X}	S
	1	2	3	4		
	%					
Actual self image	56	43.6	0.4	0	1.444	0.506
Ideal self image	56	44	0	0	1.44	0.497
Social self image	49.6	42	8.4	0	1.588	0.642
Ideal social self image	61.6	38.4	0	0	1.384	0.487
Expected self image	62.4	37.6	0	0	1.376	0.485

Scale : 1= Strongly Disagree.....4= Strongly Agree

As can be seen from Table 7.26, the mean values for the congruence between the image of Tofaş Şahin and self-images of the respondents indicate that respondents generally disagree with the argument that the image of the car reflects their various self-images. The highest mean value is for the social self-image and the lowest mean value is for the expected self-image.

When Table 7.24, Table 7.25 and Table 7.26 are combined, the comparison among the car brands becomes possible.

TABLE 7.27. Comparison Of The Specified Car Brands In Terms Of The Congruence Between The Images Of The Car Brands And Self-Images Of The Consumers

SELF-IMAGE	MEAN VALUES		
	OPEL VECTRA	BMW 5.20	TOFAŞ ŞAHİN
Actual self image	3.480	3.564	1.444
Ideal self image	3.368	3.636	1.440
Social self image	3.284	3.608	1.588
Ideal social self image	3.452	3.388	1.384
Expected self image	3.300	3.644	1.376

As indicated by Table 7.27, the car brand that mostly reflects the actual self-image, ideal self-image, social self-image and expected self-image of the respondents is BMW 5.20. Opel Vectra is the car brand that mostly reflects the ideal social self-image of the respondents.

7.2.2. Agreement Levels For The Product Attributes Of The Specified Car Brands: FACTOR ANALYSIS

In order to analyze the agreement levels with the product attributes, a factor analysis was conducted. Twenty one attributes were evaluated by the respondents.

Table 7.28 presents the results of the factor analysis.

Table 7.28. Factor Analysis For The Agreement Levels For The Product Attributes Of The Specified Car Brands

<u>Attributes</u>	<u>Factor 1</u>	<u>Factor 2</u>	<u>Factor 3</u>	<u>Communalities</u>
Reliability	0.71066	0.01990	-0.08913	0.51337
Durability	0.46991	0.21994	0.58422	0.61051
Service and Parts Availability	0.45981	0.02568	0.17019	0.24105
Size	0.60459	-0.13098	0.03403	0.38384
Interior Room	0.70786	0.16940	0.13790	0.54878
Workmanship	0.42331	0.52665	0.39653	0.61379
Overall Outlook	0.62253	0.41876	0.04726	0.56513
Motor Engine Power	0.81889	0.11164	0.02712	0.68379
Speed	0.71174	0.32172	0.11052	0.62230
Technological Advancement	0.69907	0.21032	0.27318	0.60756
Acceleration	0.69762	0.28202	0.28605	0.64802
Expensive to Purchase	0.22974	0.42969	-0.55144	0.54150
Cost of Service and Parts	0.47832	0.66621	0.15617	0.69702
Gas Consumption	0.32013	0.70285	0.03215	0.59752
Second-hand Value	0.36536	0.21046	0.67669	0.63568
Quietness	0.70567	0.28108	0.18083	0.60968
Comfortable	0.66762	0.18983	0.21125	0.52638
User-friendliness	0.59915	0.30287	0.19262	0.48782
Probability of Having Defects	0.69178	0.10113	0.17177	0.51830
Accessory	0.61158	0.25678	0.31622	0.53997
Colors	0.67482	0.09897	0.13635	0.48376
Eigenvalues	9.30305	1.29946	1.07326	
% of Variation	44.3	6.2	5.1	
Cumulative %	44.3	50.5	55.6	

The agreement levels with the attributes are explained by three factors. The total percentage of variation that is explained by these factors is 55.6%.

By examining communalities, it can be said that these three factors best explain the variations in the following variables:

1. Cost of service and parts
2. Motor engine power
3. Acceleration
4. Second-hand value
5. Speed
6. Workmanship
7. Durability
8. Quietness
9. Technological Advancement

Factor 1 which explains 44.3% of the variation in all 21 variables would be named as 'functional and aesthetic value of the car'. An appropriate name for Factor 2 explaining 6.2% of the variation would be 'financial value of the car'. Factor 3 which explains 5.1% of the total variation would be referred to as 'post-sales value of the car'.

As result, the three factors explained here evaluate agreement levels with the product attributes by rated variables.

For the analyses conducted on the hypotheses, the variables related to the product attributes of the specified car brands will be examined individually, not in terms of the factors, with the purpose of having more detailed information.

7.2.3. Findings On Hypotheses

The findings on the hypotheses are presented in this section.

H 1) Investigation Of The Relationship Between Brand Image And Product Attributes Of The Specified Car Brands

The respondents were asked to indicate the overall brand image of the specified car brands and also how strongly they agree or disagree with the given product attributes of these car brands. In order to examine whether or not the overall brand image and the specific product attributes are consistent with each other, pearson correlation analyses were conducted between the overall brand image and each of the specific product attributes for each of the car brands.

H 1A) Investigation Of The Relationship Between The Brand Image Of Opel Vectra and Product Attributes Of Opel Vectra

Table 7.29 shows the results of the pearson correlation analysis for Opel Vectra.

Table 7.29. Investigation Of The Relationship Between The Brand Image Of Opel Vectra and Product Attributes Of Opel Vectra

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Brand Image of	1.468	0.508			
Work properly	3.448	0.514	0.4396	250	0.000
Durability	3.452	0.522	0.5013	250	0.000
Service and Parts Availability	3.260	0.659	0.2950	250	0.000
Size	2.848	0.836	0.0736	250	0.246
Interior Room	3.400	0.538	0.5617	250	0.000
Workmanship	3.440	0.497	0.5328	250	0.000
Overall Outlook	3.472	0.524	0.5401	250	0.000
Motor Engine Power	3.472	0.500	0.6445	250	0.000
Speed	3.456	0.499	0.6281	250	0.000
Technological Advancement	3.440	0.521	0.6149	250	0.000
Acceleration	3.436	0.497	0.6681	250	0.000
Expensive to Purchase	2.944	0.618	0.1733	250	0.006
Cost of service and parts	3.352	0.611	0.5409	250	0.000
Gas Consumption	3.364	0.559	0.3875	250	0.000
Secondhand Value	3.428	0.557	0.4391	250	0.000
Quietness	3.468	0.516	0.6322	250	0.000
Comfortable	3.484	0.501	0.6059	250	0.000
Userfriendliness	3.392	0.551	0.5616	250	0.000
Probability of having defects	3.404	0.523	0.5549	250	0.000
Accessory	3.416	0.494	0.5816	250	0.000
Colors	3.384	0.519	0.5340	250	0.000

As can be seen from Table 7.29, all of the relationships between the brand image of Opel Vectra and its specific product attributes are significant except for the attribute of size which denotes easiness to park. The relation between brand image of Opel Vectra and its service and parts availability is a weak one ($r = 0.2950$). Another weak relation is found between brand image of Opel Vectra and its expensiveness to purchase ($r = 0.1733$). All of the other remaining relations are both significant and strong. So, it can be concluded that these remaining attributes contribute to the overall brand image of Opel Vectra.

H 1B) Investigation Of The Relationship Between The Brand Image Of BMW 5.20 and Product Attributes Of BMW 5.20

Table 7.30 shows the results of the pearson correlation analysis for BMW 5.20

Table 7.30. Investigation Of The Relationship Between The Brand Image Of BMW 5.20 and Product Attributes Of BMW 5.20

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Brand Image of BMW 5.20	1.368	0.483			
Work properly	3.644	0.480	0.6452	250	0.000
Durability	3.612	0.488	0.6179	250	0.000
Service and Parts Availability	3.376	0.642	0.5125	250	0.000
Size	3.396	0.633	0.5308	250	0.000
Interior Room	3.664	0.473	0.5810	250	0.000
Workmanship	3.652	0.477	0.6092	250	0.000
Overall Outlook	3.696	0.461	0.6497	250	0.000
Motor Engine Power	3.688	0.464	0.5245	250	0.000
Speed	3.732	0.444	0.4746	250	0.000
Technological Advancement	3.664	0.473	0.5108	250	0.000
Acceleration	3.620	0.486	0.4791	250	0.000
Expensive to Purchase	3.668	0.472	0.5188	250	0.000
Cost of service and parts	3.668	0.472	0.5188	250	0.000
Gas Consumption	3.372	0.701	0.4887	250	0.000
Second-hand Value	3.500	0.576	0.5920	250	0.000
Quietness	3.652	0.477	0.6092	250	0.000
Comfortable	3.672	0.470	0.5092	250	0.000
User-friendliness	3.632	0.483	0.5356	250	0.000
Probability of having defects	3.660	0.475	0.5729	250	0.000
Accessory	3.760	0.473	0.3152	250	0.000
Colors	3.640	0.481	0.5682	250	0.000

As can be seen from Table 7.30, all of the relationships between brand image of BMW 5.20 and the product attributes are significant and strong. The strongest relationship is between the overall outlook of BMW 5.20 ($r = 0.6497$) and the brand image. It denotes that overall outlook is the attribute that mostly contributes to the image of the car. On the other hand, wide range of accessories ($r = 0.3152$) is the attribute that has the least relation with the overall image of the car indicating that this attribute has the lowest contribution to the overall image of the car.

H 1C) Investigation Of The Relationship Between The Brand Image Of Tofaş Şahin and Product Attributes Of Tofaş Şahin

Table 7.31 shows the results of the pearson correlation analysis for Tofaş Şahin.

Table 7.31. Investigation Of The Relationship Between The Brand Image Of Tofaş Şahin and Product Attributes Of Tofaş Şahin

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Brand Image of Tofaş Şahin	3.524	0.532			
Work properly	1.608	0.727	0.4017	250	0.000
Durability	1.448	0.530	0.5377	250	0.000
Service and Parts Availability	2.380	1.121	0.2209	250	0.000
Size	1.828	0.796	0.3748	250	0.000
Interior Room	1.364	0.482	0.5435	250	0.000
Workmanship	1.344	0.476	0.4454	250	0.000
Overall Outlook	1.324	0.469	0.5549	250	0.000
Motor Engine Power	1.360	0.529	0.4024	250	0.000
Speed	1.380	0.486	0.5714	250	0.000
Technological Advancement	1.440	0.536	0.5585	250	0.000
Acceleration	1.312	0.464	0.4699	250	0.000
Expensive to Purchase	1.444	0.551	0.5503	250	0.000
Cost of service and parts	1.368	0.483	0.5348	250	0.000
Gas Consumption	1.632	0.712	0.5285	250	0.000
Second-hand Value	2.124	0.925	0.1326	250	0.036
Quietness	1.364	0.482	0.5749	250	0.000
Comfortable	1.432	0.557	0.5367	250	0.000
User-friendliness	1.440	0.565	0.5698	250	0.000
Probability of having defects	1.500	0.629	0.4865	250	0.000
Accessory	1.568	0.704	0.4660	250	0.000
Colors	1.544	0.688	0.4638	250	0.000

According to Table 7.31, all of the relationships are significant between the overall image of Tofaş Şahin and its product attributes. The weakest relationship is for the attributes of second-hand value ($r = 0.1326$) and service and parts availability ($r = 0.2209$). The overall brand image of Tofaş Şahin is very negative (mean = 3.524 which denotes negative brand image). All of the attributes except for second-hand

value and service and parts availability are evaluated negatively by the respondents which is shown by their mean values changing between 1.400 and 1.600 (denoting the disagreement of respondents with the proper functioning of these attributes). These attributes which do not function as expected contributes to the negative image of the car. However, service and parts availability and second-hand value are the attributes which are evaluated more positively than the others indicated by their respective mean values of 2.380 and 2.124 over a total of 4 scale. As a result, these somewhat positively evaluated attributes has the lowest contribution to the negative brand image of the car.

H2) Investigation Of The Relationship Between Brand Image Of The Car Brands And The User And Usage Imagery Attributes

Respondents were asked to indicate how strongly they agree or disagree with the user and usage imagery related attributes of each of the car brands and to evaluate the image of these car brands. Pearson correlation analysis was conducted for each car brand in order to see whether or not there is a relation between user and usage imagery attributes and brand image.

H 2.A) Investigation Of The Relationship Between Brand Image Of BMW 5.20 And User and Usage Imagery Related Attributes Of BMW 5.20

To find out the relation between user and usage imagery attributes and brand image in the case of BMW 5.20, the following pearson correlation analysis is conducted.

Table 7.32. Investigation Of The Relationship Between Brand Image Of BMW 5.20
And User and Usage Imagery Related Attributes Of BMW 5.20

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Brand Image of BMW 5.20	1.368	0.4832			
Does its best	3.592	0.492	0.6660	250	0.000
Accomplishes something	3.600	0.491	0.5621	250	0.000
Finds out what others think	3.412	0.623	0.4391	250	0.000
Accepts leadership of others	2.124	1.024	0.1833	250	0.004
Says witty and clever things	3.560	0.497	0.6102	250	0.000
Talks about personal achievements	3.648	0.479	0.4622	250	0.000
Is able to come and go as others desire	2.812	1.068	0.1922	250	0.002
Says what one thinks about things	3.644	0.480	0.6276	250	0.000
Is loyal to friends	3.212	0.831	0.2752	250	0.000
Makes as many friends as possible	3.540	0.553	0.5514	250	0.000
Analyzes one's motives and feelings	3.248	0.884	0.4119	250	0.000
Analyzes behaviour of others	3.172	0.943	0.3420	250	0.000
Is leader in the group	3.652	0.477	0.5221	250	0.000
Tells others how to do their jobs	3.608	0.489	0.5256	250	0.000
Feels guilty	2.328	1.000	0.1232	250	0.052
Feels inferior	1.952	0.913	0.2588	250	0.000
Does new and different things	3.688	0.464	0.6140	250	0.000
Participates in new fads	3.716	0.452	0.4759	250	0.000
Attacks contrary points of view	3.536	0.500	0.6039	250	0.000
Gets revenge for insults	3.552	0.552	0.5088	250	0.000
Is wealthy	3.752	0.433	0.4261	250	0.000
Is educated	3.380	0.679	0.5134	250	0.000
Is young	3.476	0.635	0.4555	250	0.000
Is interested in sports	3.588	0.493	0.4566	250	0.000
Has an active social life	3.648	0.479	0.4796	250	0.000
Is employer	3.768	0.423	0.3862	250	0.000
Is married	2.880	0.999	0.2410	250	0.000
Is appropriate for long distance travels	3.396	0.664	0.4435	250	0.000
Is appropriate for business purpose of use	3.736	0.442	0.2956	250	0.000
Is appropriate for pleasure purpose of use	3.644	0.480	0.5413	250	0.000
Is appropriate for functional purpose of use	2.604	0.873	0.1374	250	0.030

As indicated by Table 7.32, all of the relationships are significant except for the user imagery attribute of feeling guilty when something wrong is done ($r = 0.1232$). This has no relation with the image of the car. For the significant relationships, user imagery attributes of accepting the leadership of others ($r = 0.1833$), being able to come and go as others desire ($r = 0.1922$), being loyal to

friends ($r = 0.2752$), feeling inferior to others in most respects ($r = 0.2588$) and being married ($r = 0.2410$) have weak relations with the image of the car. The highest correlations are found for the attributes of doing one's best ($r = 0.6660$), saying witty and clever things ($r = 0.6102$), doing new and different things ($r = 0.6140$) and attacking contrary points of view ($r = 0.6039$). For the usage imagery attributes, being appropriate for functional purpose of use ($r = 0.1374$) has a weak relationship with the image of the car while being appropriate for pleasure purpose of use ($r = 0.5413$) has the highest correlation with the image of BMW 5.20. It can be concluded that these highly correlated attributes contribute to the brand image of the car more than the other attributes.

H 2.B) Investigation Of The Relationship Between Brand Image Of Opel Vectra And User and Usage Imagery Related Attributes Of Opel Vectra

For the case of Opel Vectra, pearson correlation anaysis is conducted in order to understand whether or not there is a relation between the usage and user imagery attributes and the image of the car.

Table 7.33. Investigation Of The Relationship Between Brand Image Of Opel Vectra And User and Usage Imagery Related Attributes Of Opel Vectra

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Brand Image of Opel Vectra	1.468	0.5079			
Does its best	3.332	0.572	0.4860	250	0.000
Accomplishes something	3.376	0.555	0.5701	250	0.000
Finds out what others think	3.312	0.620	0.4400	250	0.000
Accepts leadership of others	3.040	0.845	0.1434	250	0.023
Says witty and clever things	3.388	0.488	0.5927	250	0.000
Talks about personal achievements	3.340	0.581	0.5880	250	0.000
Is able to come and go as others desire	2.852	0.895	0.1088	250	0.086
Says what one thinks about things	3.436	0.497	0.5567	250	0.000
Is loyal to friends	3.308	0.631	0.3752	250	0.000
Makes as many friends as possible	3.372	0.582	0.4546	250	0.000
Analyzes one's motives and feelings	3.276	0.608	0.4906	250	0.000
Analyzes behaviour of others	3.400	0.552	0.5324	250	0.000
Is leader in the group	3.428	0.496	0.5410	250	0.000
Tells others how to do their jobs	3.436	0.497	0.5249	250	0.000
Feels guilty	3.388	0.504	0.4640	250	0.000
Feels inferior	2.472	0.901	-0.3528	250	0.000
Does new and different things	3.352	0.479	0.1126	250	0.076
Participates in new fads	3.396	0.490	0.1721	250	0.006
Attacks contrary points of view	3.084	0.885	0.2248	250	0.000
Gets revenge for insults	3.264	0.623	0.2172	250	0.001
Is wealthy	3.388	0.488	0.2041	250	0.000
Is educated	3.396	0.490	0.0592	250	0.351
Is young	3.160	0.806	0.1107	250	0.081
Is interested in sports	3.408	0.532	0.0634	250	0.318
Has an active social life	3.432	0.496	0.1188	250	0.061
Is employer	3.456	0.499	0.2321	250	0.000
Is married	3.156	0.779	0.1193	250	0.060
Is appropriate for long distance travels	3.352	0.556	0.1964	250	0.002
Is appropriate for business purpose of use	3.428	0.496	0.1902	250	0.003
Is appropriate for pleasure purpose of use	3.468	0.500	0.2094	250	0.001
Is appropriate for functional purpose of use	3.196	0.775	0.1232	250	0.052

As can be seen from Table 7.33, relationships between brand image of Opel Vectra and being able to come and go as others desire ($r = 0.1088$; $p=0.086$), doing new and different things ($r = 0.1126$; $p=0.076$), being educated ($r = 0.0592$; $p=0.351$), being young ($r = 0.1107$; $p=0.081$), being interested in sports ($r = 0.0634$, $p=0.318$),

having an active social life ($r = 0.1188$; $p = 0.061$) and being married ($r = 0.1193$; $p = 0.060$) are not significant. These attributes are not correlated with the image of the car. For the remaining user imagery attributes, accepting leadership of others ($r = 0.1434$), and participating in new fads ($r = 0.1721$) has weaker correlation with the image of the car compared to the correlations of the other attributes. Accomplishing something of great significance ($r = 0.5701$), saying witty and clever things ($r = 0.5927$), talking about personal achievements ($r = 0.5880$), saying what one thinks about things ($r = 0.5567$) are the attributes having the highest correlation with the image of the car. For the usage imagery attributes, being appropriate for functional purpose of use ($r = 0.1232$; $p = 0.052$) has no significant relation with the brand image of Opel Vectra. The other relations in terms of the usage imagery attributes are significant, but weak. This shows it is not possible to claim that these attributes contribute to the brand image of the car.

H 2C) Investigation Of The Relationship Between Brand Image Of Tofaş Şahin And User and Usage Imagery Related Attributes Of Tofaş Şahin

Pearson correlation analysis is conducted to find out the relation between brand image of Tofaş Şahin and the user and usage imagery attributes of the car.

Table 7.34. Investigation Of The Relationship Between Brand Image Of Tofaş Şahin And User and Usage Imagery Related Attributes Of Tofaş Şahin

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Brand Image of Tofaş Şahin	3.524	0.5316			
Does its best	1.600	0.659	0.4543	250	0.000
Accomplishes something	1.504	0.603	0.4013	250	0.000
Finds out what others think	1.516	0.561	0.6811	250	0.000
Accepts leadership of others	2.712	1.093	0.1056	250	0.096
Says witty and clever things	1.388	0.488	0.5699	250	0.000
Talks about personal achievements	1.816	0.909	0.3484	250	0.000
Is able to come and go as others desire	1.892	0.970	0.3573	250	0.000
Says what one thinks about things	1.704	0.700	0.5203	250	0.000
Is loyal to friends	1.820	0.898	0.4241	250	0.000
Makes as many friends as possible	1.592	0.672	0.4336	250	0.000
Analyzes one's motives and feelings	1.408	0.492	0.5132	250	0.000
Analyzes behaviour of others	1.592	0.678	0.3406	250	0.000
Is leader in the group	1.404	0.492	0.3984	250	0.000
Tells others how to do their jobs	1.424	0.495	0.4965	250	0.000
Feels guilty	1.496	0.501	0.5124	250	0.000
Feels inferior	2.000	0.994	0.2964	250	0.000
Does new and different things	1.428	0.496	0.5496	250	0.000
Participates in new fads	1.448	0.498	0.5260	250	0.000
Attacks contrary points of view	2.380	1.088	0.1096	250	0.084
Gets revenge for insults	2.200	1.057	0.2088	250	0.001
Is wealthy	1.464	0.500	0.6166	250	0.000
Is educated	1.640	0.657	0.5039	250	0.000
Is young	2.012	1.020	0.2858	250	0.000
Is interested in sports	1.708	0.727	0.5168	250	0.000
Has an active social life	1.544	0.621	0.5142	250	0.000
Is employer	1.408	0.492	0.3444	250	0.000
Is married	1.832	0.898	0.3616	250	0.000
Is appropriate for long distance travels	1.380	0.486	0.4781	250	0.000
Is appropriate for business purpose of use	1.628	0.684	0.5002	250	0.000
Is appropriate for pleasure purpose of use	1.456	0.499	0.4805	250	0.000
Is appropriate for functional purpose of use	2.504	1.027	0.0958	250	0.131

Table 7.34 shows that all of the relationships between the image of the car and the user imagery attributes are significant except for accepting the leadership of others

($r = 0.1056$; $p=0.096$) and attacking contrary points of view ($r = 0.1096$; $p=0.084$).

For the remaining user imagery attributes, the strongest relation with the image of the car is found for finding out what others think ($r = 0.6811$) and the weakest relation is found for the attribute of getting revenge for insults ($r = 0.2088$). In terms of the usage imagery attributes, the relation between the image of Tofaş Şahin and being appropriate for functional purpose of use ($r = 0.0958$; $p=0.131$) is not significant indicating that it does not contribute to the image of the car. By looking at the mean values, it can be inferred that being appropriate for functional purpose of use (mean=2.504) is the usage imagery attribute that has the highest score. Since the image of Tofaş Şahin (mean=3.524) is negative, and being appropriate for functional purpose of use is evaluated as somewhat better than the other usage related attributes, this does not contribute to the negative image of the car. All the remaining usage related attributes which are evaluated as being inappropriate for the car contribute to the negative image of the car.

H3) Investigation Of The Relationship Between The Image Of The Specified Car Brands And Brand Name, Company Name And Country-of-Origin Of Those Car Brands

Respondents were asked to indicate the importance of brand name, company name and country-of-origin in telling how good the given car brands are. In order to see whether or not these indications are related with the brand images of the cars, pearson correlation analyses are conducted.

Table 7.35. Investigation Of The Relationship Between The Image Of The Specified Car Brands And Brand Name, Company Name And Country-of-Origin Of Those Car Brands

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Brand Image of BMW 5.20	1.3680	0.4832	0.6463	250	0.000
Brand Name of BMW 5.20	3.5600	0.5210			
Brand Image of BMW 5.20	1.3680	0.4832	0.6198	250	0.000
Company Name of BMW 5.20	3.5400	0.5455			
Brand Image of BMW 5.20	1.3680	0.4832	0.7242	250	0.000
Country-of-Origin of BMW 5.20	3.5320	0.5158			
Brand Image of Opel Vectra	1.4680	0.5079	0.6208	250	0.000
Brand Name of Opel Vectra	3.4120	0.5323			
Brand Image of Opel Vectra	1.4680	0.5079	0.6360	250	0.000
Company Name of Opel Vectra	3.5080	0.5167			
Brand Image of Opel Vectra	1.4680	0.5079	0.3868	250	0.000
Country-of-Origin of Opel Vectra	3.5040	0.5321			
Brand Image of Tofaş Şahin	3.5240	0.5316	-0.3381	250	0.000
Brand Name of Tofaş Şahin	1.7800	0.6968			
Brand Image of Tofaş Şahin	3.5240	0.5316	-0.3169	250	0.000
Company Name of Tofaş Şahin	1.8640	0.8150			
Brand Image of Tofaş Şahin	3.5240	0.5316	-0.1820	250	0.000
Country-of-Origin of Tofaş Şahin	1.9680	0.7806			

As can be seen from Table 7.35, all of the relationships for BMW 5.20 and Opel Vectra are significant and strong. Then, it can be concluded that brand name, company name and country-of-origin of these two car brands are correlated with their images. As indicated by r value of 0.7242 country-of-origin has the highest correlation with brand image of BMW 5.20. It is followed by brand name ($r=0.6463$) and then by company name ($r=0.6198$). In the case of Opel Vectra, company name has the highest correlation with the image of the car ($r=0.6360$). Then comes the brand name

($r=0.6208$) and finally a somewhat weaker correlation is found with country-of-origin ($r=0.3868$). For Tofaş Şahin, country-of-origin has the highest correlation with the image of the car ($r=1.9680$) and brand name has the lowest correlation ($r=1.7800$).

H4) Investigation Of The Relationship Between Brand Images Of The Car Brands And Demographic Characteristics Of Respondents

Crosstab analysis are conducted to find out the relation between brand image of the car brands and demographic characteristics of the respondents. Crosstab analysis are given in detail for the constructs of brand image and intention to buy, since these were the main focus of the study.

H 4A) Relationship Between Gender And Brand Image Of The Specified Car Brands

In order to find out whether or not there is a relation between gender and respondents' evaluation of the brand images of the car brands, cross-tabs analyses are utilized and the results are presented in Table 7.36.

Table 7.36. Relationship Between Gender And Brand Image Of The Specified Car Brands:

Relationship Between Gender And	Chi-Square	df	p	ContingencyCoefficient / Cramer's V/ Phi
Brand Image Of BMW 5.20	2.11	1	0.146	0.091
Brand Image Of Tofaş Şahin	4.06	2	0.131	0.126
Brand Image Of Opel Vectra	3.53	2	0.171	0.111

As seen from Table 7.36 , there is no statistically significant relationship between gender and brand image evaluation of the respondents'.

H 4B) Relationship Between Age And Brand Image Of The Specified Car Brands

For the purpose of analyzing the influence of age on the respondents' evaluation of the images of the car brands, cross-tabs analyses were conducted for each of the specified car brands. The following results in Table 8.37 were obtained:

Table 7.37. Relationship Between Age And Brand Image Of The Specified Car Brands

Relationship Between Age And	Chi-Square	df	p	ContingencyCoefficient / Cramer's V/ Phi
Brand Image Of BMW 5.20	36.98	2	0.000	0.342
Brand Image Of Tofaş Şahin	54.22	4	0.000	0.409
Brand Image Of Opel Vectra	44.56	4	0.000	0.378

The results indicate that there are statistically significant relationships between brand image and age. Age is most influential for the respondents' evaluation about the brand image of Tofaş Şahin (54.22) and least influential for BMW 5.20 (36.98). In all three cases, age affects respondents' evaluation of the brand images of the car brands. In order to investigate what age groups have what kinds of evaluations about the images of the car brands, the following tables are utilized. In these tables, the first

lines under each cell show the row percentages and the second lines show the column percentages.

Three age groups evaluated the brand image of BMW 5.20. Their answers fell into the categories of 'very positive' and 'positive'. The distribution of the answers are given in Table 7.38.

Table 7.38. Evaluation Of Brand Image Of BMW 5.20 By Age Groups

Age	Very Positive	Positive	Row Total
19-25	88% 46.2%	12% 10.9%	33.2%
26-35	49.5% 34.8%	50.5% 60.9%	44.4%
36-55	53.6% 19%	46.4% 28.3%	22.4%
Column Total	63.2%	36.8%	100%

Table 7.38 shows that 63.2 % of the respondents evaluated the brand image of BMW 5.20 as very positive. 46.2% of those who evaluated the image of the car brand as very positive are aged between 19-25 and 88% of those aged between 19-25 found the image of the car brand as very positive. 50.5% of those aged between 26-35 indicated a positive brand image for BMW 5.20 and also 60.9% of the respondents finding the image of the car as positive are in the age group of 26-35. It can be

inferred from these figures that among all the age groups, those aged between 19-25 have the most positive image evaluation for BMW 5.20

Table 7.39. Evaluation Of Brand Image Of Tofaş Şahin By Age Groups

Age	Positive	Negative	Very Negative	Row Total
19-25	1.2% 25%	14.5% 10.8%	84.3% 51.9%	33.2%
26-35	1.8% 50%	54.1% 54.1%	44.1% 36.3%	44.4%
36-55	1.8% 25%	69.6% 35.1%	28.6% 11.9%	22.4%
Column Total	1.6%	44.4%	54%	100%

Nearly 52% of those who evaluated the image of the car as very negative are aged between 19-25. Also 84.3% of those aged between 19-25 have a very negative view about the image of the car. 50% of the respondents who evaluated the image of the car as positive are aged between 26-35. %35 of the respondents who have a negative view about the car are aged between 36-55. As a result, in general 19-25 age group have a very negative view about the image of the car. Those aged between 26-35 have the best evaluation about the image of the car among all the age groups and those aged between 36-55 can be positioned in the middle of these two groups in terms their evaluation of the image of Tofaş Şahin.

Table 7.40. Evaluation Of Brand Image Of Opel Vectra By Age Groups

Age	Very Positive	Positive	Negative	Row Total
19-25	79.5%	19.3%	1.2%	33.2%
	49.3%	13.9%	100%	
26-35	46.8%	53.2%	0%	44.4%
	36.5%	54%	0%	
36-55	28.6%	71.4%	0%	22.4%
	11.9%	34.8%	0%	
Column Total	53.6%	46%	0.4%	

A little over 49% of the respondents who evaluated the image of Opel Vectra as very positive are aged between 19-25, and 54% of those who have a positive evaluation are aged between 26-35. Nobody from the age groups of 26-35 and 26-55 have a negative evaluation about the brand image, moreover those who have a negative evaluation constitute only 1.2% of those aged between 19-25. Generally speaking, three of the age groups have a positive view about the image of the car brand.

H 4C) Relationship Between Marital Status And Brand Image Of The Specified Car Brands

To investigate the relationship between marital status and respondents' evaluation of the car brands' images, three sets of cross-tabs analyses are presented.

Table 7.41. Relationship Between Marital Status And Brand Image Of The Specified Car Brands

Relationship Between Marital Status And	Chi-Square	df	p	Contingency Coefficient / Cramer's V/ Phi
Brand Image Of BMW 5.20	33.19	1	0.000	0.345
Brand Image Of Tofaş Şahin	41.68	2	0.000	0.393
Brand Image Of Opel Vectra	32.07	2	0.000	0.348

As can be seen from Table 7.41, all of the relations are statistically significant and strong. It can be concluded that evaluation of the brand images of the cars is affected by the marital status of the respondents.

Table 7.42. Evaluation Of Brand Image Of BMW 5.20 By Marital Status Groups

Marital Status	Very Positive	Positive	Row Total
Married	51.8% 55.7%	48.2% 89.1%	68%
Single	87.5% 44.3%	12.5% 10.9%	32%
Column Total	63.2%	36.8%	100%

As can be seen from Table 7.42, 55.7% of those having a very positive view about the image of BMW 5.20 are married. 51.8% of the married respondents and 87.5% of the singles have a very positive image of the car.

Table 7.43. Evaluation Of Brand Image Of Tofaş Şahin By Marital Status Groups

Marital Status	Positive	Negative	Very Negative	Row Total
Married	1.8% 75%	57.6% 88.3%	40.6% 51.1%	68%
Single	1.3% 25%	16.3% 11.7%	82.5% 48.9%	32%
Column Total	1.6%	44.4%	54%	100%

According to the Table 7.43, 82.5% of the singles and 40.6% of the married people have evaluated the image of the car brand as very negative. Overall, the results indicate that singles evaluate the image of the car more negatively than the married ones.

Table 7.44 Evaluation Of Brand Image Of Opel Vectra By Marital Status Groups

Marital Status	Very Positive	Positive	Negative	Row Total
Married	42.4% 53.7%	57.6% 85.2%	0% 0%	68%
Single	77.5% 46.3%	21.3% 14.8%	1.3% 100%	32%
Column Total	53.6%	46%	0.4%	

The findings show that 77.5% of the single respondents and 42.4% of the married ones have a very positive evaluation about the image of Opel Vectra. 53.7% of those who reported a very positive image and 85.2% of those who reported

positive image are married. According to these results, married people seem to have more positive evaluations about the image of Opel Vectra than the single ones.

H 4D) Relationship Between Education And Brand Image Of The Specified Car Brands

In order to find out whether or not education of the respondents are related to their evaluation of the brand images of the car brands, for each brand cross-tabs analyses are utilized.

Table 7.45. Relationship Between Education And Brand Image Of The Specified Car Brands

Relationship Between Education And	Chi-Square	df	p	Contingency Coefficient Cramer's V/ Phi
Brand Image Of BMW 5.20	35.56	2	0.000	0.359
Brand Image Of Tofaş Şahin	38.88	4	0.000	0.355
Brand Image Of Opel Vectra	32.65	4	0.000	0.331

The results indicate that education of the respondents is related to their evaluation of the brand images of the car brands. This relation is most significant for Tofaş Şahin (38.88) and least significant for Opel Vectra (32.65).

Table 7.46 Evaluation Of Brand Image Of **BMW 5.20** By Educational Groups

Education	Very Positive	Positive	Row Total
High-School	61.8% 26.6%	38.2% 28.3%	27.2%
University	46.7% 31.6%	53.3% 62%	42.8%
Graduate Study	88% 41.8%	12% 9.8%	30%
Column Total	63.2%	36.8%	100%

As can be see from Table 7.46, 61.8% of the high-school graduates, 46.7% of the university graduates and 88% of those who have a graduate study viewed the image of BMW 5.20 as very positive.

Table 7.47. Evaluation Of Brand Image Of **Tofaş Şahin** By Educational Groups

Education	Positive	Negative	Very Negative	Row Total
High-School	1.5% 25%	58.8% 36%	39.7% 20%	27.2%
University	1.9% 50%	55.1% 53.2%	43% 34.1%	42.8%
Graduate Study	1.3% 25%	16% 10.8%	82.7% 45.9%	30%
Column Total	1.6%	44.4%	54%	100%

Nearly %46 of the respondents who have a very negative image about the car completed their graduate studies. 58.8% of the high-school graduates, 55.1% of the

university graduates have a negative view of the car brand while 82.7% of those having a graduate study reports a very negative image for the car.

Table 7.48. Evaluation Of Brand Image Of Opel Vectra By Educational Groups

Education	Very Positive	Positive	Negative	Row Total
High-School	41.2%	58.8%	0%	27.2%
	20.9%	34.8%	0%	
University	43.9%	56.1%	0%	42.8%
	35.1%	52.2%	0%	
Graduate Study	78.7%	20%	1.3%	30%
	44%	13%	100%	
Column Total	53.6%	46%	0.4%	

For Opel Vectra, none of the high-school and university graduates have a negative view about the image of the car. 44% of those who evaluated the image of the car as very positive have graduate degrees, 35.1% are university graduates and 20.9% are high-school graduates.

H 4E) Relationship Between Occupation And Brand Image Of The Specified Car Brands

To find out whether or not occupation is a factor influencing the respondents' overall evaluations of the brand images of the car brands, the following cross-tabs analyses are done.

Table 7.49. Relationship Between Occupation And Brand Image Of The Specified Car Brands

Relationship Between Occupation And	Chi-Square	df	p	ContingencyCoefficient Cramer's V/ Phi
Brand Image Of BMW 5.20	23.87	2	0.00002	0.295
Brand Image Of Tofaş Şahin	41.09	4	0.000	0.362
Brand Image Of Opel Vectra	36.88	4	0.000	0.349

The figures show that occupation is a factor affecting the brand image evaluations since all of the relationships are found to be statistically significant. The following tables help to gain a further insight about these relationships.

Table 7.50 Evaluation Of Brand Image Of **BMW 5.20** By Occupational Groups

Occupation	Very Positive	Positive	Row Total
Professional-Specialist	53.5% 33.5%	46.5% 50%	39.6%
Administrators	85.1% 39.9%	14.9% 12%	29.6%
Others	54.5% 26.6%	45.5% 38%	30.8%
Column Total	63.2%	36.8%	100%

As indicated by the figures, 33.5% of those evaluating the image of BMW 5.20 as very positive is professional-specialist, 39.9% is administrators and 26.6% is the others. 85.1% of the administrators found the image of the car as very positive. Therefore, administrators have the best evaluation about the brand image of BMW

5.20. This finding is consistent with the finding that administrators make up the occupational group who have the strongest intention to buy this car brand.

Table 7.51. Evaluation Of Brand Image Of Tofaş Şahin By Occupational Groups

Occupation	Positive	Negative	Very Negative	Row Total
Professional-Specialist	0% 0%	51.5% 45.9%	48.5% 35.6%	39.6%
Administrators	1.4% 25%	17.6% 11.7%	81.1% 44.4%	29.6%
Others	3.9% 75%	61% 42.3%	35.1% 20%	30.8%
Column Total	1.6%	44.4%	54%	100%

Almost 81% of the administrators found the image of Tofaş Şahin as very negative and they constitute 44.4% of those finding the image of the car very negative. On the other hand, 75% of those finding the image of the car positive belongs to the others category. 61% of the others category still finds the image of the car brand negative.

Table 7.52. Evaluation Of Brand Image Of **Opel Vectra** By Occupational Groups

Occupation	Very Positive	Positive	Negative	Row Total
Professional-Specialist	47.5% 35.1%	52.5% 45.2%	0% 0%	39.6%
Administrators	79.7% 44%	18.9% 12.2%	1.4% 100%	29.6%
Others	36.4% 20.9%	63.6% 42.6%	0% 0%	30.8%
Column Total	53.6%	46%	0.4%	

As indicated by Table 7.52, 44% of those who indicated that Opel Vectra has a very positive image is the administrators, 35.1% is professional-specialists and 20.9% is the others. While 52.5% of the professional-specialists and 63.6% of others find the image of the car positive, 79.7% of administrators find it very positive. Very positive evaluations of the image of the car brand comes mainly from the administrators and then from the professional-specialists.

H 4F) Relationship Between Position At Work And Brand Image Of The Specified Car Brands

Cross-tabs analyses are done to investigate the relationship between brand image and position at work.

Table 7.53 Relationship Between Position At Work And Brand Image Of The Specified Car Brands

Relationship Between Position At Work And	Chi-Square	df	p	ContingencyCoefficient Cramer's V/ Phi
Brand Image Of BMW 5.20	3.92	3	0.27	0.125
Brand Image Of Tofaş Şahin	7.25	6	0.298	0.11
Brand Image Of Opel Vectra	7.23	6	0.299	0.118

None of the relationships between position at work and brand image are found statistically significant indicating that position at work does not influence respondents' evaluation of the brand images of the specified car brands. the detailed study of this relationship, however, can provide useful implication.

H 4G) Relationship Between Income And Brand Image Of The Specified Car Brands

Table 7.54. Relationship Between Income And Brand Image Of The Specified Car Brands

Relationship Between Income And	Chi-Square	df	p	ContingencyCoefficient Cramer's V/ Phi
Brand Image Of BMW 5.20	11.12	2	0.003	0.207
Brand Image Of Tofaş Şahin	20.81	4	0.00034	0.193
Brand Image Of Opel Vectra	16.23	4	0.00273	0.178

It is found that respondents evaluation of the images of the car brands and their income levels are related significantly. Then, it can be concluded that income is a factor shaping the evaluation of the respondents about the brand images of the cars.

The highest relation is found for Tofaş Şahin with the chi-square value of 20.81. In order to get more information about the relationship, the following tables are formed.

Table 7.55. Evaluation Of Brand Image Of **BMW 5.20** By Income Groups

Income	Very Positive	Positive	Row Total
High-Income	61.6% 43.7%	38.4% 46.7%	44.8%
Medium Income	77.5% 34.8%	22.5% 17.4%	28.4%
Low Income	50.7% 21.5%	49.3% 35.9%	26.8%
Column Total	63.2%	36.8%	100%

As indicated by the figures, 61.6% of the respondents having high income, 77.5% of the respondents having medium income and 50.7% of the respondents having low income find the image of the car very positive. Moreover, among those finding the image of the car very positive, 43.7% own high income. BMW 5.20 is a car brand preferred by the people having high income levels.

Table 7.56. Evaluation Of Brand Image Of Tofaş Şahin By Income Groups

Income	Positive	Negative	Very Negative	Row Total
High-Income	0%	49.1%	50.9%	44.8%
	0%	49.5%	42.2%	
Medium Income	2.8%	25.4%	71.8%	28.4%
	50%	16.2%	37.8%	
Low Income	3%	56.7%	40.3%	26.8%
	50%	34.2%	20%	
Column Total	1.6%	44.4%	54%	100%

As can be seen from Table 7.56; 50.9% of the high income group, 71.8% of the medium income group and 40.3% of the low income group find the image of the car very negative. Among those who find the image of the car positive, 50% belongs to medium income group and 50% belongs to low income group. Tofaş Şahin is preferred by low and medium income groups, but not by the high income group in terms of its image.

Table 7.57. Evaluation Of Brand Image Of Opel Vectra By Income Groups

Opel Vectra	Very Positive	Positive	Negative	Row Total
High-Income	54.5%	45.5%	0%	44.8%
	45.5%	44.3%	0%	
Medium Income	67.6%	31%	1.4%	28.4%
	35.8%	19.1%	100%	
Low Income	37.3%	62.7%	0%	26.8%
	18.7%	36.5%	0%	
Column Total	53.6%	46%	0.4%	

The figures indicate that 54.5% of the high income group, 67.6% of the medium income group and 37.3% of the low income group find the image of the car very positive. Among those finding the image of the car very positive, 45.5% belongs to the high income group, 35.8% to the medium income group and 18.7% to the low income group.

H 5A) Investigation Of The Relationship Between The Image Of The Specified Car Brands And Intention To Buy Those Car Brands

Respondents were asked to indicate their intention to buy for each of the specified car brands and also to evaluate the overall brand images of these car brands. In order to understand whether or not there is a relation between brand images of the car brands and intention to buy them, pearson correlation analysis is conducted.

Table 7.58. Relationship Between The Image Of The Specified Car Brands And Intention To Buy Those Car Brands

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Brand Image of BMW 5.20	1.368	0.4832	0.8001	250	0.000
Intention to Buy BMW 5.20	3.544	0.4991			
Brand Image of Opel Vectra 1.468	1.468	0.5079	0.7946	250	0.000
Intention to Buy Opel Vectra 3.452	3.452	0.4987			
Brand Image of Tofaş Şahin 3.524	3.524	0.5316	0.8378	250	0.000
Intention to Buy Tofaş Şahin 1.46	1.46	0.5074			

As can be seen from the Table 7.58, all of the relationships are significant and strong. This indicates that there are relations between the images of the car brands and the intention to buy them. By also examining the mean values, it can be concluded

that for BMW 5.20 and Opel Vectra, the positive brand images (1.368 and 1.468 respectively) contribute to the intention to buy these car brands. For Tofaş Şahin, respondents indicated an intention for not to buy the car (mean = 1.46) and evaluated the overall image of the car as being negative (mean = 3.524). In this case, the negative brand image created an intention for not to buy the car brand.

H 5B)Investigation Of The Relationship Between The Image Of The Specified Car Brands And Satisfaction With Those Car Brand

Pearson correlation analysis is conducted in order to see whether or not there is a relation between the overall images of the specified car brands and satisfaction with those car brands.

Table 7.59. Relationship Between The Image Of The Specified Car Brands And Satisfaction With Those Car Brands

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Brand Image of BMW 5.20	1.368	0.4832	0.6504	250	0.000
Satisfaction with BMW 5.20	1.4360	0.4969			
Brand Image of Opel Vectra	1.468	0.5079	0.4941	250	0.000
Satisfaction With Opel Vectra	1.5640	0.5282			
Brand Image of Tofaş Şahin	3.5240	0.5316	0.6695	250	0.000
Satisfaction With Tofaş Şahin	3.5320	0.5000			

As indicated by the figures, for each of the car brands there is a significant and strong relation between the overall image and satisfaction. Whereas for Opel Vectra and BMW 5.20 positive brand images (means are 1.468 and 1.368 respectively) and satisfaction with the car brands (means are 1.564 and 1.4360 respectively) are

correlated, for Tofaş Şahin negative brand image (mean is 3.524) and dissatisfaction with the car brand (3.5320) are correlated.

H 5C) Investigation Of The Relationship Between The Image Of The Specified Car Brands And Confidence In The Purchase Decision For Those Car Brands

In order to understand whether or not there is a relation between brand image and confidence in the purchase decision for each of the car brands, pearson correlation analysis is conducted.

Table 7.60. Relationship Between The Image Of The Specified Car Brands And Confidence In The Purchase Decision For Those Car Brand

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Brand Image of BMW 5.20	1.3680	0.4832	0.6783	250	0.000
Confidence In BMW 5.20	1.4200	0.4945			
Brand Image of Opel Vectra	1.4680	0.5079	0.5567	250	0.000
Confidence In Opel Vectra	1.4520	0.4987			
Brand Image of Tofaş Şahin	3.5240	0.5316	0.5905	250	0.000
Confidence In Tofaş Şahin	3.5480	0.5145			

All of the relations are found to be significant and strong as indicated by their 'r' values. Positive brand images of BMW 5.20 and Opel Vectra (means are 1.368 and 1.468 respectively) are related with the confidence in the purchase decision (means are 1.4200 and 1.4520 respectively) and negative image of Tofaş Şahin (mean is 3.5240) is correlated with the respondents' unconfidence in their purchase decisions (mean is 3.548).

H 6) Investigation Of The Relationship Between The Intention To Buy The Specified Car Brands And Brand Name, Company Name And Country-of-Origin Of Those Car Brands

In order to understand whether or not there is a relation between brand name, company name and country-of-origin and intention to buy, pearson correlation analysis is conducted for each of the car brands.

Table 7.61. Relationship Between The Intention To Buy The Specified Car Brands And Brand Name, Company Name And Country-of-Origin Of Those Car Brands

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Intention to Buy BMW 5.20	3.5440	0.4991	0.8006	250	0.000
Brand Name of BMW 5.20	3.5600	0.5210			
Intention to Buy BMW 5.20	3.5440	0.4991	0.7163	250	0.000
Company Name of BMW 5.20	3.5400	0.5455			
Intention to Buy BMW 5.20	3.5440	0.4991	0.8526	250	0.000
Country-of-Origin of BMW 5.20	3.5320	0.5158			
Intention to Buy Opel Vectra	3.4520	0.4987	0.7782	250	0.000
Brand Name of Opel Vectra	3.4120	0.5323			
Intention to Buy Opel Vectra	3.4520	0.4987	0.7730	250	0.000
Company Name of Opel Vectra	3.5080	0.5167			
Intention to Buy Opel Vectra	3.4520	0.4987	0.4851	250	0.000
Country-of-Origin of Opel Vectra	3.5040	0.5321			
Intention to Buy Tofaş Şahin	1.46	0.5074	0.4237	250	0.000
Brand Name of Tofaş Şahin	1.7800	0.6968			
Intention to Buy Tofaş Şahin	1.46	0.5074	0.3656	250	0.000
Company Name of Tofaş Şahin	1.8640	0.8150			
Intention to Buy Tofaş Şahin	1.46	0.5074	0.2705	250	0.000
Country-of-Origin of Tofaş Şahin	1.9680	0.7806			

The relation between intention to buy and brand name, company name, country-of-origin is significant for all of the car brands which indicates that these constructs affect the intention to buy. In the case of BMW 5.20, brand name ($r = 0.8006$), company name ($r = 0.7163$) and country-of-origin ($r = 0.8526$) strongly contributes to the intention to buy the car brand. The same is true for Opel Vectra with the exception that country-of-origin ($r = 0.4851$) makes a weaker contribution to the intention to buy when compared with the brand name ($r = 0.7782$) and company name ($r = 0.7730$). In the case of Tofaş Şahin, country-of-origin ($r = 0.2705$) has the weakest effect on intention to buy whereas brand name has the strongest effect ($r = 0.4237$).

H 7) Investigation Of The Relationship Between Satisfaction With The Specified Car Brands And Brand Name, Company Name And Country-of-Origin Of Those Car Brands

To find out whether or not there is a relation between brand name, company name and country-of-origin and satisfaction, pearson correlation analysis is conducted for each of the car brands.

Table 7.62 Relationship Between Satisfaction With The Specified Car Brands And Brand Name, Company Name And Country-of-Origin Of Those Car Brands

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Satisfaction with BMW 5.20	1.4360	0.4969	0.6366	250	0.000
Brand Name of BMW 5.20	3.5600	0.5210			
Satisfaction with BMW 5.20	1.4360	0.4969	0.5609	250	0.000
Company Name of BMW 5.20	3.5400	0.5455			
Satisfaction with BMW 5.20	1.4360	0.4969	0.6736	250	0.000
Country-of-Origin of BMW 5.20	3.5320	0.5158			
Satisfaction With Opel Vectra	1.5640	0.5282	0.4986	250	0.000
Brand Name of Opel Vectra	3.4120	0.5323			
Satisfaction With Opel Vectra	1.5640	0.5282	0.4175	250	0.000
Company Name of Opel Vectra	3.5080	0.5167			
Satisfaction With Opel Vectra	1.5640	0.5282	0.2922	250	0.000
Country-of-Origin of Opel Vectra	3.5040	0.5321			
Satisfaction With Tofaş Şahin	3.5320	0.5000	-0.3313	250	0.000
Brand Name of Tofaş Şahin	1.7800	0.6968			
Satisfaction With Tofaş Şahin	3.5320	0.5000	-0.2653	250	0.000
Company Name of Tofaş Şahin	1.8640	0.8150			
Satisfaction With Tofaş Şahin	3.5320	0.5000	-0.1723	250	0.000
Country-of-Origin of Tofaş Şahin	1.9680	0.7806			

As can be seen from Table 7.62, all of the relationships between satisfaction in the purchase decision and brand name, company name and country-of-origin are significant for all of the specified car brands. In terms of the strength of these relationships, it can be said that for Tofaş Şahin, the correlations are weaker. So, country-of -origin ($r=-0.1723$), company name ($r=-0.2653$) and brand name ($r=-0.3313$) have a low effect on the satisfaction construct for Tofaş Şahin. Since respondents indicated dissatisfaction with Tofaş Şahin (mean=3.5320), it can be

inferred that factors other than brand name, company name and country-of-origin may more strongly account for this dissatisfaction.

H 8) Investigation Of The Relationship Between Confidence In The Purchase Decision Of The Specified Car Brands And Brand Name, Company Name And Country-of-Origin Of Those Car Brands

In order to see whether or not there is a correlation between confidence in the purchase decision and brand name, company name and country-of-origin of the specified car brands, pearson correlation analysis is conducted.

Table 7.63 Relationship Between Confidence In The Purchase Decision Of The Specified Car Brands And Brand Name, Company Name And Country-of-Origin Of Those Car Brands

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Confidence In BMW 5.20	1.4200	0.4945	0.5735	250	0.000
Brand Name of BMW 5.20	3.5600	0.5210			
Confidence In BMW 5.20	1.4200	0.4945	0.5910	250	0.000
Company Name of BMW 5.20	3.5400	0.5455			
Confidence In BMW 5.20	1.4200	0.4945	0.6433	250	0.000
Country-of-Origin of BMW 5.20	3.5320	0.5158			
Confidence In Opel Vectra	1.4520	0.4987	0.5362	250	0.000
Brand Name of Opel Vectra	3.4120	0.5323			
Confidence In Opel Vectra	1.4520	0.4987	0.4924	250	0.000
Company Name of Opel Vectra	3.5080	0.5167			
Confidence In Opel Vectra	1.4520	0.4987	0.3640	250	0.000
Country-of-Origin of Opel Vectra	3.5040	0.5321			
Confidence In Tofaş Şahin	3.5480	0.5145	-0.3457	250	0.000
Brand Name of Tofaş Şahin	1.7800	0.6968			
Confidence In Tofaş Şahin	3.5480	0.5145	-0.1855	250	0.000
Company Name of Tofaş Şahin	1.8640	0.8150			
Confidence In Tofaş Şahin	3.5480	0.5145	-0.1761	250	0.000
Country-of-Origin of Tofaş Şahin	1.9680	0.7806			

All of the relations between confidence in the purchase decision and brand name, company name and country-of-origin are significant. For BMW 5.20, country-of-origin ($r = 0.6433$) has the strongest effect on the confidence in the purchase decision of the car. For Opel Vectra, the strongest contribution on the confidence construct comes from the brand name ($r = 0.5362$). The same is true for Tofaş Şahin, however in this case the effect is weaker as indicated by the r value of -0.3457 . Company name ($r = -0.1855$), country-of-origin ($r = -0.1761$) have weaker relations with the confidence in the purchase decision of the car brand. Therefore, it can be stated that since respondents indicated unconfidence in the purchase decision for this car brand (mean=3.5480) and since company name, country-of-origin have weak correlation with this construct, then factors other than these count for the stated unconfidence.

H9) Investigation of The Relationship Between Intention To Buy and Demographic Characteristics Of The Respondents

In order to see whether or not there is a relation between intention to buy and demographic characteristics of the respondents, crosstab analyses were conducted.

H 9A) Relationship Between Gender And Intention To Buy The Specified Car Brands

With the purpose of finding out whether or not gender is a construct related to intention to buy the car brands, cross-tabs analysis is conducted.

Table 7.64 Relationship Between Gender And Intention To Buy The Specified Car Brands

Relationship Between Gender And	Chi-Square	df	p	ContingencyCoefficient / Cramer's V/ Phi
Intention To Buy BMW 5.20	4.38	1	0.036	0.132
Intention To Buy Tofaş Şahin	6.40	2	0.04	0.153
Intention To Buy Opel Vectra	3.92	1	0.047	0.125

The results indicate that the relations are significant and gender is related to the intention to buy. However, the relations are not strong, therefore it can be concluded that gender affects the intention to buy weakly, or in other words, gender is not one of the most important factors influencing the respondents' intention to buy.

H 9B) Relationship Between Age And Intention To Buy The Specified Car Brands

In order to analyze the influence of age on intention to buy the car brands; in other words in order to examine the relationships between age and intention to buy, cross-tabs analyses were made for each of the car brands. The relationships between age and intention to buy the car brands are presented in Table 7.65.

Table 7.65 Relationship Between Age And Intention To Buy The Specified Car Brands

Relationship Between Age And	Chi-Square	df	p	ContingencyCoefficient Cramer's V/ Phi
Intention To Buy BMW 5.20	51.48	2	0.000	0.437
Intention To Buy Tofaş Şahin	52.70	4	0.000	0.404
Intention To Buy Opel Vectra	50.67	2	0.000	0.433

Table 7.65 emphasizes that there is a highly significant and strong relationship between age and intention to buy the specified car brands. It can be concluded that age is influential on the respondents' intention to buy these car brands. For the purpose of gaining insight about which age groups indicated what levels of intention for buying the specified car brands, the following tables are formed. For all of the crosstabs analyses that are given in detail, the first lines show the row percentages and the second lines show the column percentages.

Table 7.66 Intention To Buy BMW 5.20 By Age Groups

Age	Probably Will Buy	Definitely Will Buy	Row Total
19-25	15.7%	84.3%	33.2%
	11.4%	51.5%	
26-35	55.9%	44.1%	44.4%
	54.4%	36%	
36-55	69.6%	30.4%	22.4%
	34.2%	12.5%	
Column Total	45.6%	54.4%	100%

According to Table 7.66, 84.3% of the respondents who are between the ages 19-25 indicated a definite will to buy BMW 5.20 and also 51.5 % of the respondents who indicated that they would definitely buy BMW 5.20 are in this age group. 55.9% of the respondents who are aged between 26-35 an 69.6% of the respondents who are aged between 36-55 expressed that they would probably buy the car brand. These figures show that BMW 5.20 is mostly popular for those aged between 19-25 in terms of the intention to buy.

Table 7.67. Intention to Buy Tofaş Şahin By Age Groups

Age	Definitely Will Not Buy	Probably Will Not Buy	Probably Will Buy	Row Total
19-25	84.3% 51.5%	15.7% 11.5%	0% 0%	33.2%
26-35	44.1% 36%	55% 54%	0.9% 100%	44.4%
36-55	30.4% 12.5%	69.6% 34.5%	0% 0%	22.4%
Column Total	54.4%	45.2%	0.4%	100%

As indicated by Table 7.67, 0.4% of the respondents indicated that they would probably buy Tofaş Şahin and all of these respondents are in the age group of 26-35. 54.4% of the respondents reported that they would definitely not buy the brand and 51.5% of those who reported that they would definitely not buy the brand are aged between 19-25. Moreover, 84.3% of those who are aged between 19-25 indicated a definite will for not buying Tofaş Şahin. Overall, these figures show that Tofaş Şahin is unpopular for those age between 19-25 in terms of the intention to buy and the only tendency to buy the brand comes from the 26-35 age group.

Table 7.68. Intention To Buy Opel Vectra By Age Groups

Age	Probably Will Buy	Definitely Will Buy	Row Total
19-25	84.3%	15.7%	33.2%
	51.1%	11.5%	
26-35	45%	55%	44.4%
	36.5%	54%	
36-55	30.4%	69.6%	22.4%
	12.4%	34.5%	
Column Total	54.8%	45.2%	100%

The figures indicate that 45.2% of the respondents reported that they would definitely buy the car brand and 54% of those respondents indicating a definite will to buy are aged between 26-35. % 55 of the respondents aged between 26-35 and 69.6% of those aged between 36-55 would definitely buy Opel Vectra. It can be inferred that Opel Vectra is preferred firstly among those aged between 26-35 and then by those aged between 36-55.

H 9C) Relationship Between Marital Status And Intention To Buy The Specified Car Brands

In order to find out whether or not marital status of the respondents influence their intention to buy the specified car brands, cross-tabs analyses are conducted for the three car brands.

Table 7.69. Relationship Between Marital Status And Intention To Buy The Specified Car Brands

Relationship Between Marital Status And	Chi-Square	df	p	Contingency Coefficient Cramer's V/ Phi
Intention To Buy BMW 5.20	40.09	1	0.000	0.387
Intention To Buy Tofaş Şahin	40.35	2	0.000	0.388
Intention To Buy Opel Vectra	39.03	1	0.000	0.382

All of the relationships between marital status and intention to buy the specified car brands are significant and strong. To have more information about the nature of these relationships, the following tables are utilized.

Table 7.70. Intention To Buy BMW 5.20 By Marital Status Groups

Marital Status	Probably Will Buy	Definitely Will Buy	Row Total
Married	58.8%	41.2%	68%
	87.7%	51.5%	
Single	17.5%	82.5%	32%
	12.3%	48.5%	
Column Total	45.6%	54.4%	100%

According to Table 7.70, 82.5% of the single people definitely intend to buy BMW 5.20 via 41.2% of the married people. Single respondents have a more definite will for buying BMW 5.20 than the married respondents have.

Table 7.71 Intention To Buy Tofaş Şahin By Marital Status Groups

Marital Status	Definitely Will Not Buy	Probably Will Not Buy	Probably Will Buy	Row Total
Married	41.2%	58.2%	0.6%	68%
	51.5%	87.6%	100%	
Single	82.5%	17.5%	0%	32%
	48.5%	12.4%	0%	
Column Total	54.4%	45.2%	0.4%	100%

As can be seen from Table 7.71, none of the singles will probably buy the car brand. 82.5% of the single people and 41.2% of the married people definitely will not buy the car brand.

Table 7.72 Intention To Buy Opel Vectra By Marital Status Groups

Marital Status	Probably Will Buy	Definitely Will Buy	Row Total
Married	41.8%	58.2%	68%
	51.8%	87.6%	
Single	82.5%	17.5%	32%
	48.2%	12.4%	
Column Total	54.8%	45.2%	100%

As indicated by Table 7.72, 87.6% of those who will definitely buy Opel Vectra are married and 12.4% are single. 58.2% of the married people have a definite will to buy the brand whereas only 17.5% of the singles show the same willingness.

Therefore, it can be inferred that married people have more intention than the single ones to buy Opel Vectra.

H 9D) Relationship Between Education And Intention To Buy The Specified Car Brands

With the purpose of identifying the relationship between education and intention to buy, cross-tabs analyses are conducted for the three car brands. The following results are obtained and are presented in Table 7.73.

Table 7.73 Relationship Between Education And Intention To Buy The Specified Car Brands

Relationship Between Education And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/ Phi
Intention To Buy BMW 5.20	40.95	2	0.000	0.389
Intention To Buy Tofaş Şahin	42.14	4	0.000	0.366
Intention To Buy Opel Vectra	39.90	2	0.000	0.384

The relation between education and intention to buy is statistically significant for each of the car brands. Education is a construct that appears to be affecting the intention to buy the specified car brands. This relation between education and intention to buy the car brands is highest for Tofaş Şahin (42.14) and lowest for Opel Vectra (39.90). In order to gain an in-depth view about the relationship between education and intention to buy the specified car brands, the following tables are formed.

Table 7.74 Intention To Buy **BMW 5.20** By Educational Groups

Education	Probably Will Buy	Definitely Will Buy	Row Total
High-School	57.4% 34.2%	42.6% 21.3%	27.2%
University	58.9% 55.3%	41.1% 32.4%	42.8%
Graduate Study	16% 10.5%	84% 46.3%	30%
Column Total	45.6%	54.4%	100%

As can be seen from Table 7.74, %84 of those who had completed their graduate studies have a definite will for buying BMW 5.20. 58.9% of the university graduates and 57.4% of the high-school graduates will probably buy the car brand. The highest percentage for those who will definitely buy the brand belong to those who had a graduate study (46.3%). As the education level increases, willingness to buy BMW 5.20 also increases.

Table 7.75 Intention To Buy Tofaş Şahin By Educational Groups

Education	Definitely Will Not Buy	Probably Will Not Buy	Probably Will Buy	Row Total
High-School	42.6% 21.3%	57.4% 34.5%	0% 0%	27.2%
University	41.1% 32.4%	57.9% 54.9%	0.9% 100%	42.8%
Graduate Study	84% 46.3%	16% 10.6%	0% 0%	30%
Column Total	54.4%	45.2%	0.4%	100%

As can be seen from Table 7.75, 84% of those who had completed their graduate studies, 41.1% of the university graduates and 42.6% of the high-school graduates definitely will not buy Tofaş Şahin. Nobody from the high-school graduates and from those who had a graduate study will probably buy the brand and only 0.9% of the university graduates will probably buy this brand.

Table 7.76 Intention To Buy Opel Vectra By Educational Groups

Education	Probably Will Buy	Definitely Will Buy	Row Total
High-School	42.6% 21.2%	57.4% 34.5%	27.2%
University	42.1% 32.8%	57.9% 54.9%	42.8%
Graduate Study	84% 46%	16% 10.6%	30%
Column Total	54.8%	45.2%	100%

The findings indicate that 54.9% of those who will definitely buy Opel Vectra are university graduates. 57.4% of the high-school graduates, 57.9% of the university graduates and 16% of those who had a graduate study will definitely buy the brand.

H 9E) Relationship Between Occupation And Intention To Buy The Specified Car Brands

In order to find out the relation between occupation of the respondents and their intention to buy the specified car brands, cross-tabs analyses are done and the results are presented in Table 7.77

Table 7.77 Relationship Between Occupation And Intention To Buy The Specified Car

Brands

Relationship Between Occupation And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/ Phi
Intention To Buy BMW 5.20	37.91	2	0.000	0.376
Intention To Buy Tofaş Şahin	39.49	4	0.000	0.358
Intention To Buy Opel Vectra	37.38	2	0.000	0.374

As can be seen from Table 7.77, there is a statistically significant relationship between occupation and intention to buy. This relation is available for the three car brands mentioned. With the aim of understanding how intention to buy is related to different kinds of occupations for each of the car brands, the following tables are utilized.

Table 7.78. Intention To Buy **BMW 5.20** By Occupational Groups

Occupation	Probably Will Buy	Definitely Will Buy	Row Total
Professional-Specialist	52.5%	47.5%	39.6%
	45.6%	34.6%	
Administrators	17.6%	82.4%	29.6%
	11.4%	44.9%	
Others	63.6%	36.4%	30.8%
	43%	20.6%	
Column Total	45.6%	54.4%	100%

As can be seen from Table 7.78, 34.6% of those who will definitely buy BMW 5.20 is professional and specialist, 44.9% is administrators and 20.6% is from the

other category. From the other perspective, 82.4% of the administrators, 47.5% of professional-specialists and 36.4 of the others group definitely will buy the brand. The figures indicate that the occupational group that has the most desire to buy BMW 5.20 is the administrators.

Table 7.79. Intention To Buy Tofaş Şahin By Occupational Groups

Occupation	Definitely Will Not Buy	Probably Will Not Buy	Probably Will Buy	Row Total
Professional-Specialist	47.5% 34.6%	51.5% 45.1%	1% 100%	39.6%
Administrators	82.4% 44.9%	17.6% 11.5%	0% 0%	29.6%
Others	36.4% 20.6%	63.6% 43.4%	0% 0%	30.8%
Column Total	54.4%	45.2%	0.4%	100%

Nobody from the administrators and others category will probably buy the brand. 34.6% of those who definitely will not buy the brand is professional-specialists, 44.9% is administrators and 20.6% is from the other occupations.

Table 7.80 Intention To Buy Opel Vectra By Occupational Groups

Opel Vectra	Probably Will Buy	Definitely Will Buy	Row Total
Professional-Specialist	48.5% 35%	51.5% 45.1%	39.6%
Administrators	82.4% 44.5%	17.6% 11.5%	29.6%
Others	36.4% 20.4%	63.6% 43.4%	30.8%
Column Total	54.8%	45.2%	100%

51.5% of professional-specialists, 17.6% of administrators and 63.6% of others will definitely buy the brand. 45.1% of those who indicated that they will definitely buy Opel Vectra is professional-specialists, 11.5% is administrators and 43.4 is others. Professional-specialist is the occupational group that has the highest intention to buy Opel Vectra.

H 9F) Relationship Between Position At Work And Intention To Buy The Specified Car Brands

With the aim of understanding whether or not there exists a relationship between respondents' position at work and their intention to buy the specified car brands, cross-tabs analyses are utilized.

Table 7.81 Relationship Between Position At Work And Intention To Buy The Specified Car Brands

Relationship Between Position At Work And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/ Phi
Intention To Buy BMW 5.20	4.32	3	0.229	0.132
Intention To Buy Tofaş Şahin	6.70	6	0.349	0.114
Intention To Buy Opel Vectra	4.35	3	0.213	0.132

As seen from the Table 7.81, none of the relationships are statistically significant, indicating that position at work does not affect the intention to buy of the respondents. However, a detailed investigation of the relationship can provide useful highlights.

H 9G) Relationship Between Income And Intention To Buy The Specified Car Brands

In order to understand whether or not there exists a relationship between income level of respondents and intention to buy the car brands, the following cross-tabs analyses are made.

Table 7.82. Relationship Between Income And Intention To Buy The Specified Car Brands

Relationship Between Income And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/ Phi
Intention To Buy BMW 5.20	20.04	2	0.00004	0.279
Intention To Buy Tofaş Şahin	23.66	4	0.00009	0.29
Intention To Buy Opel Vectra	19.99	2	0.00005	0.279

Table 7.82 indicates that all of the relations between income and intention to buy are statistically significant, therefore it can be said that income appears to affect the respondents' intention to buy the specified car brands. The tables below show which income groups have what levels of intention to buy for each of the car brands.

Table 7.83. Intention To Buy BMW 5.20 By Income Groups

Income	Probably Will Buy	Definitely Will Buy	Row Total
High Income	46.4%	53.6%	44.8%
	45.6%	44.1%	
Medium Income	26.8%	73.2%	28.4%
	16.7%	38.2%	
Low Income	64.2%	35.8%	26.8%
	37.7%	17.6%	
Column Total	45.6%	54.4%	100%

For BMW 5.20, 44.1% of those who will definitely buy the car have high incomes, 38.2% have medium incomes and 17.6% have low incomes. These figures indicate the relationship of income to intention to buy BMW 5.20. As income level increases, respondents' intention to buy the car brand also increases.

Table 7.84. Intention To Buy Tofaş Şahin By Income Groups

Income	Definitely Will Not Buy	Probably Will Not Buy	Probably Will Buy	Row Total
High Income	53.6% 44.1%	46.4% 46%	0% 0%	44.8%
Medium Income	73.2% 38.2%	25.4% 15.9%	1.4% 100%	28.4%
Low Income	35.8% 17.6%	64.2% 38.1%	0% 0%	26.8%
Column Total	54.4%	45.2%	0.4%	100%

For Tofaş Şahin, the reverse situation with respect to BMW 5.20 is found. 44.1% of those who indicated that they will definitely not buy the brand come from high-income group, 38.2% come from medium income group and 17.6% come from low income group. As the income level increases, intention for not to buy the car brand also increases.

Table 7.85. Intention To Buy Opel Vectra By Income Groups

Income	Probably Will Buy	Definitely Will Buy	Row Total
High Income	54.5% 44.5%	45.5% 45.1%	44.8%
Medium Income	73.2% 38%	26.8% 16.8%	28.4%
Low Income	35.8% 17.5%	64.2% 38.1%	26.8%
Column Total	54.8%	45.2%	100%

As can be seen in Table 7.85, %45.1 of the respondents who will definitely buy the brand are from high-income group, 16.8% are from medium-income group and 38,1% are from low income group. Here, 64.2% of the low income group also have a definite will for buying the car brand.

H 10) Investigation Of The Relationship Between Satisfaction With The Specified Car Brands And Demographic Characteristics Of Respondents

H 10A) Relationship Between Gender And Satisfaction With The Specified Car Brands

Cross-tabs analyses for each of the car brands are conducted to investigate the relation between gender and satisfaction with the specified car brands.

Table 7.86. Relationship Between Gender And Satisfaction With The Specified Car Brands

Relationship Between Gender And	Chi-Square	df	p	ContingencyCoefficient / Cramer's V/ Phi
Satisfaction With BMW 5.20	5.34	1	0.021	0.145
Satisfaction With Tofaş Şahin	2.74	1	0.097	0.104
Satisfaction With Opel Vectra	4.75	2	0.093	0.136

Only the relation between gender and satisfaction with BMW 5.20 is found to be significant. However, this relation is a weak one. That being the case, it would be true to say that gender does not influence the construct of satisfaction in general.

H 10B) Relationship Between Age And Satisfaction With The Specified Car Brands

To find out whether or not there is a relation between age and satisfaction with the specified car brands, cross-tabs analyses were conducted for the three car brands. These relationships are shown in Table 7.87.

Table 7.87. Relationship Between Age And Satisfaction With The Specified Car Brands

Relationship Between Age And	Chi-Square	df	p	ContingencyCoefficient / Cramer's V/ Phi
Satisfaction With BMW 5.20	22.91	2	0.00002	0.285
Satisfaction With Tofaş Şahin	40	2	0.000	0.39
Satisfaction With Opel Vectra	25.72	4	0.00004	0.30

As can be seen from Table 7.87 for each of the car brands, relationships between age and satisfaction with the specified car brands are statistically significant. The most significant and the strongest relationship belongs to satisfaction with Tofaş Şahin (Chi-square = 40, $p=0.000$, $cv=0.39$). Overall, the results indicate that age is related to the satisfaction with the car brands.

H 10C) Relationship Between Marital Status And Satisfaction With The Specified Car Brands

To be able to understand the influence of marital status on the satisfaction of the respondents with the car brands, cross-tabs analyses are made.

Table 7.88. Relationship Between Marital Status And Satisfaction With The Specified Car Brands

Relationship Between Marital Status And	Chi-Square	df	p	ContingencyCoefficient Cramer's V/ Phi
Satisfaction With BMW 5.20	12.78	1	0.00035	0.223
Satisfaction With Tofaş Şahin	29.21	1	0.000	0.335
Satisfaction With Opel Vectra	10.42	2	0.00546	0.204

The results obtained show that marital status have an influence on the satisfaction level of the respondents since all of the relationships are statistically significant. The highest relation belongs to Tofaş Şahin (Chi-Square=29.21) and the lowest relation belongs to Opel Vectra (Chi-Square=10.42).

H 10D) Relationship Between Education And Satisfaction With The Specified Car Brands

In order to see whether or not statistically significant relations exist between education of the respondents and their satisfaction with the specified car brands, cross-tabs analyses are conducted for each car brand.

Table 7.89 Relationship Between Education And Satisfaction With The Specified Car Brands

Relationship Between Education And	Chi-Square	df	p	ContingencyCoefficient Cramer's V/ Phi
Satisfaction With BMW 5.20	11.24	2	0.00362	0.209
Satisfaction With Tofaş Şahin	30.12	2	0.000	0.338
Satisfaction With Opel Vectra	13.70	4	0.0083	0.227

The results indicate that there are statistically significant relations between education and satisfaction with the car brands with the most significant relationship holding for Tofaş Şahin (30.12) and the least significant relationship holding for BMW 5.20 (11.24).

H 10E) Relationship Between Occupation And Satisfaction With The Specified Car Brands

Cross-tabs analyses are done for the purpose of finding out whether or not there is a relation between occupation and satisfaction with the specified car brands.

Table 7.90. Relationship Between Occupation And Satisfaction With The Specified Car Brands

Relationship Between Occupation And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/ Phi
Satisfaction With BMW 5.20	12.07	2	0.00239	0.217
Satisfaction With Tofaş Şahin	26.78	2	0.000	0.32
Satisfaction With Opel Vectra	12.25	4	0.01569	0.215

The results indicate that there exists a statistically significant relation between occupation and satisfaction with the specified car brands. The strongest relation belongs to Tofaş Şahin (Chi-Square=26.78) and the weakest relation belongs to BMW 5.20 (Chi-Square=12.07).

H 10F) Relationship Between Position At Work And Satisfaction With The Specified Car Brands

Cross-tabs analyses are conducted to see whether or not there exists a relationship between position at work and satisfaction with the specified car brands.

Table 7.91. Relationship Between Position At Work And Satisfaction With The Specified Car Brands

Relationship Between Position At Work And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/ Phi
Satisfaction With BMW 5.20	1.90	3	0.593	0.087
Satisfaction With Tofaş Şahin	1.65	3	0.648	0.082
Satisfaction With Opel Vectra	8.55	6	0.201	0.121

As indicated by the figures, there is no statistically significant relationship between position at work and satisfaction with the specified car brands. This finding shows that position at work is not a crucial factor for the satisfaction of the respondents.

H 10G) Relationship Between Income And Satisfaction With The Specified Car Brands

In order to find out the relation between income level of respondents and their satisfaction with the car brands, three sets of cross-tabs were utilized.

Table 7.92. Relationship Between Income And Satisfaction With The Specified Car Brands

Relationship Between Income And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/ Phi
Satisfaction With BMW 5.20	7.12	2	0.028	0.167
Satisfaction With Tofaş Şahin	9.74	2	0.00767	0.197
Satisfaction With Opel Vectra	5.56	4	0.235	0.147

The findings indicate that the relation between income and satisfaction with BMW 5.20 and Tofaş Şahin is significant, but weak, whereas for Opel Vectra, the relation is not statistically significant.

H 11) Investigation Of The Relationship Between Confidence In The Purchase Decision For The Specified Car Brands And Demographic Characteristics Of The Respondents

With this hypothesis, relation between confidence and demographic characteristics are investigated.

H 11A) Relationship Between Gender And Confidence In The Purchase Decision For The Specified Car Brands

The following cross-tabs analysis gives the results pertaining to the relationship between gender and confidence in the purchase decision for the specified car brands.

**Table 7.93 Relationship Between Gender And Confidence In The Purchase Decision
For The Specified Car Brands**

Relationship Between Gender And	Chi-Square	df	p	ContingencyCoefficient Cramer's V/ Phi
Confidence In BMW 5.20	2.58	1	0.108	0.101
Confidence In Tofaş Şahin	4.21	2	0.121	0.128
Confidence In Opel Vectra	3.93	1	0.047	0.125

Table 7.93 shows that the only significant relationship exists for Opel Vectra. By taking into consideration the weakness of this association, it would be right to indicate that for the confidence in the purchase decision of the specified car brands, gender is not an influential factor.

H 11B) Relationship Between Age And Confidence In The Purchase Decision For The Specified Car Brands

To find out whether or not there is a relation between age and confidence in the purchase decision, cross-tabs analyses were conducted for three car brands. The results of the analyses are given in Table 7.94.

Table 7.94 Relationship Between Age And Confidence In The Purchase Decision For The Specified Car Brands

Relationship Between Age And	Chi-Square	df	p	Contingency Coefficient Cramer's V/ Phi
Confidence In BMW 5.20	25.63	2	0.00001	0.312
Confidence In Tofaş Şahin	37.25	4	0.000	0.352
Confidence In Opel Vectra	16.65	2	0.00024	0.2546

As can be understood from the figures, there are statistically significant relationships between age and confidence in the purchase decisions of the car brands. So, it can be said that age of the respondents play a role in the confidence felt for the purchase decision of the car brands. The strongest relation belongs to Tofaş Şahin by Chi-Square value of 37.25 and the weakest relation belongs to Opel Vectra by Chi-Square value of 16.65.

H 11C) Relationship Between Marital Status And Confidence In The Purchase Decision For The Specified Car Brands

By the help of the cross-tabs analyses conducted for each of the car brands, the relationship between marital status and confidence in the purchase decision for the specified car brands are analyzed.

Table 7.95. Relationship Between Marital Status And Confidence In The Purchase Decision For The Specified Car Brands

Relationship Between Marital Status And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/ Phi
Confidence In BMW 5.20	21.93	1	0.0000	0.288
Confidence In Tofaş Şahin	25.66	2	0.000	0.311
Confidence In Opel Vectra	13.20	1	0.00028	0.2268

These analyses express that the relation between marital status and confidence is significant for the three car brands mentioned. One of the factors influencing the confidence level of the respondents is marital status.

H 11D) Relationship Between Education And Confidence In The Purchase Decision For The Specified Car Brands

With the aim of analyzing the relationship between education and confidence in the purchase decision of the specified car brands, cross-tabs results are obtained for each of the car brands.

Table 7.96. Relationship Between Education And Confidence In The Purchase Decision For The Specified Car Brands

Relationship Between Education And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/ Phi
Confidence In BMW 5.20	20,08	2	0,00007	0,276
Confidence In Tofaş Şahin	27,77	4	0,00001	0,308
Confidence In Opel Vectra	15,37	2	0,00046	0,244

Table 7.96 shows that there are statistically significant and strong relations between education and confidence in the purchase decision . Education is most influential for the case of Tofaş Şahin (27.77) and least influential for BMW 5.20 (20.08).

H 11E) Relationship Between Occupation And Confidence In The Purchase Decision For The Specified Car Brands

Table 7.97 shows the results of the cross-tabs analyses done with the aim of investigating the relationship between occupation and confidence in the purchase decision for the specified car brands.

Table 7.97. Relationship Between Occupation And Confidence In The Purchase Decision For The Specified Car Brands

Relationship Between Occupation And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/ Phi
Confidence In BMW 5.20	19.78	2	0.00008	0.275
Confidence In Tofaş Şahin	26.98	4	0.00002	0.306
Confidence In Opel Vectra	13.66	2	0.00108	0.230

Table 7.97 indicates that there is a strong and significant relation between occupation of the respondents and their confidence in the purchase decision for the specified car brands.

H 11F) Relationship Between Position At Work And Confidence In The Purchase Decision For The Specified Car Brands

By relating position of the respondents at work to their confidence in the purchase decision of the specified car brands, cross-tabs analyses are done to find out whether or not there is a relationship between them.

Table 7.98. Relationship Between Position At Work And Confidence In The Purchase Decision For The Specified Car Brands

Relationship Between Position At Work And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/Phi
Confidence In BMW 5.20	4.72	3	0.194	0.136
Confidence In Tofaş Şahin	7.14	6	0.307	0.113
Confidence In Opel Vectra	2.58	3	0.459	0.102

None of the relationships are found to be statistically significant indicating that position at work does not influence the confidence felt in the purchase decision for the specified car brands.

H 11G) Relationship Between Income And Confidence In The Purchase Decision For The Specified Car Brands

In order to examine whether or not there is a relation between income and confidence in the purchase decision, crosstabs are conducted and the following results are obtained.

Table 7.99. Relationship Between Income And Confidence In The Purchase Decision For The Specified Car Brands

Relationship Between Income And	Chi-Square	df	p	ContingencyCoefficient Cramer's V/Phi
Confidence In BMW 5.20	8.99	2	0.011	0.187
Confidence In Tofaş Şahin	14.97	4	0.0047	0.168
Confidence In Opel Vectra	6.94	2	0.031	0.166

All of the relationships between confidence in the purchase decision for the specified car brands and income level of the respondents are significant, however the association between confidence and income is weak.

H12) Investigation of The Differences Between Gender Groups

In order to find out whether or not there are statistically significant differences between gender groups in terms of the intention to buy the specified car brands, satisfaction with these car brands, confidence in the purchase decision for these brands and brand image perceptions, evaluations about the product attributes, brand personality, user and usage imagery attributes and self-image-product image congruence, z-tests are conducted.

H12 A) Differences Between Males And Females In Intention To Buy The Specified Car Brands

In order to understand whether or not there is a difference between males and females with respect to their intention to buy each of the specified car brands, z-tests are conducted. Table 7.100 presents the results.

Table 7.100 Differences Between Males And Females In Intention To Buy The Specified Car Brands

<u>Intention To Buy</u>	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
BMW 5.20	3.485	3.618	0.502	0.488	-2.10	237	0.036
Tofaş Şahin	1.514	1.390	0.502	0.509	1.92	233	0.057
Opel Vectra	3.507	3.381	0.502	0.488	1.99	237	0.048

According to Table 7.100 , there are significant differences between males and females in terms of their intention to buy BMW 5.20 and Opel Vectra. Females are more intended to buy BMW 5.20 than are males and males are more intended to buy Opel Vectra than are females. For Tofaş Şahin, no differences exist between males and females in terms of their intention to buy the brand. Both of the sexes are inclined for not to buy the brand.

H 12B) Differences Between Males And Females In Satisfaction With The Specified Car Brands

With the purpose of understanding the differences between males and females in terms of the satisfaction with the specified car brands, z-tests are done for the three car brands.

Table 7.101 Differences Between Males And Females In Satisfaction With The Specified Car Brands

<u>Satisfaction With</u>	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
Tofaş Şahin	3.485	3.590	0.502	0.494	-1.66	236	0.098
Opel Vectra	1.621	1.490	0.515	0.538	1.94	230	0.054
BMW 5.20	1.500	1.354	0.502	0.481	2.33	238	0.021

The results indicate that males and females differ in terms of the satisfaction felt for only one brand and that is BMW 5.20. Females are more satisfied with BMW 5.20 than are males. For Tofaş Şahin and Opel Vectra, there are no statistically significant differences in terms of the satisfaction felt. Both sexes are satisfied with Opel Vectra at the same level and dissatisfied with Tofaş Şahin at the same level.

H 12C) Differences Between Males And Females In Confidence In The Purchase Decision For The Specified Car Brands

For the purpose of finding out the differences between males and females in terms of the confidence in the purchase decision for the specified car brands, z-tests are conducted.

Table 7.102. Differences Between Males And Females In Confidence In The Purchase Decision For The Specified Car Brands

<u>Confidence In</u>	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
Opel Vectra	1.507	1.381	0.502	0.488	1.99	237	0.048
BMW 5.20	1.464	1.363	0.501	0.483	1.61	237	0.109
Tofaş Şahin	3.492	3.618	0.516	0.507	-1.93	236	0.055

The results show that males and females differ in terms of the confidence in the purchase decision for only Opel Vectra. Females are more confident with the purchase decision given for Opel Vectra than are males. No significant differences are found for the confidence with the purchase decision of BMW 5.20 and Tofaş Şahin between males and females. Both males and females are confident with BMW 5.20 at the same degree and both are unconfident with Tofaş Şahin at the same degree.

H 12D) Differences Between Males And Females In Brand Image Perception Of The Specified Car Brands

Brand image perception is analyzed via z-test in order to see whether or not it differs according to gender of the respondents. Table 7.103 gives the results.

Table 7.103. Differences Between Males And Females In Brand Image Perception Of The Specified Car Brands

<u>Brand Image</u>	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
BMW 5.20	1.407	1.318	0.493	0.468	1.46	239	0.146
Tofaş Şahin	3.471	3.590	0.529	0.530	-1.77	248	0.078
Opel Vectra	1.500	1.427	0.502	0.515	1.12	248	0.262

The results indicate that brand image perception does not change with respect to the gender of the respondents since the differences between males and females are not statistically significant with respect to brand image evaluations. Both sexes have the same brand image perception which is positive for BMW 5.20 and Opel Vectra and negative for Tofaş Şahin.

H 12E) Differences Between Males And Females In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good A Given Car Is

In order to find out whether or not males and females differ in terms of the importance given to brand name, company name and country-of-origin in deciding how good the given car brands are, z-tests are utilized.

Table 7.104. Differences Between Males And Females In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good BMW 5.20 Is

<u>BMW 5.20</u>	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
Brand Name	3.507	3.627	0.530	0.504	-1.83	239	0.069
Company Name	3.514	3.572	0.543	0.550	-0.84	248	0.402
Country-of-Origin	3.485	3.590	0.516	0.512	-1.61	248	0.110

There are no statistically significant differences between males and females in terms of the importance given to brand name, company name and country-of-origin of BMW 5.20. Both sexes find these constructs very important for deciding how good BMW 5.20 is.

Table 7.105. Differences Between Males And Females In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good Tofaş Şahin Is

<u>Tofaş Şahin</u>	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail</u>
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
Brand Name	1.792	1.763	0.662	0.741	0.32	220	0.746
Company Name	1.921	1.790	0.805	0.825	1.25	231	0.211
Country-of-Origin	2.000	1.927	0.768	0.798	0.73	230	0.468

Again for Tofaş Şahin, males and females do not differ from each other in terms of the importance given to brand name, company name and country-of-origin. Both males and females find these construct unimportant.

Table 7.106. Differences Between Males And Females In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good Opel Vectra Is

<u>Opel Vectra</u>	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
Brand Name	3.435	3.381	0.552	0.507	0.80	242	0.423
Company Name	3.528	3.481	0.501	0.537	0.70	226	0.482
Country-of-Origin	3.542	3.454	0.514	0.552	1.29	225	0.197

Importance given to brand name, company name and country-of-origin does not differ according to the gender of the respondents for Opel Vectra and either of the sexes find them important in telling how good the car brand is.

H 12F) Differences Between Males And Females In Terms Of The Product Attributes Of The Specified Car Brands

In order to find out whether or not males and females differ in terms of their evaluations of the product attributes of the specified car brands, z-tests are done for each of the attributes. For this analyses, some of the attributes are computed:

DESIGN: Interior room of the car, workmanship and overall outlook make up the design.

PERFORMANCE: Speed, technological advancement and acceleration make up performance.

PRICE: Expensiveness to purchase, cost of service and parts, gas consumption and second-hand value make up price.

RIDING QUALITY: Quietness, comfortability, and user-friendliness make up the riding quality.

FEATURES: Range of accessories and colors make up the features.

CONFORMANCE WITH SPECIFICATIONS: This refers to probability of having defects.

Table 7.107. Differences Between Males And Females In Terms Of The Product Attribute Evaluations Of Opel Vectra

<u>Opel Vectra</u>	<u>Group Means</u>		<u>St.Deviations</u>		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
Reliability	3.464	3.427	0.528	0.497	0.57	240	0.570
Durability	3.500	3.390	0.530	0.509	1.65	238	0.100
Service and parts availability	3.278	3.236	0.690	0.620	0.51	243	0.612
Size	2.900	2.781	0.807	0.871	1.10	225	0.273
Design	3.492	3.366	0.433	0.411	2.35	239	0.019
Performance	3.489	3.402	0.19	0.412	1.64	248	0.102
Price	3.337	3.188	0.409	0.371	3.01	242	0.003
Riding Quality	3.502	3.378	0.428	0.413	2.31	237	0.022
Conformance with specifications	3.414	3.390	0.536	0.509	0.35	239	0.725
Features	3.435	3.354	0.436	0.403	1.51	248	0.132

Males and females differ in terms of the evaluation of the design, price and riding quality of Opel Vectra. For the remaining attributes no statistically significant differences are found between the sexes. Males evaluate the design and riding quality of Opel Vectra somewhat better than do females and find the price as more expensive than do the females.

Table 7.108. Differences Between Males And Females In Terms Of The Product Attribute Evaluations Of BMW 5.20

<u>BMW 5.20</u>	<u>Group Means</u>		<u>St.Deviations</u>		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
Reliability	3.600	3.700	0.492	0.460	-1.65	240	0.099
Durability	3.578	3.654	0.496	0.478	-1.23	237	0.221
Service and parts availability	3.357	3.400	0.612	0.680	-0.52	221	0.606
Size	3.328	3.481	0.662	0.586	-1.91	248	0.057
Design	3.623	3.730	0.402	0.360	-2.21	243	0.028
Performance	3.641	3.720	0.338	0.342	-1.83	248	0.068
Price	3.508	3.606	0.427	0.415	-1.82	248	0.070
Riding Quality	3.602	3.715	0.373	0.349	-2.46	240	0.015
Conformance with specifications	3.621	3.709	0.487	0.456	-1.46	240	0.144
Features	3.653	3.759	0.415	0.330	-2.24	247	0.026

Statistically significant differences are found between males and females on the attributes of design, riding quality and features. Females have more positive evaluations about these attributes than the males have. For the remaining attributes, evaluations of the males and females do not differ significantly.

Table 7.109. Differences Between Males And Females In Terms Of The Product Attribute Evaluations Of Tofaş Şahin

<u>Tofaş Şahin</u>	Group Means		St.Deviations		z	df	2-tail p
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
Reliability	1.635	1.572	0.681	0.784	0.67	216	0.505
Durability	1.492	1.399	0.530	0.526	1.52	234	0.131
Service and parts availability	2.321	2.454	1.081	1.170	-0.92	224	0.357
Size	1.871	1.772	0.785	0.809	0.97	248	0.331
Design	1.373	1.306	0.356	0.362	1.48	248	0.140
Performance	1.405	1.331	0.358	0.342	1.64	248	0.101
Price	1.682	1.590	0.441	0.429	1.64	248	0.102
Riding Quality	1.457	1.354	0.420	0.417	1.93	234	0.055
Conformance with specifications	1.542	1.445	0.628	0.629	1.22	233	0.225
Features	1.625	1.468	0.573	0.539	2.21	248	0.028

There are no statistically significant differences between males and females in terms of their evaluations about the attributes of Tofaş Şahin except for the attribute of features including the range of colors and accessories. Here, the evaluations of males are better than the females in terms of the colors and accessories range of the car.

H 12G) Differences Between Males And Females In Terms Of The Brand Personality Of The Specified Car Brands

With the purpose of finding out whether or not there are statistically significant differences between males and females in terms of the brand personality

perception of the specified car brands, z-tests are conducted. Brand personality is examined via the five factors found by Aaker (1997). These are:

COMPETENCE: Contains the attributes of reliable, hardworking, secure, intelligent, technical, logical, successful, leader, and confident.

EXCITEMENT: Contains the characteristics of daring, trendy, exciting, spirited, cool, young, imaginative, unique, up-to-date, dependent, and contemporary.

SINCERITY: Contains the down-to-earth, family-oriented, small town, honest, sincere, real, wholesome, original, cheerful and friendly attributes.

SOPHISTICATION: Includes the characteristics of upper class, good looking, charming, feminine and smooth.

RUGGEDNESS: Includes outdoorsy, masculine, Western, tough and rugged.

Table 7.110. Differences Between Males And Females In Terms Of The Brand Personality Of Opel Vectra

<u>Opel Vectra</u>	Group Means		St.Deviations		z	df	2-tail p
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
Competence	1.715	1.999	0.373	0.377	-5.95	248	0.000
Excitement	1.515	1.595	0.332	0.292	-2.03	244	0.043
Sincerity	0.875	1.173	0.414	0.393	-5.79	248	0.000
Sophistication	1.350	1.336	0.449	0.377	0.26	246	0.794
Ruggedness	1.428	1.143	0.439	0.459	4.99	248	0.000

Differences between males and females are statistically significant for all the brand personality factors except for sophistication. Either of the sexes find Opel Vectra quite competent, excited, somewhat sincere and quite rugged.

Table 7.111. Differences Between Males And Females In Terms Of The Brand Personality Of BMW 5.20

<u>BMW 5.20</u>	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
Competence	1.227	1.4747	0.375	0.446	-4.66	212	0.000
Excitement	2.279	2.274	0.284	0.289	0.15	248	0.880
Sincerity	0.400	0.639	0.439	0.414	-4.37	248	0.000
Sophistication	1.941	2.040	0.442	0.462	-1.72	248	0.087
Ruggedness	1.680	1.694	0.490	0.493	-0.23	248	0.816

Statistically significant differences are found between males and females on the brand personality constructs of competence and sincerity. Females find BMW 5.20 more competent and sincere than do the males. For excitement, sophistication and ruggedness, the perceptions of males and females do not differ. Both find BMW 5.20 quite excited, sophisticated and rugged.

Table 7.112. Differences Between Males And Females In Terms Of The Brand Personality Of Tofaş Şahin

<u>Tofaş Şahin</u>	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail</u>
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
Competence	-0.818	-1.268	0.471	0.454	7.66	237	0.000
Excitement	-0.835	-0.812	0.339	0.359	-0.53	248	0.6
Sincerity	-0.955	-1.304	0.389	0.428	6.75	248	0.000
Sophistication	-1.948	-1.918	0.444	0.445	-0.54	248	0.592
Ruggedness	-0.978	-1.038	0.431	0.388	1.13	248	0.258

Males and females are found to differ from each other in terms of the perception of the competence and sincerity attributes. Females find Tofaş Şahin more unsophisticated and insincere than do the males. For the other characteristics, there are no statistically significant differences between the sexes.

H 12H) Differences Between Males And Females In Terms Of Usage Imagery Of The Specified Car Brands

In order to find out whether or not there are significant differences between males and females in terms of the usage imagery attributes of the car brands, z-tests are done for each of the car brands. Here, the term usage imagery refers to the computed variable which is formed from being appropriate for long distance travels, being appropriate for business, pleasure and functional purpose of use.

Table 7.113. Differences Between Males And Females In Terms Of Usage Imagery Of The Specified Car Brands

	Group Means		St.Deviations		z	df	2-tail p
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
BMW 5.20	3.319	3.377	0.343	0.324	-1.35	248	0.178
Opel Vectra	3.383	3.331	0.434	0.382	1.01	244	0.314
Tofaş Şahin	1.766	1.711	0.415	0.416	1.03	248	0.302

The results indicate that men and women do not differ in terms of the evaluation of the usage imagery attributes for each of the three brands.

H 12I) Differences Between Males And Females In Terms Of User Imagery Of The Specified Car Brands

In order to understand whether or not there are differences between males and females in terms of the evaluations of the user imagery attributes, z-tests are conducted. User imagery attributes are computed from the variables of doing one's best, accomplishing something of great significance, finding out what others think, accepting leadership of others, saying witty and clever things, talking about personal achievements, being able to go and come as others desire, saying what one thinks about things, being loyal to friends, making as many friends as possible, analyzing one's motives, feelings, analyzing the behaviour of others, being leader in the group, telling others how to do their jobs, feeling guilty, feeling inferior, doing new and different things, participating in new fads, attacking contrary points of view, getting revenge for insults, being wealthy, educated, young, being interested in sports, having

an active social life, being employer and being married. The results are presented in Table 7.114

Table 7.114 Differences Between Males And Females In Terms Of User Imagery Of The Specified Car Brands

	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
BMW 5.20	3.300	3.382	0.296	0.296	-2.19	248	0.029
Opel Vectra	3.305	3.255	0.269	0.252	1.50	248	0.134
Tofaş Şahin	1.730	1.643	0.359	0.350	1.45	248	0.147

Males and females differ significantly in terms of the user related attributes only for BMW 5.20. No differences are found between the sexes for Opel Vectra and Tofaş Şahin.

H 12J) Differences Between Males And Females In Terms Of The Congruence Between Self-image And Product Image

For the purpose of exploring whether or not there are differences between males and females with respect to the congruence felt between self-image and car brand image, z-tests are utilized. Self-image is analyzed as the combination of actual self-image, ideal self-image, social self-image, ideal social self-image and expected self-image.

Table 7.115 Differences Between Males And Females In Terms Of The Congruence Between Self-image And Product Image

	Group Means		St.Deviations		z	df	2-tail p
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>			
BMW 5.20	3.522	3.625	0.372	0.361	-2.20	237	0.029
Opel Vectra	3.374	3.380	0.383	0.394	-0.12	248	0.908
Tofaş Şahin	1.487	1.394	0.366	0.366	1.98	248	0.048

Males and females differ from each other in terms of the congruence felt between their self-images and the images of the cars for BMW 5.20 and Tofaş Şahin. Females agree more strongly than do males that the image of BMW 5.20 reflects their self-image and females disagree more strongly than do males that the image of Tofaş Şahin reflects their self-images. For Opel Vectra, both sexes agree at the same level that the image of the car reflects their self-images.

H13) Investigation of The Differences Between Marital Status Groups

In order to find out whether or not there are statistically significant differences between the marital status groups in terms of the intention to buy the specified car brands, satisfaction with these car brands, confidence in the purchase decision for these brands and brand image perceptions, evaluations about the product attributes, brand personality, user and usage imagery attributes and self-image-product image congruence, z-tests are conducted.

H 13A) Differences Between Married And Single People In Intention To Buy The Specified Car Brands

In order to find out whether or not there are differences between married and single respondents in terms of their intention to buy the specified car brands, z-tests are conducted.

Table 7.116. Differences Between Married And Single People In Intention To Buy The Specified Car Brands

<u>Intention To Buy</u>	<u>Group Means</u>		<u>St.Deviations</u>		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
BMW 5.20	3.411	3.825	0.494	0.382	-7.24	195	0.000
Tofaş Şahin	1.594	1.175	0.504	0.382	7.27	199	0.000
Opel Vectra	3.582	3.175	0.495	0.382	7.13	195	0.000

There are significant differences between married and single respondents in terms of their intention to buy the specified car brands. Single respondents have a more definite will to buy BMW 5.20 than do the married respondents. Married people prefer Opel Vectra more strongly than do the singles. Singles also agree that they will not buy Tofaş Şahin more strongly than do the married ones.

H 13B) Differences Between Married And Single People In Satisfaction With The Specified Car Brands

In order to find out whether or not there are differences between married and single respondents in terms of satisfaction with these car brands, z-tests are conducted.

Table 7.117. Differences Between Married And Single People In Satisfaction With The Specified Car Brands

<u>Satisfaction With</u>	<u>Group Means</u>		<u>St.Deviations</u>		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
Tofaş Şahin	3.417	3.775	0.495	0.420	-5.92	179	0.000
Opel Vectra	1.635	1.412	0.518	0.520	3.17	248	0.002
BMW 5.20	1.511	1.275	0.501	0.449	3.74	171	0.000

Table 7.117 shows that married and singles differ significantly from each other in terms of the satisfaction with the specified car brands. Single respondents are found to be more satisfied with BMW 5.20 and Opel Vectra than are the married ones and singles are also more unsatisfied with Tofaş Şahin than are the married respondents.

H 13C) Differences Between Married And Single People In Confidence In The Purchase Decision For The Specified Car Brands

In order to find out whether or not there are differences between married and single respondents in terms of confidence in the purchase decision for the car brands, z-tests are conducted.

Table 7.118. Differences Between Married And Single People In Confidence In The Purchase Decision For The Specified Car Brands

<u>Confidence In</u>	<u>Group Means</u>		<u>St.Deviations</u>		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
Opel Vectra	1.529	1.287	0.501	0.455	3.79	168	0.000
BMW 5.20	1.517	1.212	0.501	0.412	5.09	185	0.000
Tofaş Şahin	3.464	3.725	0.500	0.503	-3.83	154	0.000

For the confidence in the purchase decision for the specified car brands, married and single respondents differ significantly such that singles are more confident with their purchase decisions for BMW 5.20 and Opel Vectra than are the married ones and they are more unconfident with the purchase decision of Tofaş Şahin when compared with the married ones.

H 13D) Differences Between Married And Single People In Brand Image Perception Of The Specified Car Brands

In order to find out whether or not there are differences between married and single respondents in terms of their evaluations of the brand images of the cars, z-tests are conducted.

Table 7.119. Differences Between Married And Single People In Brand Image Perception Of The Specified Car Brands

<u>Brand Image</u>	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
BMW 5.20	1.482	1.125	0.501	0.333	6.68	220	0.000
Tofaş Şahin	3.388	3.812	0.524	0.424	-6.83	188	0.000
Opel Vectra	1.576	1.237	0.496	0.457	5.32	166	0.000

Table 7.119 indicates that there are significant differences between married and single respondents with respect to their evaluations of the brand images of the cars. Singles have more positive evaluations about the images of BMW 5.20 and Opel Vectra than do the married ones and they have more negative evaluations about the image of Tofaş Şahin than the married ones have.

H 13E) Differences Between Married And Single People In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good A Given Car Is

For each of the car brands, z-tests are conducted to find out the differences between married and single ones in terms of the importance given to brand name, company name and country-of-origin of the cars.

Table 7.120. Differences Between Married And Single People In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good BMW 5.20 Is

<u>BMW 5.20</u>	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
Brand Name	3.429	3.837	0.531	0.371	-7.02	212	0.000
Company Name	3.441	3.750	0.532	0.516	-4.37	159	0.000
Country-of-Origin	3.394	3.825	0.514	0.382	-7.41	202	0.000

For BMW 5.20, married and single respondents differ in terms of the importance given to the brand name, company name and country-of-origin of the car brand. Singles find these construct more important than the married ones do in deciding how good BMW 5.20 is.

Table 7.121. Differences Between Married And Single People In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good Tofaş Şahin Is

<u>Tofaş Şahin</u>	Group Means		St.Deviations		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
Brand Name	1.841	1.650	0.628	0.813	1.86	125	0.065
Company Name	1.922	1.725	0.710	0.993	1.65	118	0.101
Country-of-Origin	2.082	1.725	0.741	0.811	3.34	143	0.001

Married and single respondents differ from each other only in terms of the importance given to country-of-origin of Tofaş Şahin. Here, married respondents give importance to country-of-origin more than the singles do.

Table 7.122 Differences Between Married And Single People In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good Opel Vectra Is

<u>Opel Vectra</u>	<u>Group Means</u>		<u>St.Deviations</u>		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
Brand Name	3.529	3.162	0.535	0.434	5.77	187	0.000
Company Name	3.611	3.287	0.501	0.482	4.90	160	0.000
Country-of-Origin	3.558	3.387	0.532	0.515	2.4	248	0.017

With respect to the importance given to brand name, company name and country-of-origin of Opel Vectra, respondents are found to be different from each other via their marital status. Married respondents give importance to these constructs more than the singles do.

H 13F) Differences Between Married And Single People In Terms Of The Product Attributes Of The Specified Car Brands

With the purpose of finding out whether or not there are differences between married and single respondents in terms of their evaluations of the product attributes of the car brands, z-tests are utilized.

For this analyses, some of the attributes are computed:

DESIGN: Interior room of the car, workmanship and overall outlook make up the design.

PERFORMANCE: Speed, technological advancement and acceleration make up performance.

PRICE: Expensiveness to purchase, cost of service and parts, gas consumption and second-hand value make up price.

RIDING QUALITY: Quietness, comfortability, and user-friendliness make up the riding quality.

FEATURES: Range of accessories and colors make up the features.

CONFORMANCE WITH SPECIFICATIONS: This refers to probability of having defects.

Table 7.123. Differences Between Married And Single People In Terms Of The Product Attribute Evaluations Of Opel Vectra

<u>Opel Vectra</u>	<u>Group Means</u>		<u>St.Deviations</u>		<u>z</u>	<u>df</u>	<u>2-tail</u>
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
Reliability	3.535	3.262	0.512	0.470	4.16	167	0.000
Durability	3.535	3.275	0.523	0.477	3.90	168	0.000
Service and parts availability	3.317	3.137	0.700	0.545	2.22	194	0.028
Size	2.900	2.737	0.895	0.689	1.58	196	0.117
Design	3.560	3.175	0.422	0.305	8.21	207	0.000
Performance	3.566	3.206	0.403	0.335	7.42	183	0.000
Price	3.354	3.096	0.409	0.312	5.49	198	0.000
Riding Quality	3.547	3.237	0.422	0.349	6.11	184	0.000
Conformance with specifications	3.488	3.225	0.547	0.420	4.18	196	0.000
Features	3.482	3.225	0.435	0.337	5.12	195	0.000

According to Table 7.123, there are significant differences between married and single respondents in terms of their evaluations of the attributes of Opel Vectra except for the attribute of size. Married respondents evaluated these attributes more positively than do the singles.

Table 7.124. Differences Between Married And Single People In Terms Of The Product Attribute Evaluations Of BMW 5.20

<u>BMW 5.20</u>	Group Means		St.Deviations		z	df	2-tail p
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
Reliability	3.547	3.850	0.499	0.359	-5.46	207	0.000
Durability	3.511	3.825	0.501	0.382	-5.45	197	0.000
Service and parts availability	3.288	3.562	0.570	0.744	-2.92	124	0.004
Size	3.276	3.650	0.586	0.658	-4.52	248	0.000
Design	3.570	3.883	0.396	0.260	-7.43	221	0.000
Performance	3.585	3.868	0.345	0.239	-7.54	214	0.000
Price	3.458	3.750	0.419	0.362	-5.63	177	0.000
Riding Quality	3.566	3.833	0.362	0.305	-6.07	181	0.000
Conformance with specifications	3.594	3.800	0.493	0.403	-3.5	186	0.001
Features	3.623	3.862	0.384	0.328	-5.08	179	0.000

For all of the attributes of BMW 5.20, married and single respondents differ in terms of their evaluations such that singles have more positive views than the married ones.

Table 7.125. Differences Between Married And Single People In Terms Of The Product Attribute Evaluations Of Tofaş Şahin

<u>Tofaş Şahin</u>	<u>Group Means</u>		<u>St.Deviations</u>		<u>z</u>	<u>df</u>	<u>2-tail p</u>
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
Reliability	1.700	1.412	0.669	0.807	2.96	248	0.003
Durability	1.471	1.237	0.534	0.457	4.73	178	0.000
Service and parts availability	2.476	2.175	1.073	1.199	1.92	140	0.057
Size	1.935	1.600	0.747	0.851	3.02	138	0.003
Design	1.413	1.195	0.369	0.289	5.07	193	0.000
Performance	1.452	1.203	0.354	0.284	5.98	189	0.000
Price	1.729	1.456	0.429	0.397	4.81	248	0.000
Riding Quality	1.517	1.187	0.424	0.313	6.91	203	0.000
Conformance with specifications	1.629	1.225	0.642	0.503	5.41	193	0.000
Features	1.650	1.356	0.527	0.586	3.97	248	0.000

Except for the attribute of service and parts availability on which both the single and married respondents have the same view, respondents differ in terms of their evaluations via their marital status. When compared with singles, married respondents have more positive evaluations about the attributes of Tofaş Şahin.

H 13G) Differences Between Married And Single People In Terms Of The Brand Personality Of The Specified Car Brands

To find out whether or not brand personality of the car brands differ according to the marital status of the respondents, z-tests are utilized. Brand personality is examined via the five factors found by Aaker (1997). These are:

COMPETENCE: Contains the attributes of reliable, hardworking, secure, intelligent, technical, logical, successful, leader, and confident.

EXCITEMENT: Contains the characteristics of daring, trendy, exciting, spirited, cool, young, imaginative, unique, up-to-date, dependent, and contemporary.

SINCERITY: Contains the down-to-earth, family-oriented, small town, honest, sincere, real, wholesome, original, cheerful and friendly attributes.

SOPHISTICATION: Includes the characteristics of upper class, good looking, charming, feminine and smooth.

RUGGEDNESS: Includes outdoorsy, masculine, Western, tough and rugged.

Table 7.126. Differences Between Married And Single People In Terms Of The Brand Personality Of Opel Vectra

<u>Opel Vectra</u>	<u>Group Means</u>		<u>St.Deviations</u>		<u>t</u>	<u>df</u>	<u>2-tail p</u>
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
Competence	1.807	1.909	0.406	0.378	-1.90	248	0.058
Excitement	1.541	1.571	0.324	0.301	-0.71	248	0.480
Sincerity	0.988	1.045	0.420	0.452	-0.95	145	0.345
Sophistication	1.344	1.342	0.444	0.360	0.04	187	0.967
Ruggedness	1.314	1.280	0.477	0.453	0.54	248	0.592

Table 7.127. Differences Between Married And Single People In Terms Of The Brand Personality Of BMW 5.20

<u>BMW 5.20</u>	Group Means		St.Deviations		<u>t</u>	<u>df</u>	<u>2-tail p</u>
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
Competence	1.319	1.373	0.411	0.453	-0.95	248	0.344
Excitement	2.269	2.295	0.293	0.269	-0.68	248	0.495
Sincerity	0.487	0.543	0.436	0.459	-0.92	147	0.361
Sophistication	1.975	2.005	0.469	0.419	-0.50	171	0.615
Ruggedness	1.707	1.642	0.494	0.482	0.97	248	0.329

Table 7.128. Differences Between Married And Single People In Terms Of The Brand Personality Of Tofaş Şahin

<u>Tofaş Şahin</u>	Group Means		St.Deviations		<u>t</u>	<u>df</u>	<u>2-tail p</u>
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
Competence	-1.003	-1.004	0.477	0.587	0.55	129	0.585
Excitement	-0.802	-0.875	0.369	0.294	1.55	248	0.122
Sincerity	-1.078	-1.173	0.426	0.468	1.60	248	0.111
Sophistication	-1.944	-1.915	0.448	0.437	-0.49	248	0.623
Ruggedness	-1.034	-0.942	0.413	0.409	-1.64	248	0.102

No significant differences between married and single respondents are found in terms of their perceptions of the brand personality of the car brands. Both of the groups find BMW 5.20 and Opel Vectra competent, sophisticated, exciting, rugged

while the reverse of these evaluations are available for Tofaş Şahin . While BMW 5.20 is of neutral sincerity, Opel Vectra is somewhat sincere and Tofaş Şahin is insincere.

H 13H) Differences Between Married And Single People In Terms Of Usage Imagery Of The Specified Car Brands

In order to find out whether or not there are significant differences between married ones and singles in terms of the usage and user imagery attributes of the car brands, z-tests are conducted for each of the car brands. Here, the term usage imagery refers to the computed variable which is formed from being appropriate for long distance travels, being appropriate for business, pleasure and functional purpose of use. User imagery attributes are computed from the variables of doing one's best, accomplishing something of great significance, finding out what others think, accepting leadership of others, saying witty and clever things, talking about personal achievements, being able to go and come as others desire, saying what one thinks about things, being loyal to friends, making as many friends as possible, analyzing one's motives, feelings, analyzing the behaviour of others, being leader in the group, telling others how to do their jobs, feeling guilty, feeling inferior, doing new and different things, participating in new fads, attacking contrary points of view, getting revenge for insults, being wealthy, educated, young, being interested in sports, having an active social life, being employer and being married.

Table 7.129. Differences Between Married And Single People In Terms Of Usage Imagery Of The Specified Car Brands

	Group Means		St.Deviations		t	df	2-tail p
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
BMW 5.20	3.272	3.500	0.320	0.316	-5.27	248	0.000
Opel Vectra	3.350	3.384	0.422	0.392	-0.63	165	0.529
Tofaş Şahin	1.854	1.503	0.374	0.401	6.77	248	0.000

Except for Opel Vectra, married and single respondents differ significantly in terms of their evaluations about the usage imagery attributes of the car brands. Singles for BMW 5.20 and married ones for Tofaş Şahin have better evaluations about the usage imagery attributes.

H 13I) Differences Between Married And Single People In Terms Of User Imagery Of The Specified Car Brands

In order to find out the differences between married and single people in terms of user imagery of the car brands, the following analyses are conducted.

Table 7.130 Differences Between Married And Single People In Terms Of User Imagery Of The Specified Car Brands

	Group Means		St.Deviations		t	df	2-tail p
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
BMW 5.20	3.261	3.495	0.292	0.244	-6.61	182	0.000
Opel Vectra	3.325	3.194	0.262	0.242	3.88	166	0.000
Tofaş Şahin	1.798	1.494	0.344	0.288	7.32	182	0.000

Married and single respondents are found to be different from each other, in terms of their evaluations about the user imagery attributes of the specified car brands. Singles for Opel and BMW, and married ones for Tofaş Şahin have more positively evaluated the user imagery attributes.

H 13J) Differences Between Married And Single People In Terms Of The Congruence Between Self-image And Product Image

With the aim of exploring whether or not there are differences between married respondents and single ones with respect to the congruence felt between self-image and car brand image, z-tests are utilized. Self-image is analyzed as the combination of actual self-image, ideal self-image, social self-image, ideal social self-image and expected self-image.

Table 7.131. Differences Between Married And Single People In Terms Of The Congruence Between Self-image And Product Image

	Group Means		St.Deviations		t	df	2-tail p
	<u>Married</u>	<u>Single</u>	<u>Married</u>	<u>Single</u>			
BMW 5.20	3.481	3.752	0.359	0.323	-5.97	170	0.000
Opel Vectra	3.354	3.425	0.376	0.408	-1.31	144	0.191
Tofaş Şahin	1.545	1.235	0.359	0.291	7.29	187	0.000

Table 7.131 shows that married and single respondents differ from each other in terms of the congruence felt between their self-images and the images of the cars for BMW 5.20 and Tofaş Şahin. Singles agree more strongly than do married ones that the image of BMW 5.20 reflects their self-image and singles disagree more strongly than do married ones that the image of Tofaş Şahin reflects their self-images. For Opel Vectra, both of the categories agree at the same level that the image of the car reflects their self-images.

H14) Investigation of The Differences Among Age Groups

In order to find out whether or not there are statistically significant differences among the age groups in terms of the intention to buy the specified car brands, satisfaction with these car brands, confidence in the purchase decision for these brands and brand image perceptions, evaluations about the product attributes, brand personality, user and usage imagery attributes and self-image-product image

congruence, One-way ANOVA analyses are conducted. The age groups studied here are as follows:

Group 1: 19-25

Group 2: 26-35

Group 3: 36-55

H 14A) Differences Among The Age Groups In Intention To Buy The Specified Car Brands

Table 7.132. Differences Among The Age Groups In Intention To Buy The Specified Car Brands

<u>Intention To Buy</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.843	3.441	3.303	0.363	0.498	0.464	29.15	0.000
Tofaş Şahin	1.156	1.567	1.696	0.365	0.515	0.464	28.60	0.000
Opel Vectra	3.156	3.549	3.696	0.363	0.499	0.464	28.59	0.000

As can be seen from Table 7.132, there are significant differences among the age groups with respect to their intention to buy the specified car brands. Those aged between 19-25 is the most intended group to buy BMW 5.20, those aged between 36-55 is the most intended group to buy Opel Vectra. Respondents aged between 19-25 constitute the group that has the most unwillingness to buy Tofaş Şahin.

H14B) Differences Among The Age Groups In Satisfaction With The Specified Car Brands

Table 7.133 Differences Among The Age Groups In Satisfaction With The Specified Car Brands

<u>Satisfaction With</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Tofaş Şahin	3.783	3.477	3.267	0.414	0.501	0.446	22.17	0.000
Opel Vectra	1.373	1.585	1.803	0.511	0.530	0.443	12.27	0.000
BMW 5.20	1.241	1.486	1.625	0.430	0.502	0.488	11.99	0.000

The results indicate that age groups differ from each other significantly in terms of the satisfaction felt with each of the specified car brands. The group that is most satisfied with Opel Vectra and BMW 5.20 is the 19-25 age group, and this group also is the most unsatisfied one with respect to Tofaş Şahin.

H 14C) Differences Among The Age Groups In Confidence In The Purchase Decision For The Specified Car Brands

Table 7.134. Differences Among The Age Groups In Confidence In The Purchase Decision For The Specified Car Brands

<u>Confidence In</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Opel Vectra	1.277	1.513	1.589	0.450	0.502	0.496	8.5608	0.0003
BMW 5.20	1.204	1.504	1.571	0.406	0.502	0.499	13.29	0.0000
Tofaş Şahin	3.747	3.513	3.321	0.490	0.502	0.471	13.03	0.0000

For the confidence in the purchase decision for the specified car brands, there exist statistically significant differences among the age groups. The group that is confident with the purchase decision of Opel Vectra and BMW 5.20 at most is the 19-25 age group and they are also the most unconfident respondents with the purchase decision of Tofaş Şahin.

H 14D) Differences Among The Age Groups In Brand Image Perception For The Specified Car Brands

Table 7.135. Differences Among The Age Groups In Brand Image Perception For The Specified Car Brands

<u>Brand Image</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	1.120	1.504	1.464	0.327	0.502	0.503	18.77	0.0000
Tofaş Şahin	3.831	3.423	3.267	0.407	0.531	0.485	27.03	0.0000
Opel Vectra	1.216	1.531	1.714	0.443	0.501	0.455	20.33	0.0000

It is found that age groups differ from each other with respect to their perceptions of the brand images of the cars. Those aged between 19-25 have the most positive evaluation about BMW 5.20 and Opel Vectra and the most negative view about Tofaş Şahin when compared with the other age groups.

**H 14E) Differences Among Age Groups In Importance Given To Brand Name,
Company Name And Country-of-Origin In Deciding How Good A
Given Car Is**

One-way ANOVA analyses are done for each of the specified car brands with the purpose of finding out whether or not there are significant differences among the age groups in terms of the importance given to brand name, company name and country-of-origin of the car brands in deciding how good the cars are.

**Table 7.136. Differences Among Age Groups In Importance Given To Brand Name,
Company Name And Country-of-Origin In Deciding How Good BMW
5.20 Is**

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
<u>BMW 5.20</u>								
Brand Name	3.843	3.468	3.321	0.365	0.536	0.508	23.44	0.0000
Company Name	3.759	3.468	3.357	0.508	0.553	0.483	11.72	0.0000
Country-of-Origin	3.843	3.405	3.321	0.365	0.511	0.508	28.18	0.0000

There are significant differences among the age groups in terms of the importance given to brand name, company name and country-of-origin of BMW 5.20. The group that find the brand name, company name and country-of-origin most important for deciding how good BMW 5.20 is the 19-25 age group.

Table 7.137. Differences Among Age Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good Tofaş Şahin Is

<u>Tofaş Şahin</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Brand Name	1.626	1.810	1.946	0.807	0.639	0.585	3.8060	0.0236
Company Name	1.674	1.936	2.000	0.989	0.717	0.660	3.54	0.0307
Country-of-Origin	1.759	2.045	2.125	0.877	0.705	0.715	4.79	0.0091

Age groups are found to be significantly different from each other in terms of the importance given to brand name, company name and country-of-origin of Tofaş Şahin. Those aged between 19-25 find brand name, company name and country-of-origin unimportant more than the other groups.

Table 7.138. Differences Among Age Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good Opel Vectra Is

<u>Opel Vectra</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Brand Name	3.132	3.495	3.660	0.435	0.537	0.477	22.12	0.0000
Company Name	3.253	3.594	3.714	0.464	0.511	0.455	18.38	0.0000
Country-of-Origin	3.373	3.522	3.660	0.511	0.536	0.514	5.16	0.0064

It is found that age groups differ from each other significantly in terms of the importance given to brand name, company name, country-of-origin for Opel Vectra.

Group 3 that is aged between 36-55 finds the brand name, company name and country-of-origin important more than the other groups.

H 14F) Differences Among Age Groups In Terms Of The Product Attributes Of The Specified Car Brands

In order to find out whether or not age groups differ in terms of their evaluations of the product attributes of the specified car brands, One-way ANOVA analyses are done for each of the attributes. Computed variables can be found in Hypothesis 13F.

Table 7.139. Differences Among Age Groups In Terms Of The Product Attribute Evaluations Of Opel Vectra

<u>Opel Vectra</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Reliability	3.265	3.513	3.589	0.470	0.519	0.496	8.79	0.0002
Durability	3.253	3.504	3.642	0.464	0.537	0.483	11.17	0.0000
Service and Parts Availability	3.132	3.288	3.392	0.558	0.665	0.755	2.84	0.0606
Size	2.759	2.828	3.017	0.636	0.882	0.981	1.66	0.1919
Design	3.156	3.543	3.642	0.286	0.416	0.416	35.47	0.0000
Performance	3.195	3.538	3.656	0.322	0.406	0.383	30.62	0.0000
Price	3.081	3.337	3.424	0.289	0.401	0.431	16.99	0.0000
Riding Quality	3.228	3.510	3.648	0.333	0.430	0.399	21.55	0.0000
Conformance With Specifications	3.216	3.495	3.500	0.414	0.520	0.603	8.42	0.0003
Features	3.216	3.450	3.571	0.333	0.431	0.430	14.63	0.0000

The figures indicate that age groups differ significantly for all of the product attributes except for service and parts availability and size of Opel Vectra. The three age groups agree at the same level that Opel Vectra has a service and parts system which is extensively distributed and they agree at a lower degree with the statement that the car is easy to park when its size is taken into consideration. For all the remaining attributes those aged between 36-55 evaluates the attributes of Opel Vectra as being better than do the other groups.

Table 7.140 Differences Among Age Groups In Terms Of The Product Attribute Evaluations Of BMW 5.20

<u>BMW 5.20</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Reliability	3.867	3.558	3.482	0.341	0.498	0.504	15.58	0.0000
Durability	3.819	3.513	3.500	0.387	0.502	0.504	12.22	0.0000
Service and Parts Availability	3.554	3.342	3.178	0.784	0.530	0.543	6.25	0.0023
Size	3.662	3.306	3.178	0.649	0.552	0.635	12.90	0.0000
Design	3.895	3.603	3.470	0.249	0.398	0.374	28.35	0.0000
Performance	3.876	3.599	3.531	0.225	0.357	0.320	26.76	0.0000
Price	3.753	3.497	3.361	0.354	0.424	0.401	18.09	0.0000
Riding Quality	3.839	3.585	3.506	0.296	0.373	0.336	19.72	0.0000
Conformance With Specifications	3.795	3.594	3.589	0.406	0.493	0.496	5.22	0.0061
Features	3.879	3.621	3.589	0.308	0.388	0.382	15.38	0.0000

There are significant differences among the age groups with respect to their evaluations of all the product attributes of BMW 5.20. Those aged between 19-25 give the best evaluations to these attributes among all of the age groups.

Table 7.141. Differences Among Age Groups In Terms Of The Product Attribute Evaluations Of Tofaş Şahin

<u>Tofaş Şahin</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Reliability	1.397	1.630	1.875	0.795	0.645	0.689	7.70	0.0006
Durability	1.253	1.522	1.589	0.464	0.536	0.531	9.3	0.0001
Service and Parts Availability	2.204	2.441	2.517	1.217	1.092	1.008	1.62	0.2017
Size	1.614	1.927	1.946	0.867	0.771	0.672	4.61	0.0108
Design	1.180	1.402	1.470	0.281	0.376	0.346	14.98	0.0000
Performance	1.189	1.427	1.535	0.274	0.339	0.367	21.62	0.0000
Price	1.430	1.707	1.825	0.393	0.418	0.418	18.06	0.0000
Riding Quality	1.164	1.537	1.529	0.296	0.438	0.385	25.71	0.0000
Conformance With Specifications	1.192	1.630	1.696	0.454	0.631	0.685	16.95	0.0000
Features	1.343	1.635	1.714	0.573	0.534	0.512	9.91	0.0001

Table 7.141. shows that there are significant differences among the age groups in terms of their evaluations of the product attributes of Tofaş Şahin except for the attribute of service and parts availability. Those aged between 19-25 evaluates the remaining attributes negatively more than the other age groups do.

H 14G) Differences Among Age Groups In Terms Of The Brand Personality Of The Specified Car Brands

One-way ANOVA analyses are conducted in order to find out if there are differences among the age groups in terms of their brand personality perceptions. Computed variables can be found in Hypothesis 13G.

Table 7.142. Differences Among Age Groups In Terms Of The Brand Personality Of Opel Vectra

<u>Opel Vectra</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Competence	1.894	1.779	1.879	0.398	0.395	0.411	2.32	0.1011
Excitement	1.547	1.570	1.517	0.318	0.323	0.301	0.51	0.6012
Sincerity	1.045	0.989	0.982	0.449	0.378	0.497	0.52	0.5935
Sophistication	1.347	1.329	1.367	0.364	0.430	0.471	0.16	0.8549
Ruggedness	1.255	1.340	1.300	0.444	0.472	0.498	0.78	0.4582

Table 7.143. Differences Among Age Groups In Terms Of The Brand Personality Of BMW 5.20

<u>BMW 5.20</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Competence	1.342	1.324	1.351	0.458	0.421	0.385	0.0872	0.9165
Excitement	2.288	2.269	2.277	0.267	0.298	0.289	0.1002	0.9047
Sincerity	0.518	0.495	0.507	0.449	0.471	0.377	0.0616	0.9402
Sophistication	1.988	2.000	1.950	0.420	0.484	0.438	0.23	0.7958
Ruggedness	1.631	1.740	1.660	0.477	0.484	0.518	1.28	0.2801

Table 7.144. Differences Among Age Groups In Terms Of The Brand Personality Of Tofaş Şahin

<u>Tofaş Şahin</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Competence	-1.021	-1.011	-1.019	0.597	0.489	0.421	0.0112	0.9888
Excitement	-0.869	-0.807	-0.795	0.286	0.326	0.455	1.03	0.3594
Sincerity	-1.147	-1.093	-1.082	0.462	0.418	0.456	0.47	0.6218
Sophistication	-1.865	-1.955	-2.000	0.515	0.435	0.323	1.75	0.1754
Ruggedness	-0.968	-1.045	-0.978	0.404	0.410	0.430	0.95	0.3854

There are no statistically significant differences among the age groups in terms of their perceptions of the brand personality of Opel Vectra, BMW 5.20 and Tofaş Şahin. In other words, it is found that brand personality evaluations for these three car brands do not change according to the age groups of the respondents.

H 14H) Differences Among Age Groups In Terms Of Usage Imagery Of The Specified Car Brands

With the purpose of understanding whether or not there are significant differences among the age groups with respect to the usage imagery attributes of the car brands, One-way ANOVA analyses are conducted. Usage imagery refers to the computed variable which is formed from being appropriate for long distance travels, being appropriate for business, pleasure and functional purpose of use.

Table 7.145. Differences Among Age Groups In Terms Of Usage Imagery Of The Specified Car Brands

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.506	3.292	3.209	0.302	0.328	0.308	17.47	0.0000
Opel Vectra	3.394	3.331	3.370	0.398	0.423	0.410	0.58	0.5596
Tofaş Şahin	1.494	1.815	1.964	0.388	0.392	0.306	30.31	0.0000

It can be seen from Table 7.145 that except for Opel Vectra, age groups differ significantly in terms of their evaluations about the usage related attributes. The most positive evaluation for BMW 5.20 comes from 19-25 age group and for Tofaş Şahin from 36-55 age group.

H 14I) Differences Among Age Groups In Terms Of User Imagery Of The Specified Car Brands

With the purpose of understanding whether or not there are significant differences among the age groups with respect to the user imagery attributes of the car brands, One-way ANOVA analyses are conducted. User imagery attributes are computed from the variables of doing one's best, accomplishing something of great significance, finding out what others think, accepting leadership of others, saying witty and clever things, talking about personal achievements, being able to go and come as others desire, saying hat one thinks about things, being loyal to friends, making as many friends as possible, analyzing one's motives, feelings, analyzing the behaviour of others, being leader in the group, telling others how to do their jobs, feeling guilty, feeling inferior, doing new and different things, participating in new fads, attacking contrary points of view, getting revenge for insults, being wealthy, educated, young, being interested in sports, having an active social life, being employer and being married.

Table 7.146. Differences Among Age Groups In Terms Of User Imagery Of The Specified Car Brands

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.498	3.287	3.195	0.226	0.299	0.286	23.61	0.0000
Opel Vectra	3.191	3.306	3.373	0.239	0.263	0.254	9.45	0.0001
Tofaş Şahin	1.492	1.774	1.865	0.273	0.359	0.315	27.39	0.0000

It is found that evaluations of the user related attributes of each of the car brands differ significantly among the age groups. The most positive evaluation for BMW 5.20 comes from 19-25 age group, for Opel Vectra from 36-55 age group and for Tofaş Şahin from 36-55 age group.

H 14J) Differences Among Age Groups In Terms Of The Congruence Between Self-image And Product Image

One-way ANOVA analyses are done to investigate the differences among the age groups in terms of the their evaluations of the congruence between self-image of the respondents and product images of the specified car brands. Self-image is analyzed as the combination of actual self-image, ideal self-image, social self-image, ideal social self-image and expected self-image.

Table 7.147. Differences Among Age Groups In Terms Of The Congruence Between Self-image And Product Image

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.763	3.508	3.396	0.311	0.350	0.366	22.40	0.0000
Opel Vectra	3.414	3.338	3.396	0.417	0.373	0.366	1.00	0.3692
Tofaş Şahin	1.214	1.531	1.621	0.277	0.372	0.309	32.19	0.0000

Except for Opel Vectra, there are significant differences among the age groups in terms of their evaluations of the congruence between their self-images and product

images of BMW 5.20 and Tofaş Şahin. Those aged between 19-25 constitute the group who agreed more strongly than do the other groups that the image of BMW 5.20 reflects their self-images and who disagreed more strongly than the others that the image of Tofaş Şahin reflects their self-images.

H15) Investigation Of The Differences Among Educational Groups

One-way Anova analyses are done in order to see whether or not there are differences among the educational groups in terms of

Intention to buy

Satisfaction with the specified car brands

Confidence in the purchase decision for the car brands

Brand image perceptions

Importance given to brand name, company name and country-of-origin

Evaluations of the product attributes

Brand personality evaluations of the car brands

Usage imagery related attributes

User imagery related attributes

Congruence between the image of the cars and self-images of the respondents

The educational groups studied here are as follows:

Group 1: High school

Group 2: University

Group 3: Graduate Degree

H15A) Differences Among The Educational Groups In Intention To Buy The Specified Car Brands

Table 7.148. Differences Among The Educational Groups In Intention To Buy The Specified Brands

<u>Intention To Buy</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.426	3.411	3.840	0.498	0.494	0.369	22.05	0.000
Tofaş Şahin	1.573	1.598	1.160	0.498	0.511	0.369	21.93	0.000
Opel Vectra	3.573	3.579	3.160	0.498	0.496	0.369	21.37	0.000

There are statistically significant differences among the educational groups in terms of their intention to buy the specified car brands. Those having graduate degrees are inclined to buy BMW 5.20 more than the other groups, university graduates have stronger intention for buying Opel Vectra than the other groups and university graduates constitute the group that show the most unwillingness for buying Tofaş Şahin among all the other groups.

H15B) Differences Among The Educational Groups In Satisfaction With The Specified Car Brands

Table 7.149. Differences Among The Educational Groups In Satisfaction With The Specified Car Brands

<u>Satisfaction With</u>	<u>Mean</u>			<u>St.Deviation</u>			<u>Fratio</u>	<u>Fprob.</u>
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>		
Tofaş Şahin	3.382	3.448	3.786	0.489	0.499	0.412	15.98	0.000
Opel Vectra	1.705	1.588	1.400	0.520	0.513	0.519	6.45	0.018
BMW 5.20	1.529	1.486	1.280	0.502	0.502	0.452	5.64	0.040

Educational groups differ significantly from each other in terms of the satisfaction with the specified car brands. Those having graduate studies are satisfied with BMW 5.20 and Opel Vectra and are dissatisfied with Tofaş Şahin more than the other groups are.

H 15C) Differences Among The Educational Groups In Confidence In The Purchase Decision For The Specified Car Brands

Table 7.150. Differences Among The Educational Groups In Confidence In The Purchase Decision For The Specified Car Brands

<u>Confidence In</u>	<u>Mean</u>			<u>St.Deviation</u>			<u>Fratio</u>	<u>Fprob.</u>
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>		
Opel Vectra	1.529	1.532	1.266	0.502	0.501	0.445	7.80	0.0005
BMW 5.20	1.485	1.523	1.213	0.503	0.501	0.412	10.18	0.0001
Tofaş Şahin	3.411	3.504	3.733	0.495	0.502	0.502	8.06	0.0004

Significant differences are found among educational groups in terms of the confidence in the purchase decision for the car brands. The group having graduate degree is confident with the purchase decision of Opel Vectra and BMW 5.20 and unconfident with the purchase decision of Tofaş Şahin more than the other groups are.

H15D) Differences Among The Educational Groups In Brand Image Perception For The Specified Car Brands

Table 7.151. Differences Among The Educational Groups In Brand Image Perception For The Specified Car Brands

<u>Brand Image</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	1.382	1.532	1.120	0.489	0.501	0.327	18.37	0.0000
Tofaş Şahin	3.382	3.411	3.813	0.519	0.531	0.425	18.13	0.0000
Opel Vectra	1.588	1.560	1.226	0.495	0.498	0.452	13.36	0.0000

Brand image perceptions are found to be changing according to the educational level of the respondents. The most positive evaluations about the images of Opel Vectra and BMW 5.20 come from the graduate study group. This group also indicates the most negative view about the brand image of Tofaş Şahin.

H 15E) Differences Among Educational Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good A Given Car Is

Table 7.152. Differences Among Educational Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good BMW 5.20 Is

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
<u>BMW 5.20</u>								
Brand Name	3.441	3.429	3.853	0.529	0.534	0.356	19.51	0.0000
Company Name	3.470	3.429	3.760	0.502	0.551	0.515	9.43	0.0001
Country-of-Origin	3.411	3.392	3.840	0.525	0.509	0.369	22.42	0.0000

Respondents differ according to their educational levels in terms of the importance given to brand name, company name and country-of-origin of BMW 5.20. Those having a graduate degree give importance to these constructs more than the other groups do.

Table 7.153. Differences Among Educational Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good Tofaş Şahin Is

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
<u>Tofaş Şahin</u>								
Brand Name	1.867	1.841	1.613	0.644	0.631	0.803	3.14	0.0447
Company Name	1.985	1.943	1.640	0.722	0.711	0.981	4.20	0.0160
Country-of-Origin	2.161	2.046	1.680	0.765	0.731	0.791	8.19	0.0004

There are significant differences among the educational groups in terms of the importance given to brand name, company name and country-of-origin of Tofaş Şahin. While high school graduates give the highest importance, those having graduate degrees give the least importance among all to these constructs.

Table 7.154. Differences Among Educational Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good Opel Vectra Is

<u>Opel Vectra</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Brand Name	3.544	3.504	3.160	0.501	0.555	0.436	13.32	0.0000
Company Name	3.632	3.607	3.253	0.485	0.509	0.467	14.47	0.0000
Country-of-Origin	3.588	3.551	3.360	0.525	0.536	0.510	4.12	0.0173

Table 7.154 shows that significant differences exist among the educational groups and high school graduates appear to be giving the highest importance among all the other groups to the brand name, company name and country-of-origin of Opel Vectra.

H15F) Differences Among Educational Groups In Terms Of The Product Attributes Of The Specified Car Brands

In order to find out whether or not educational groups differ in terms of their evaluations of the product attributes of the specified car brands, One-way ANOVA analyses are done for each of the attributes. Computed variables can be found in Hypothesis 13F.

Table 7.155. Differences Among Educational Groups In Terms Of The Product Attribute Evaluations Of Opel Vectra

<u>Opel Vectra</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Reliability	3.602	3.504	3.226	0.492	0.520	0.452	11.59	0.0000
Durability	3.544	3.523	3.266	0.501	0.538	0.474	7.11	0.0010
Service and Parts Availability	3.382	3.308	3.080	0.733	0.678	0.513	4.38	0.0136
Size	2.955	2.850	2.746	0.921	0.888	0.659	1.12	0.3288
Design	3.534	3.567	3.164	0.442	0.412	0.291	26.42	0.0000
Performance	3.558	3.563	3.193	0.414	0.396	0.330	24.25	0.0000
Price	3.345	3.355	3.086	0.432	0.396	0.303	12.65	0.0000
Riding Quality	3.558	3.535	3.222	0.417	0.431	0.330	17.17	0.0000
Conformance With Specifications	3.441	3.504	3.226	0.582	0.520	0.421	6.76	0.0014
Features	3.485	3.472	3.220	0.440	0.428	0.341	10.47	0.0000

The results indicate that except for the attribute of size, there are significant difference among the educational groups in terms of their evaluations of the product attributes of Opel Vectra such that high-school graduates evaluate these attributes more positively than the other groups do.

Table 7.156. Differences Among Educational Groups In Terms Of The Product Attribute Evaluations Of BMW 5.20

<u>BMW 5.20</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Reliability	3.573	3.532	3.866	0.498	0.501	0.342	12.79	0.0000
Durability	3.588	3.476	3.826	0.495	0.501	0.381	12.49	0.0000
Service and Parts Availability	3.294	3.243	3.640	0.574	0.627	0.650	9.84	0.0001
Size	3.279	3.280	3.666	0.642	0.545	0.664	10.54	0.0000
Design	3.563	3.585	3.888	0.395	0.396	0.259	19.71	0.0000
Performance	3.602	3.579	3.880	0.332	0.352	0.230	22.57	0.0000
Price	3.466	3.460	3.760	0.431	0.413	0.357	14.30	0.0000
Riding Quality	3.588	3.557	3.844	0.355	0.362	0.306	16.84	0.0000
Conformance With Specifications	3.661	3.579	3.773	0.476	0.496	0.421	3.76	0.0246
Features	3.647	3.607	3.880	0.377	0.394	0.305	13.25	0.0000

According to Table 7.156, significant differences exist among the educational groups in terms of their evaluations of the product attributes of BMW 5.20. It can be concluded from the figures that among all the groups, those having graduate degrees indicated the best evaluations about the attributes of BMW 5.20.

Table 7.157. Differences Among Educational Groups In Terms Of The Product Attribute Evaluations Of Tofaş Şahin

<u>Tofaş Şahin</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Reliability	1.779	1.635	1.413	0.729	0.620	0.823	4.80	0.0090
Durability	1.514	1.551	1.240	0.532	0.536	0.460	8.89	0.0002
Service and Parts Availability	2.470	2.542	2.066	1.029	1.092	1.189	4.38	0.0134
Size	1.779	2.000	1.626	0.687	0.764	0.881	5.20	0.0061
Design	1.387	1.433	1.177	0.362	0.366	0.286	12.91	0.0000
Performance	1.466	1.441	1.190	0.371	0.339	0.281	16.36	0.0000
Price	1.761	1.703	1.446	0.432	0.424	0.397	12.04	0.0000
Riding Quality	1.470	1.542	1.173	0.387	0.442	0.306	20.63	0.0000
Conformance With Specifications	1.602	1.644	1.200	0.672	0.633	0.465	13.52	0.0000
Features	1.610	1.663	1.353	0.545	0.517	0.591	7.52	0.0007

According to the figures, educational groups differ significantly with respect to their evaluations of the attributes of Tofaş Şahin. University graduates have somewhat better evaluations than do the other groups.

H 15G)Differences Among Educational Groups In Terms Of The Brand Personality Of The Specified Car Brands

One-way ANOVA analyses are conducted in order to find out if there are differences among the educational groups in terms of their brand personality perceptions. Computed variables can be found in Hypothesis 13G.

Table 7.158. Differences Among Educational Groups In Terms Of The Brand Personality Of Opel Vectra

<u>Opel Vectra</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Competence	1.870	1.780	1.896	0.389	0.397	0.406	2.14	0.1203
Excitement	1.552	1.531	1.577	0.299	0.333	0.309	0.45	0.6405
Sincerity	0.980	0.981	1.065	0.491	0.372	0.449	1.0039	0.3679
Sophistication	1.335	1.349	1.344	0.473	0.411	0.378	0.024	0.9764
Ruggedness	1.294	1.334	1.266	0.468	0.471	0.468	0.48	0.6206

Table 7.159. Differences Among Educational Groups In Terms Of The Brand Personality Of BMW 5.20

<u>BMW 5.20</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Competence	1.348	1.327	1.339	0.416	0.419	0.445	0.052	0.9490
Excitement	2.287	2.265	2.284	0.300	0.291	0.265	0.1528	0.8584
Sincerity	0.460	0.484	0.577	0.413	0.460	0.441	1.47	0.2319
Sophistication	1.932	2.001	2.008	0.450	0.468	0.434	0.63	0.5339
Ruggedness	1.673	1.729	1.637	0.513	0.476	0.490	0.80	0.4502

Table 7.160. Differences Among Educational Groups In Terms Of The Brand Personality Of BMW 5.20

	Mean			St.Deviation			Fratio	Fprob.
	Grp1	Grp2	Grp3	Grp1	Grp2	Grp3		
<u>Tofaş Sahin</u>								
Competence	-1.037	-1.009	-1.007	0.430	0.504	0.597	0.0787	0.9243
Excitement	-0.806	-0.799	-0.880	0.442	0.306	0.300	1.33	0.2663
Sincerity	-1.130	-1.065	-1.150	0.431	0.426	0.470	0.93	0.3923
Sophistication	-1.982	-1.929	-1.901	0.376	0.483	0.444	0.61	0.5439
Ruggedness	-1.005	-1.044	-0.946	0.443	0.387	0.417	1.25	0.2886

None of the differences among educational groups in terms of their perceptions of the brand personality of the car brands are statistically significant. That being the case, it can be inferred that brand personality of these car brands do not change across different educational groups.

H 15H) Differences Among Educational Groups In Terms Of Usage Imagery Of The Specified Car Brands

Usage imagery refers to the computed variable which is formed from being appropriate for long distance travels, being appropriate for business, pleasure and functional purpose of use.

Table 7.161. Differences Among Educational Groups In Terms Of Usage Imagery Of The Specified Car Brands

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.275	3.287	3.490	0.332	0.330	0.303	10.81	0.0000
Opel Vectra	3.349	3.343	3.396	0.389	0.436	0.398	0.40	0.6681
Tofaş Şahin	1.867	1.848	1.476	0.375	0.375	0.385	26.35	0.0000

Except for Opel Vectra, educational groups differ from each other in terms of their evaluations about the usage imagery attributes of the cars. Those having graduate degrees evaluated them more positively than the others for BMW 5.20 and high school graduates give better evaluations for Tofaş Şahin.

H 15I) Differences Among Educational Groups In Terms Of User Imagery Of The Specified Car Brands

With the purpose of understanding whether or not there are significant differences among the educational groups with respect to the user imagery attributes of the car brands, One-way ANOVA analyses are conducted. Computed variables can be found in Hypothesis 13I.

Table 7.162. Differences Among Educational Groups In Terms Of User Imagery Of The Specified Car Brands

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.246	3.273	3.509	0.289	0.295	0.233	21.02	0.0000
Opel Vectra	3.316	3.317	3.204	0.265	0.263	0.243	4.93	0.0080
Tofaş Şahin	1.785	1.799	1.484	0.340	0.348	0.280	23.60	0.0000

Table 7.162 indicates that there are differences among the educational groups in terms of their evaluations about the user imagery related attributes of the three car brands. Those having graduate degrees evaluated them more positively than the others for BMW 5.20 and university graduates evaluate Opel Vectra and Tofaş Şahin positively more than the other groups.

H15J) Differences Among Educational Groups In Terms Of The Congruence Between Self-image And Product Image

Self-image is analyzed as the combination of actual self-image, ideal self-image, social self-image, ideal social self-image and expected self-image.

Table 7.163. Differences Among Educational Groups In Terms Of The Congruence Between Self-image And Product Image

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.473	3.486	3.770	0.380	0.344	0.316	18.35	0.0000
Opel Vectra	3.352	3.349	3.437	0.367	0.374	0.419	1.31	0.2707
Tofaş Şahin	1.552	1.536	1.221	0.328	0.378	0.283	23.69	0.0000

There are significant differences among the educational groups in terms of their evaluation about the congruence between the images of the cars and their self-images. These differences exist for BMW 5.20 and Tofaş Şahin, but not for Opel Vectra. Those having graduate degrees constitute the group who agreed more strongly than do the other groups that the image of BMW 5.20 reflects their self-images and who disagreed more strongly than the others that the image of Tofaş

Şahin reflects their self-images. For Opel Vectra, everyone among the educational groups agreed at the same level that the image of the car reflects their self-images.

H16) Investigation of The Differences Among The Occupational Groups

One-way Anova analyses are done in order to see whether or not there are differences among the occupational groups in terms of

Intention to buy

Satisfaction with the specified car brands

Confidence in the purchase decision for the car brands

Brand image perceptions

Importance given to brand name, company name and country-of-origin

Evaluations of the product attributes

Brand personality evaluations of the car brands

User and usage imagery related attributes

Congruence between the image of the cars and self-images of the respondents

The occupational groups studied here are as follows:

Group 1: Professional-Specialist

Group 2: Manager

Group 3: Other

H 16A) Differences Among The Occupational Groups In Intention To Buy The Specified Car Brands

Table 7.164. Differences Among The Occupational Groups In Intention To Buy The Specified Car Brands

<u>Intention To Buy</u>	<u>Mean</u>			<u>St.Deviation</u>			<u>Fratio</u>	<u>Fprob.</u>
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>		
BMW 5.20	3.474	3.824	3.363	0.501	0.383	0.484	20.41	0.000
Tofaş Şahin	1.535	1.175	1.636	0.521	0.383	0.484	20.02	0.000
Opel Vectra	3.515	3.175	3.636	0.502	0.383	0.484	20.09	0.000

As can be seen from Table 7.164, there are statistically significant differences among the occupational groups in terms of their intention to buy the specified car brands. Administrators have a more definite will to buy BMW 5.20, while for Opel Vectra, the same is true for those coming from occupations other than professionals and administrators. The group that has the least intention to buy Tofaş Şahin is again the administrators.

H16B) Differences Among The Occupational Groups In Satisfaction With The Specified Car Brands

Table 7.165. Differences Among The Occupational Groups In Satisfaction With The Specified Car Brands

<u>Satisfaction With</u>	<u>Mean</u>			<u>St.Deviation</u>			<u>Fratio</u>	<u>Fprob.</u>
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>		
Tofaş Şahin	3.474	3.770	3.376	0.501	0.423	0.487	14.12	0.000
Opel Vectra	1.585	1.405	1.688	0.515	0.521	0.519	5.77	0.036
BMW 5.20	1.454	1.283	1.558	0.500	0.453	0.499	6.12	0.0025

Differences among occupational groups in terms of their satisfaction with the car brands are significant for all brands. Administrators are satisfied with BMW 5.20 and Opel Vectra more than the other groups are and they are dissatisfied with Tofaş Şahin more than the others are.

H16C) Differences Among The Occupational Groups In Confidence In The Purchase Decision For The Specified Car Brands

Table 7.166. Differences Among The Occupational Groups In Confidence In The Purchase Decision For The Specified Car Brands

<u>Confidence In</u>	<u>Mean</u>			<u>St.Deviation</u>			<u>Fratio</u>	<u>Fprob.</u>
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>		
Opel Vectra	1.484	1.283	1.571	0.502	0.453	0.498	6.95	0.0012
BMW 5.20	1.474	1.216	1.545	0.501	0.414	0.501	10.04	0.0001
Tofaş Şahin	3.545	3.716	3.389	0.500	0.510	0.409	8.03	0.0004

There exists significant differences among the occupational groups in terms of the confidence felt in the purchase decision for all of the car brands. Administrators are found to be confident with Opel Vectra and BMW 5.20 more than the others are and unconfident with the purchase decision of Tofaş Şahin more than the other occupational groups are.

H16D) Differences Among The Occupational Groups In Brand Image Perception For The Specified Car Brands

Table 7.167. Differences Among The Occupational Groups In Brand Image Perception For The Specified Car Brands

<u>Brand Image</u>	<u>Mean</u>			<u>St.Deviation</u>			<u>Fratio</u>	<u>Fprob.</u>
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>		
BMW 5.20	1.464	1.148	1.454	0.501	0.358	0.501	11.77	0.0000
Tofaş Şahin	3.484	3.797	3.311	0.502	0.437	0.544	18.46	0.0000
Opel Vectra	1.525	1.216	1.636	0.501	0.446	0.484	15.58	0.0000

Brand image perceptions of the respondents differ according to their occupations. Administrators evaluated the images of Opel Vectra and BMW 5.20 more positively than the others do and they also viewed Tofaş Şahin more negatively than the other groups view.

H16E) Differences Among Occupational Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good A Given Car Is

Table 7.168. Differences Among Occupational Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good BMW 5.20 Is

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
<u>BMW 5.20</u>								
Brand Name	3.474	3.851	3.389	0.541	0.358	0.517	19.54	0.0000
Company Name	3.5051	3.743	3.389	0.560	0.525	0.490	8.78	0.0002
Country-of-Origin	3.434	3.810	3.389	0.518	0.394	0.517	17.58	0.0000

According to the Table 7.168, differences exist among occupational groups in terms of the importance given to brand name, company name and country-of-origin of BMW 5.20. Administrators give importance to these constructs more than the other occupational groups.

Table 7.169. Differences Among Occupational Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good Tofaş Şahin Is

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
<u>Tofaş Şahin</u>								
Brand Name	1.808	1.635	1.883	0.680	0.803	0.584	2.55	0.0798
Company Name	1.878	1.648	2.051	0.732	0.971	0.705	4.78	0.0091
Country-of-Origin	1.989	1.729	2.168	0.749	0.815	0.732	6.29	0.0022

There are statistically significant differences among the occupational groups in terms of the importance given to company name and country-of-origin of Tofaş Şahin, but not in terms of the importance given to brand name. Those in the other category gives somewhat more importance to the company name and country-of-origin of Tofaş Şahin than do the professionals and administrators.

Table 7.170. Differences Among Occupational Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good Opel Vectra Is

<u>Opel Vectra</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Brand Name	3.505	3.162	3.532	0.522	0.438	0.552	12.72	0.0000
Company Name	3.555	3.270	3.675	0.519	0.476	0.471	13.52	0.0000
Country-of-Origin	3.535	3.351	3.610	0.521	0.508	0.541	4.90	0.0081

The results indicate that significant differences are found among occupational groups with respect to the importance given to brand name, company name and country-of -origin of Opel Vectra. The highest level of importance given to these constructs comes from the others category.

H16F) Differences Among Occupational Groups In Terms Of The Product Attributes Of The Specified Car Brands

In order to find out whether or not occupational groups differ in terms of their evaluations of the product attributes of the specified car brands, One-way ANOVA analyses are done for each of the attributes. Computed variables can be found in Hypothesis 13F.

Table 7.171. Differences Among Occupational Groups In Terms Of The Product Attribute Evaluations Of Opel Vectra

<u>Opel Vectra</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Reliability	3.454	3.243	3.636	0.520	0.462	0.484	12	0.0000
Durability	3.484	3.283	3.571	0.541	0.483	0.498	6.30	0.0021
Service and Parts Availability	3.313	3.081	3.363	0.664	0.517	0.741	4.10	0.0177
Size	2.549	2.256	2.805	0.861	0.637	0.960	4.27	0.0099
Design	3.538	3.175	3.558	0.422	0.298	0.434	23.25	0.0000
Performance	3.522	3.202	3.597	0.401	0.337	0.405	22.67	0.0000
Price	3.325	3.091	3.376	0.411	0.305	0.408	12.14	0.0000
Riding Quality	3.481	3.229	3.614	0.431	0.326	0.415	18.21	0.0000
Conformance With Specifications	3.474	3.229	3.480	0.521	0.423	0.576	6.06	0.0027
Features	3.429	3.236	3.519	0.416	0.362	0.440	9.44	0.0001

The results indicate that there are statistically significant differences among the occupational groups in terms of their evaluations of the product attributes of Opel Vectra. Others category have somewhat better evaluations about these attributes when compared with the professionals and administrators.

Table 7.172. Differences Among Occupational Groups In Terms Of The Product Attribute Evaluations Of BMW 5.20

<u>BMW 5.20</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Reliability	3.596	3.864	3.493	0.498	0.344	0.503	13.32	0.0000
Durability	3.535	3.810	3.519	0.501	0.394	0.502	9.32	0.0001
Service and Parts Availability	3.292	3.608	3.259	0.658	0.678	0.523	7.27	0.0009
Size	3.343	3.662	3.207	0.556	0.647	0.635	11.12	0.0000
Design	3.629	3.878	3.523	0.395	0.267	0.391	19.25	0.0000
Performance	3.598	3.881	3.577	0.356	0.219	0.335	22.48	0.0000
Price	3.520	3.753	3.399	0.402	0.364	0.433	15.18	0.0000
Riding Quality	3.596	3.837	3.545	0.372	0.308	0.345	15.58	0.0000
Conformance With Specifications	3.626	3.783	3.584	0.486	0.414	0.496	3.83	0.0231
Features	3.656	3.864	3.597	0.368	0.323	0.405	11.09	0.0000

The figures indicate that there are statistically significant differences among the occupational groups in terms of their evaluations of the product attributes of BMW 5.20. Administrators have better views about these attributes when compared with the professionals and others category.

Table 7.173. Differences Among Occupational Groups In Terms Of The Product Attribute Evaluations Of Tofaş Şahin

<u>Tofaş Şahin</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Reliability	1.616	1.432	1.766	0.634	0.828	0.705	4.08	0.0179
Durability	1.525	1.229	1.558	0.541	0.454	0.525	9.64	0.0001
Service and Parts Availability	2.585	2.027	2.454	1.160	1.158	0.953	5.72	0.0037
Size	1.949	1.635	1.857	0.774	0.884	0.701	3.45	0.0334
Design	1.390	1.175	1.445	0.359	0.277	0.377	13.21	0.0000
Performance	1.414	1.202	1.483	0.352	0.297	0.344	14.55	0.0000
Price	1.646	1.452	1.818	0.413	0.387	0.441	14.64	0.0000
Riding Quality	1.474	1.175	1.558	0.426	0.298	0.423	20.09	0.0000
Conformance With Specifications	1.656	1.202	1.584	0.657	0.437	0.656	13.20	0.0000
Features	1.616	1.344	1.681	0.533	0.560	0.549	8.17	0.0004

According to the figures there are statistically significant differences among the occupational groups in terms of their evaluations of the product attributes of Tofaş Şahin. Administrators have worse views about these attributes when compared with the professionals and others category.

H16G) Differences Among Occupational Groups In Terms Of The Brand Personality Of The Specified Car Brands

One-way ANOVA analyses are conducted in order to find out if there are differences among the occupational groups in terms of their brand personality perceptions.

Computed variables can be found in Hypothesis 13G.

Table 7.174. Differences Among Occupational Groups In Terms Of The Brand Personality Of Opel Vectra

<u>Opel Vectra</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Competence	1.821	1.893	1.812	0.381	0.415	0.408	0.95	0.3888
Excitement	1.515	1.579	1.569	0.334	0.317	0.291	1.07	0.3453
Sincerity	1.001	1.056	0.964	0.378	0.454	0.468	0.87	0.4201
Sophistication	1.294	1.354	1.397	0.326	0.382	0.537	1.33	0.2653
Ruggedness	1.280	1.289	1.345	0.459	0.473	0.479	0.45	0.6339

Table 7.175. Differences Among Occupational Groups In Terms Of The Brand Personality Of BMW 5.20

<u>BMW 5.20</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Competence	1.345	1.334	1.326	0.438	0.435	0.401	0.046	0.9548
Excitement	2.290	2.301	2.238	0.279	0.252	0.321	1.07	0.3456
Sincerity	0.454	0.568	0.510	0.459	0.442	0.419	1.42	0.2431
Sophistication	1.961	2.021	1.979	0.470	0.432	0.451	0.38	0.6852
Ruggedness	1.747	1.632	1.659	0.486	0.495	0.488	1.33	0.2656

Table 7.176. Differences Among Occupational Groups In Terms Of The Brand Personality Of Tofaş Şahin

<u>Tofaş Şahin</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Competence	-1.053	-0.992	-0.991	0.533	0.576	0.419	0.4326	0.6493
Excitement	-0.776	-0.875	-0.839	0.318	0.321	0.399	1.82	0.1639
Sincerity	-1.132	-1.140	-1.048	0.412	0.466	0.452	1.06	0.3472
Sophistication	-1.945	-1.910	-1.945	0.499	0.448	0.360	0.15	0.8543
Ruggedness	-1.097	-0.935	-0.953	0.362	0.421	0.447	4.22	0.0157

No statistically significant differences are found among the occupational groups for the brand personality evaluations of the car brands except for the ruggedness attribute of Tofaş Şahin. For this attribute it can be said that professionals view Tofaş Şahin as more rugged than the other occupational groups do.

H16 H) Differences Among Occupational Groups In Terms Of Usage Imagery Of The Specified Car Brands

Usage imagery refers to the computed variable which is formed from being appropriate for long distance travels, being appropriate for business, pleasure and functional purpose of use.

Table 7.177. Differences Among Occupational Groups In Terms Of Usage Imagery Of The Specified Car Brands

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.305	3.486	3.259	0.336	0.306	0.323	10.48	0.0000
Opel Vectra	3.285	3.398	3.422	0.410	0.407	0.408	2.87	0.0587
Tofaş Şahin	1.815	1.493	1.886	0.382	0.394	0.372	22.88	0.0000

Except for Opel Vectra, occupational groups differ from each other in terms of their evaluations about the usage imagery attributes of the cars. Administrators for BMW and the others category for Tofaş Şahin gave more positive evaluations.

H 16I) Differences Among Occupational Groups In Terms Of User Imagery Of The Specified Car Brands

With the purpose of understanding whether or not there are significant differences among the occupational groups with respect to the user imagery attributes of the car brands, One-way ANOVA analyses are conducted. Computed variables can be found in Hypothesis 13I.

Table 7.178. Differences Among Occupational Groups In Terms Of User Imagery Of The Specified Car Brands

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.303	3.502	3.220	0.293	0.249	0.280	20.67	0.0000
Opel Vectra	3.283	3.208	3.355	0.246	0.249	0.276	6.15	0.0025
Tofaş Şahin	1.753	1.499	1.828	0.354	0.283	0.340	20.64	0.0000

Table 7.178 indicates that there are differences among the occupational groups in terms of their evaluations about the user imagery related attributes of the three car brands. Administrators for BMW 5.20, others for Tofaş and Opel indicated better views about the user imagery attributes.

H 16J) Differences Among Occupational Groups In Terms Of The Congruence Between Self-image And Product Image

Self-image is analyzed as the combination of actual self-image, ideal self-image, social self-image, ideal social self-image and expected self-image.

Table 7.179. Differences Among Occupational Groups In Terms Of The Congruence Between Self-image And Product Image

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.509	3.762	3.457	0.362	0.315	0.359	16.80	0.0000
Opel Vectra	3.309	3.432	3.410	0.379	0.417	0.358	2.59	0.0764
Tofaş Şahin	1.505	1.229	1.579	0.389	0.282	0.323	22.33	0.0000

There are significant differences among the occupational groups in terms of their evaluation about the congruence between the images of the cars and their self-images. These differences exist for BMW 5.20 and Tofaş Şahin, but not for Opel Vectra. Administrators constitute the group who agreed more strongly than do the other groups that the image of BMW 5.20 reflects their self-images and who disagreed more strongly than the others that the image of Tofaş Şahin reflects their

self-images. For Opel Vectra, each of the occupational groups agreed at the same level that the image of the car reflects their self-images.

H17) Investigation of The Differences Among Income Groups

One-way Anova analyses are done in order to see whether or not there are differences among the income groups in terms of

Intention to buy

Satisfaction with the specified car brands

Confidence in the purchase decision for the car brands

Brand image perceptions

Importance given to brand name, company name and country-of-origin

Evaluations of the product attributes

Brand personality evaluations of the car brands

User and usage imagery related attributes

Congruence between the image of the cars and self-images of the respondents

The income groups studied here are as follows:

- Group 1: Those having income that is more than the expenses -High Income Group
- Group 2: Those having income that is equal to the expenses -Medium Income Group
- Group 3: Those having income that is less than the expenses -Low Income Group

H17A) Differences Among The Income Groups In Intention To Buy The Specified Car Brands

Table 7.180. Differences Among The Income Groups In Intention To Buy The Specified Car Brand

<u>Intention To Buy</u>	<u>Mean</u>			<u>St.Deviation</u>			<u>Fratio</u>	<u>Fprob.</u>
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>		
BMW 5.20	3.732	3.535	3.358	0.445	0.501	0.483	10.45	0.000
Tofaş Şahin	1.281	1.464	1.641	0.483	0.501	0.483	9.27	0.001
Opel Vectra	3.455	3.641	3.267	0.445	0.500	0.483	10.45	0.000

There are statistically significant differences among the occupational groups in terms of their intention to buy the specified car brands. Those having high income are more inclined to buy BMW 5.20 than the other groups, those having medium income have stronger intention for buying Opel Vectra than the other groups and those having high income constitute the group that shows the most unwillingness for buying Tofaş Şahin among all the other groups.

H17B) Differences Among The Income Groups In Satisfaction With The Specified Car Brands

Table 7.181. Differences Among The Income Groups In Satisfaction With The Specified Car Brands

<u>Satisfaction With</u>	<u>Mean</u>			<u>St.Deviation</u>			<u>Fratio</u>	<u>Fprob.</u>
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>		
Tofaş Şahin	3.571	3.619	3.373	0.497	0.488	0.487	4.97	0.0076
Opel Vectra	1.589	1.450	1.641	0.529	0.528	0.513	2.5	0.0827
BMW 5.20	1.464	1.309	1.522	0.501	0.465	0.503	3.55	0.0301

Income groups differ significantly from each other in terms of the satisfaction with the specified car brands. Medium income group are satisfied with BMW 5.20 and Opel Vectra and dissatisfied with Tofaş Şahin more than the other groups are.

H17C)Differences Among The Income Groups In Confidence In The Purchase Decision For The Specified Car Brands

Table 7.182. Differences Among The Income Groups In Confidence In The Purchase Decision For The Specified Car Brands

<u>Confidence In</u>	<u>Mean</u>			<u>St.Deviation</u>			<u>Fratio</u>	<u>Fprob.</u>
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>		
Opel Vectra	1.428	1.366	1.582	0.497	0.485	0.496	3.53	0.0310
BMW 5.20	1.446	1.281	1.522	0.499	0.453	0.503	4.49	0.0121
Tofaş Şahin	3.508	3.732	3.417	0.519	0.445	0.526	7.38	0.0008

There are significant differences among income groups in terms of the confidence in the purchase decision for the car brands. The medium income group is confident with the purchase decision of Opel Vectra and BMW 5.20 and inconfident with the purchase decision of Tofaş Şahin more than the other groups are.

H17D) Differences Among The Income Groups In Brand Image Perception For The Specified Car Brands

Table 7.183. Differences Among The Income Groups In Brand Image Perception For The Specified Car Brands

<u>Brand Image</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	1.225	1.383	1.492	0.420	0.488	0.503	5.58	0.0043
Tofaş Şahin	3.508	3.690	3.373	0.502	0.523	0.545	6.48	0.0018
Opel Vectra	1.455	1.338	1.626	0.500	0.505	0.487	5.86	0.0033

Brand image perceptions are found to be different according to the income levels of the respondents. The most positive evaluations about the images of BMW 5.20 come from the high income group, the most positive evaluations about Opel Vectra come from the medium income group. This medium income group also indicates the most negative view about the brand image of Tofaş Şahin.

H17E) Differences Among Income Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good A Given Car Is

Table 7.184. Differences Among Income Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good BMW 5.20 Is

<u>BMW 5.20</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Brand Name	3.718	3.553	3.403	0.512	0.499	0.524	6.61	0.0016
Company Name	3.718	3.508	3.403	0.453	0.585	0.534	6.35	0.0020
Country-of-Origin	3.704	3.500	3.403	0.459	0.536	0.494	6.55	0.0017

Respondents differ according to their income levels in terms of the importance given to brand name, company name and country-of-origin of BMW 5.20. High income group gives importance to these constructs more than the other income groups do.

Table 7.185. Differences Among Income Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good Tofaş Şahin Is

<u>Tofaş Şahin</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Brand Name	1.848	1.605	1.850	0.737	0.686	0.609	3.16	0.0442
Company Name	1.937	1.577	2.044	0.893	0.710	0.705	6.79	0.0013
Country-of-Origin	2.089	1.633	2.119	0.789	0.701	0.749	9.76	0.0001

There are significant differences among the income groups in terms of the importance given to brand name, company name and country-of-origin of Tofaş Şahin. While low income group gives the highest importance, medium income group gives the least importance among all to these constructs.

Table 7.186. Differences Among Income Groups In Importance Given To Brand Name, Company Name And Country-of-Origin In Deciding How Good Opel Vectra Is

<u>Opel Vectra</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Brand Name	3.428	3.267	3.537	0.532	0.445	0.585	4.65	0.0104
Company Name	3.508	3.352	3.671	0.536	0.481	0.473	6.90	0.0012
Country-of-Origin	3.571	3.366	3.537	0.514	0.513	0.559	3.48	0.0323

The results show that significant differences exist among the income groups and low income group appears to be giving the highest importance among all the other groups to the brand name and company name and high income group appears to give the highest importance to the country-of-origin of Opel Vectra.

H 17F) Differences Among Income Groups In Terms Of The Product Attributes Of The Specified Car Brands

In order to find out whether or not income groups differ in terms of their evaluations of the product attributes of the specified car brands, One-way ANOVA analyses are done for each of the attributes. Computed variables can be found in Hypothesis 13F.

Table 7.187. Differences Among Income Groups In Terms Of The Product Attribute Evaluations Of Opel Vectra

<u>Opel Vectra</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Reliability	3.428	3.253	3.686	0.532	0.438	0.467	13.62	0.0000
Durability	3.508	3.281	3.537	0.553	0.453	0.502	5.53	0.0045
Service and Parts Availability	3.196	3.140	3.492	0.708	0.568	0.612	6.09	0.0026
Size	2.892	2.929	2.686	0.751	0.850	0.940	1.75	0.1747
Design	3.473	3.295	3.527	0.418	0.408	0.430	6.00	0.0028
Performance	3.444	3.316	3.604	0.417	0.387	0.401	8.73	0.0002
Price	3.263	3.204	3.358	0.388	0.414	0.389	2.65	0.0727
Riding Quality	3.437	3.328	3.592	0.422	0.400	0.417	7.01	0.0011
Conformance With Specifications	3.392	3.239	3.597	0.526	0.429	0.552	8.58	0.0002
Features	3.410	3.295	3.492	0.436	0.410	0.394	3.89	0.0218

The results indicate that except for the attribute of size and price, there are significant differences among the income groups in terms of their evaluations of the product attributes of Opel Vectra such that low income group evaluates these attributes more positively than the other groups do.

Table 7.188. Differences Among Income Groups In Terms Of The Product Attribute Evaluations Of BMW 5.20

<u>BMW 5.20</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Reliability	3.651	3.802	3.462	0.478	0.400	0.502	9.27	0.0001
Durability	3.562	3.788	3.507	0.498	0.411	0.503	7.09	0.0010
Service and Parts Availability	3.366	3.563	3.194	0.600	0.670	0.633	5.95	0.0030
Size	3.383	3.591	3.209	0.687	0.523	0.591	6.62	0.0016
Design	3.672	3.816	3.512	0.384	0.317	0.399	11.60	0.0000
Performance	3.698	3.753	3.556	0.332	0.314	0.355	6.50	0.0018
Price	3.540	3.714	3.399	0.415	0.390	0.415	10.36	0.0000
Riding Quality	3.633	3.765	3.562	0.382	0.330	0.349	5.76	0.0036
Conformance With Specifications	3.625	3.718	3.656	0.486	0.453	0.478	0.84	0.4326
Features	3.656	3.866	3.597	0.391	0.253	0.428	10.60	0.0000

According to Table 7.188 , significant differences exist among the income groups in terms of their evaluations of the product attributes of BMW 5.20. It can be concluded from the figures that among all the groups, medium income group first, and then the high income group indicated the best evaluations about the attributes of BMW 5.20.

Table 7.189. Differences Among Income Groups In Terms Of The Product Attribute Evaluations Of Tofaş Şahin

<u>Tofaş Şahin</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Reliability	1.660	1.436	1.701	0.754	0.691	0.696	2.86	0.0589
Durability	1.455	1.281	1.611	0.535	0.453	0.549	7.05	0.0011
Service and Parts Availability	2.169	2.591	2.507	1.047	1.225	0.078	3.75	0.0249
Size	1.901	1.676	1.865	0.837	0.806	0.694	1.86	0.1571
Design	1.339	1.253	1.447	0.371	0.335	0.341	5.22	0.0060
Performance	1.397	1.232	1.481	0.365	0.305	0.332	9.73	0.0001
Price	1.625	1.538	1.779	0.438	0.442	0.397	5.60	0.0042
Riding Quality	1.413	1.267	1.562	0.405	0.372	0.446	8.98	0.0002
Conformance With Specifications	1.482	1.408	1.626	0.584	0.645	0.670	2.18	0.1151
Features	1.580	1.394	1.686	0.602	0.499	0.521	5.00	0.0074

According to the figures, income groups differ significantly with respect to their evaluations of the attributes of Tofaş Şahin except for the attributes of reliability, size and conformance with specifications. Low income group has somewhat better evaluations than the other groups.

H17G) Differences Among Income Groups In Terms Of The Brand Personality Of The Specified Car Brands

One-way ANOVA analyses are conducted in order to find out if there are differences among the income groups in terms of their brand personality perceptions. Computed variables can be found in Hypothesis 13G.

Table 7.190. Differences Among Income Groups In Terms Of The Brand Personality of Opel Vectra

<u>Opel Vectra</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Competence	1.799	1.973	1.766	0.374	0.421	0.389	5.88	0.0032
Excitement	1.577	1.525	1.533	0.306	0.322	0.328	0.75	0.4740
Sincerity	0.975	1.062	1.000	0.448	0.427	0.402	0.89	0.4095
Sophistication	1.314	1.309	1.429	0.419	0.332	0.486	1.94	0.1450
Ruggedness	1.376	1.067	1.429	0.432	0.448	0.464	14.13	0.0000

Table 7.191. Differences Among Income Groups In Terms Of The Brand Personality of BMW 5.20

<u>BMW 5.20</u>	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Competence	1.276	1.359	1.411	0.420	0.381	0.467	2.27	0.1051
Excitement	2.267	2.262	2.310	0.272	0.266	0.325	0.63	0.5362
Sincerity	0.477	0.595	0.456	0.414	0.476	0.445	2.12	0.1222
Sophistication	1.950	2.047	1.976	0.459	0.486	0.400	1.03	0.3557
Ruggedness	1.608	1.732	1.767	0.496	0.528	0.421	2.65	0.0725

Table 7.192. Differences Among Income Groups In Terms Of The Brand Personality of Tofaş Şahin

<u>Tofaş Şahin</u>	<u>Mean</u>			<u>St.Deviation</u>				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
Competence	-0.975	-1.225	-0.908	0.483	0.539	0.479	9.09	0.0002
Excitement	-0.828	-0.852	-0.791	0.353	0.375	0.306	0.55	0.5775
Sincerity	-1.031	-1.257	-1.080	0.449	0.393	0.443	6.16	0.0025
Sophistication	-1.914	-1.935	-1.970	0.440	0.440	0.458	0.33	0.7191
Ruggedness	-0.967	-1.078	-0.988	0.414	0.399	0.420	1.65	0.1935

Significant differences among the income groups are found in terms of their evaluation about the competence and ruggedness of Opel Vectra; and about the competence and sincerity of Tofaş Şahin. Medium income group find Opel Vectra more competent than do the other groups, low income group finds Opel Vectra more rugged than do the other groups. The group that finds Tofaş Şahin most competent is the low income group and the group that finds this car brand most sincere is the high income group. For BMW 5.20, no significant differences exist among the income groups in terms of their brand personality perceptions.

H 17H) Differences Among Income Groups In Terms Of Usage Imagery Of The Specified Car Brands

Usage imagery refers to the computed variable which is formed from being appropriate for long distance travels, being appropriate for business, pleasure and functional purpose of use.

Table 7.193. Differences Among Income Groups In Terms Of Usage Imagery Of The Specified Car Brands

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.368	3.401	3.246	0.284	0.404	0.318	4.28	0.0149
Opel Vectra	3.243	3.331	3.589	0.369	0.384	0.419	17.02	0.0000
Tofaş Şahin	1.745	1.647	1.835	0.417	0.430	0.378	3.61	0.0286

According to the figures, income groups differ from each other in terms of their evaluations about the usage imagery attributes of the cars. Medium income group for BMW 5.20, low income group for Opel Vectra and Tofaş Şahin have evaluated the usage imagery attributes more positively than the others.

H 17I) Differences Among Income Groups In Terms Of User Imagery Of The Specified Car Brands

With the purpose of understanding whether or not there are significant differences among the income groups with respect to the user imagery attributes of the car brands, One-way ANOVA analyses are conducted. Computed variables can be found in Hypothesis 13I.

Table 7.194. Differences Among Income Groups In Terms Of User Imagery Of The Specified Car Brands

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.331	3.440	3.235	0.301	0.288	0.268	8.67	0.0002
Opel Vectra	3.242	3.226	3.411	0.240	0.247	0.272	12.06	0.0000
Tofaş Şahin	1.699	1.604	1.807	0.360	0.317	0.362	5.86	0.0033

Table 7.194 indicates that there are differences among the income groups in terms of their evaluations about the user imagery related attributes of the three car brands. Medium income group for BMW 5.20, low income group for Opel Vectra and Tofaş Şahin have evaluated the user imagery attributes more positively than the others.

H17J) Differences Among Income Groups In Terms Of The Congruence Between Self-image And Product Image

Self-image is analyzed as the combination of actual self-image, ideal self-image, social self-image, ideal social self-image and expected self-image.

Table 7.195. Differences Among Income Groups In Terms Of The Congruence Between Self-image And Product Image

	Mean			St.Deviation				
	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Grp1</u>	<u>Grp2</u>	<u>Grp3</u>	<u>Fratio</u>	<u>Fprob.</u>
BMW 5.20	3.681	3.562	3.456	0.357	0.371	0.349	6.69	0.0015
Opel Vectra	3.388	3.564	3.257	0.341	0.358	0.404	14.67	0.0000
Tofaş Şahin	1.450	1.326	1.567	0.357	0.345	0.374	7.75	0.0005

There are statistically significant differences among the income groups in terms of the congruence felt between the images of the car brands and the self-images of the respondents. High income group for BMW 5.20, medium income group for

Opel Vectra and low income group for Tofaş Şahin indicated more strongly than the other groups that the images of the car brands reflect their self-images.

H18) Investigation Of The Relationship Between Intention To Buy The Car Brands And The Congruence Between The Image Of The Car Brands And Self-Image Of the Consumer

Respondents were asked to indicate whether or not the overall image of the specified car brands are congruent with their various types of self-images like actual self, ideal self, social self, ideal social self, and expected self images. They were also asked to indicate their intention to buy the specified car brands. In order to see whether or not there is a relation between intention to buy and the congruence between the image of the car and the self-image of the consumer, pearson correlation analysis is conducted for each of the car brands.

Table 7.196. Relationship Between Intention To Buy Opel Vectra And The Congruence Between The Image Of The Car And Self-Image Of the Consumer

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Intention To Buy Opel Vectra	3,452	0,499			
Actual Self-Image Opel Vectra	3.480	0.501	0.2535	250	0.000
Ideal Self-Image Opel Vectra	3.368	0.608	0.1644	250	0.009
Social Self-Image Opel Vectra	3.284	0.661	0.1572	250	0.013
Ideal Social Self-Image Opel Vectra	3.452	0.499	0.1441	250	0.023
Expected Self-Image Opel Vectra	3.300	0.635	0.2928	250	0.000

As can be seen from Table 7.196, all of the relations are significant, but low between the intention to buy Opel Vectra and the congruence of the overall image of the car with the various types of self-images of the respondents. The highest correlation is found for expected self-image ($r = 0.2928$) and the lowest correlation is found for ideal social self-image ($r = 0.1441$). As a result, it can be concluded that the congruence between the overall image of the car and actual, ideal, social, ideal social and expected self-images of the respondents have a weak correlation with the intention to buy the car brand.

Table 7.197. Relationship Between Intention To Buy BMW 5.20 And The Congruence Between The Image Of The Car And Self-Image Of the Consumer

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Intention To Buy BMW 5.20	3.544	0.499			
Actual Self-Image BMW 5.20	3.564	0.497	0.7822	250	0.000
Ideal Self-Image BMW 5.20	3.636	0.482	0.5425	250	0.000
Social Self-Image BMW 5.20	3.608	0.489	0.5480	250	0.000
Ideal Social Self-Image BMW 5.20	3.388	0.681	0.6293	250	0.000
Expected Self-Image BMW 5.20	3.644	0.48	0.5940	250	0.000

All of the relations are found to be significant and strong between the intention to buy BMW 5.20 and the congruence between the image of the car and self-image of the respondents. The highest correlation is for the actual self-image ($r = 0.7822$) and the lowest correlation is for the ideal self-image ($r = 0.5425$). It can be

inferred from these findings that car image-self-image congruence has an effect on the intention to buy for BMW 5.20.

Table 7.198. Relationship Between Intention To Buy Tofaş Şahin And The Congruence Between The Image Of The Car And Self-Image Of the Consumer

<u>Relationship</u>	<u>Mean</u>	<u>Standard Deviation</u>	<u>r</u>	<u>n</u>	<u>p</u>
Intention To Buy Tofaş Şahin	1.460	0.507			
Actual Self-Image Tofaş Şahin	1.444	0.506	0.7345	250	0.000
Ideal Self-Image Tofaş Şahin	1.44	0.497	0.6111	250	0.000
Social Self-Image Tofaş Şahin	1.588	0.642	0.6583	250	0.000
Ideal Social Self-Image Tofaş Şahin	1.384	0.487	0.5496	250	0.000
Expected Self-Image Tofaş Şahin	1.376	0.485	0.5180	250	0.000

The mean value for intention to buy Tofaş Şahin is 1.460 showing that the respondents do not intend to buy this car brand. Moreover, the mean values for the self-images indicate that the image of the car does not reflect their self-images. All the relations between the intention to buy Tofaş Şahin and the congruence of the image of the car with the self-images of the respondents are significant and strong. Overall, it can be concluded that this incongruence between the image of the car and self-images of the respondents contribute to the respondents' intention for not to buy the car. The highest correlation is for actual self-image ($r = 0.7345$) and the lowest correlation is for the expected self-image ($r = 0.5180$).

H19) Investigation Of The Relationship Between Respondents' Evaluations Of The Congruence Between The Image Of The Car And Their Self-Images And The Demographic Characteristics Of Respondents

Crosstab analyses are conducted to find out the relation between respondents' evaluations of the congruence between the image of the car and their self-images and their demographic characteristics.

H19A) Relationship Between Gender And Self-Image

Respondents were asked to indicate whether or not the images of the specified car brands reflect their various types of self-images. This finding is related to the gender of the respondents in order to see if they are related or not.

Table 7.199. Relationship Between Gender And Self-Image

Relationship Between Gender And	Chi-Square	df	p	Contingency Coefficient / Cramer's V/ Phi
Actual self-image -Opel	0.041	1	0.83	0.012
Ideal self-image -Opel	0.289	2	0.86	0.034
Social self-image -Opel	3.099	2	0.21	0.111
Ideal social self-image -Opel	1.2	1	0.27	0.069
Expected self-image -Opel	0.06	2	0.967	0.16
Actual self-image -BMW	3.21	1	0.07	0.113
Ideal self-image -BMW	2.57	1	0.10	0.1011
Social self-image -BMW	1.79	1	0.18	0.08
Ideal social self-image -BMW	2.52	2	0.28	0.10
Expected self-image -BMW	1.89	1	0.168	0.08
Actual self-image -Tofaş	4.65	2	0.097	0.13
Ideal self-image -Tofaş	1.27	1	0.25	0.07
Social self-image -Tofaş	1.34	2	0.51	0.073
Ideal social self-image -Tofaş	2.68	1	0.10	0.100
Expected self-image -Tofaş	2.81	1	0.09	0.106

As indicated by the figures, none of the relationships are statistically significant. Therefore, it will be true to claim that gender of the respondents does not influence their evaluation of the congruity of the car brand's image to their self-images.

H19B) Relationship Between Age And Self-Image

In order to understand whether or not there is a relationship between age of the respondents and the congruity between the images of the car brands and self-images of the respondents, cross-tabs analyses are conducted.

Table 7.200. Relationship Between Age And Self-Image

Relationship Between Age And	Chi-Square	df	p	ContingencyCoefficient / Cramer's V/ Phi
Actual self-image -Opel	2.74	2	0.25	0.104
Ideal self-image -Opel	2.50	4	0.64	0.070
Social self-image -Opel	1.98	4	0.73	0.088
Ideal social self-image -Opel	1.25	2	0.53	0.070
Expected self-image -Opel	6.92	4	0.14	0.164
Actual self-image -BMW	26.82	2	0.000	0.310
Ideal self-image -BMW	23.90	2	0.00001	0.300
Social self-image -BMW	12.37	2	0.00206	0.218
Ideal social self-image -BMW	39.11	4	0.000	0.268
Expected self-image -BMW	24.14	2	0.00001	0.300
Actual self-image -Tofaş	31.57	4	0.000	0.320
Ideal self-image -Tofaş	36.04	2	0.000	0.369
Social self-image -Tofaş	29.27	4	0.00001	0.318
Ideal social self-image -Tofaş	23.56	2	0.00001	0.290
Expected self-image -Tofaş	34.25	2	0.00000	0.350

None of the relationships are statistically significant for Opel Vectra. However for BMW 5.20 and Tofaş Şahin, there exists a significant relationship between age of the respondents and their evaluation about how the image of the cars reflect their self-images. While age does not affect the evaluation about the congruity between the image of the car and self-image of the respondents for Opel Vectra, it is important in the case of BMW 5.20 and Tofaş Şahin. The strongest association is found for ideal-social self image for BMW 5.20 and for ideal self-image in the case of Tofaş Şahin.

H19C)Relationship Between Marital Status And Self-Image

In order to see the relation between marital status and brand image-self image congruence, cross-tabs analyses are conducted for each of the car brands.

Table 7.201. Relationship Between Marital Status And Self-Image

Relationship Between Marital Status And	Chi-Square	df	p	Contingency Coefficient	Cramer's V/ Phi
Actual self-image -Opel	1.55		1	0.211	0.078
Ideal self-image -Opel	0.15		2	0.92	0.024
Social self-image -Opel	2.27		2	0.32	0.094
Ideal social self-image -Opel	2.52		1	0.11	0.100
Expected self-image -Opel	3.40		2	0.17	0.110
Actual self-image -BMW	22.33		1	0.000	0.290
Ideal self-image -BMW	19.48		1	0.00001	0.260
Social self-image -BMW	10.32		1	0.00131	0.199
Ideal social self-image -BMW	31.69		2	0.000	0.342
Expected self-image -BMW	15.51		1	0.00008	0.240
Actual self-image -Tofaş	20.81		2	0.00003	0.280
Ideal self-image -Tofaş	29.14		1	0.000	0.330
Social self-image -Tofaş	18.69		2	0.00009	0.269
Ideal social self-image -Tofaş	17.84		1	0.00002	0.250
Expected self-image -Tofaş	27.94		1	0.00000	0.320

While no relationship is found to be statistically significant for Opel Vectra, for Tofaş Şahin and BMW 5.20 all of the relations are significant. Marital status of the respondents does not affect their evaluation of the congruence of the image of Opel Vectra to their self-images, however for Tofaş Şahin and BMW 5.20, marital status seems to influence this evaluation.

H19D) Relationship Between Education And Self-Image

Cross-tabs analyses are conducted to find out the relation between education of the respondents and their views about how the image of the car brands reflect their self-images.

Table 7.202. Relationship Between Education And Self-Image

Relationship Between Education And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/ Phi
Actual self-image -Opel	2.91	2	0.23	0.100
Ideal self-image -Opel	0.32	4	0.98	0.036
Social self-image -Opel	3.93	4	0.41	0.125
Ideal social self-image -Opel	1.62	2	0.44	0.080
Expected self-image -Opel	4.26	4	0.37	0.130
Actual self-image -BMW	26.38	2	0.000	0.310
Ideal self-image -BMW	21.46	2	0.00002	0.280
Social self-image -BMW	9.26	2	0.00978	0.189
Ideal social self-image -BMW	34.12	4	0.000	0.350
Expected self-image -BMW	17.01	2	0.00020	0.250
Actual self-image -Tofaş	22.18	4	0.00018	0.270
Ideal self-image -Tofaş	31.15	2	0.000	0.342
Social self-image -Tofaş	25.84	4	0.00003	0.300
Ideal social self-image -Tofaş	16.89	2	0.00021	0.250
Expected self-image -Tofaş	31.64	2	0.00000	0.330

There is no statistically significant relation between education and respondents evaluation about how the image of Opel Vectra reflects their self-images. For BMW

5.20 and Tofaş Şahin, this relation is significant indicating that education affects the evaluation of the congruence between images of the car brands and self-images of the respondents.

H19E) Relationship Between Occupation And Self-Image

With the aim of understanding whether or not occupation is a factor affecting the respondents' evaluation about the congruity between the image of the car brands and self-images of respondents, cross-tabs analyses are conducted.

Table 7.203. Relationship Between Occupation And Self-Image

Relationship Between Occupation And	Chi-Square	df	p	ContingencyCoefficient Cramer's V/ Phi
Actual self-image -Opel	2.86	2	0.23	0.107
Ideal self-image -Opel	2.46	4	0.65	0.098
Social self-image -Opel	2.84	4	0.58	0.105
Ideal social self-image -Opel	3.26	2	0.19	0.110
Expected self-image -Opel	6.71	4	0.15	0.150
Actual self-image -BMW	21.78	2	0.00002	0.280
Ideal self-image -BMW	18.11	2	0.00012	0.260
Social self-image -BMW	8.92	2	0.011	0.185
Ideal social self-image -BMW	25.37	4	0.00004	0.219
Expected self-image -BMW	17.37	2	0.00017	0.255
Actual self-image -Tofaş	19.10	4	0.00075	0.260
Ideal self-image -Tofaş	33.98	2	0.000	0.356
Social self-image -Tofaş	25.08	4	0.00005	0.297
Ideal social self-image -Tofaş	15.70	2	0.00039	0.244
Expected self-image -Tofaş	28.41	2	0.00000	0.324

The findings indicate that occupation is significantly related to respondents' evaluation about the congruence between the image of the car and their self-images for Tofaş Şahin and BMW 5.20; however for Opel Vectra no statistically significant relation is found indicating that this congruity is affected by factors other than occupation of the respondents.

H19F) Relationship Between Position At Work And Self-Image

Cross-tabs analyses are utilized for the investigation of the relationship between position at work and brand image-self image congruence.

Table 7.204. Relationship Between Position At Work And Self-Image

Relationship Between Position At Work And	Chi-Square	df	p	Contingency Coefficient/ Cramer's V/ Phi
Actual self-image -Opel	37.44	3	0.000	0.370
Ideal self-image -Opel	25.96	6	0.00023	0.212
Social self-image -Opel	15.72	6	0.01535	0.175
Ideal social self-image -Opel	11.12	3	0.011	0.209
Expected self-image -Opel	35.21	6	0.000	0.250
Actual self-image -BMW	1.22	3	0.74	0.070
Ideal self-image -BMW	3.31	3	0.347	0.110
Social self-image -BMW	5.99	3	0.112	0.154
Ideal social self-image -BMW	5.46	6	0.48	0.100
Expected self-image -BMW	0.711	3	0.87	0.053
Actual self-image -Tofaş	3.83	6	0.70	0.080
Ideal self-image -Tofaş	3.097	3	0.37	0.111
Social self-image -Tofaş	13.98	6	0.29	0.159
Ideal social self-image -Tofaş	4.73	3	0.19	0.137
Expected self-image -Tofaş	2.09	3	0.5533	0.091

In this case, none of the relationships are significant for BMW 5.20 and Tofaş Şahin, but for Opel Vectra there is a significant relation between position at work and evaluation the congruence between the image of the car and self-images of the respondents.

H19G) Relationship Between Income And Self-Image

For the purpose of understanding whether or not there is a relation between income levels of the respondents and their evaluation about how the images of the car brands reflect their self-images, the following cross-tabs analyses are conducted.

Table 7.205. Relationship Between Income And Self-Image

Relationship Between Income And	Chi-Square	df	p	ContingencyCoefficient/ Cramer's V/ Phi
Actual self-image -Opel	27.78	2	0.000	0.320
Ideal self-image -Opel	19.16	4	0.00073	0.263
Social self-image -Opel	10.61	4	0.031	0.202
Ideal social self-image -Opel	9.56	2	0.00838	0.192
Expected self-image -Opel	35.11	4	0.000	0.350
Actual self-image -BMW	9.92	2	0.00702	0.199
Ideal self-image -BMW	8.44	2	0.0147	0.185
Social self-image -BMW	10.81	2	0.0044	0.204
Ideal social self-image -BMW	16.71	4	0.0022	0.245
Expected self-image -BMW	8.01	3	0.018	0.175
Actual self-image -Tofaş	15.04	4	0.00461	0.236
Ideal self-image -Tofaş	11.266	2	0.00358	0.212
Social self-image -Tofaş	31.48	4	0.000	0.332
Ideal social self-image -Tofaş	0.46	2	0.79	0.043
Expected self-image -Tofaş	6.63	2	0.0362	0.161

All of the relationships between income and brand image-self image congruence are found statistically significant except for ideal social self image and

expected self-images for Tofaş Şahin. For these two constructs, it can be inferred that factors other than the income levels of the respondents have an effect.

H20) Investigation Of The Differences Among The Specified Car Brands In Terms Of Brand Personality Attributes

Respondents were asked to evaluate brand personalities of BMW 5.20, Opel Vectra and Tofaş Şahin. In order to understand whether or not these brand personalities are significantly different from one another, paired T-tests are done. By this way, all the car brands are compared pairwise on the brand personality attributes.

Table 7.206. Differences Among The Specified Car Brands In Terms Of Brand Personality Attributes

	<u>Mean</u>	<u>St.Deviation</u>	<u>t</u>	<u>df</u>	<u>2-tail p</u>
Down-to-earth-Opel	1.924	0.854	-11.17	249	0.000
Down-to-earth-Tofaş	0.956	1.180			
Down-to-earth-BMW	-0.96	1.600	-23.73	249	0.000
Down-to-earth-Opel	1.924	0.854			
Down-to-earth-Tofaş	0.956	1.180	15.11	249	0.000
Down-to-earth-BMW	-0.960	1.600			
Family-oriented-Tofaş	-1.660	1.368	-12.09	249	0.000
Family-oriented-BMW	-0.176	1.588			
Family-oriented-Opel	1.660	0.846	-32.58	249	0.000
Family-oriented-Tofaş	-1.660	1.368			
Family-oriented-BMW	-0.176	1.588	-16.59	249	0.000
Family-oriented-Opel	1.660	0.846			
Small town-Opel	2.168	0.929	-38.18	249	0.000
Small town-Tofaş	-1.672	1.177			
Small town-BMW	2.816	0.663	10.37	249	0.000
Small town-Opel	2.168	0.929			
Small town-Tofaş	-1.672	1.177	-52.30	249	0.000
Small town-BMW	2.816	0.663			

	<u>Mean</u>	<u>St.Deviation</u>	<u>t</u>	<u>df</u>	<u>2-tail p</u>
Honest-Opel	1.388	0.921	0.03	249	0.974
Honest-BMW	1.392	1.654			
Honest-Tofaş	-0.564	1.228	-20.93	249	0.000
Honest-Opel	1.388	0.921			
Honest-Tofaş	-0.564	1.228	-14.12	249	0.000
Honest-BMW	1.392	1.654			
Insincere-Opel	1.680	1.155	-18.47	249	0.000
Insincere-Tofaş	-0.372	1.239			
Insincere-BMW	0.136	1.410	-12.87	249	0.000
Insincere-Opel	1.680	1.155			
Insincere-Opel	1.680	1.155	-4.11	249	0.000
Insincere-BMW	0.136	1.410			
Real-Opel	0.580	1.831	-9.62	249	0.000
Real-Tofaş	-0.880	1.817			
Real-BMW	-1.224	1.361	-12.82	249	0.000
Real-Opel	0.580	1.831			
Real-Tofaş	-0.880	1.817	2.55	249	0.011
Real-BMW	-1.224	1.361			
Unwholesome-Opel	-0.252	1.697	-3.86	249	0.000
Unwholesome-Tofaş	-0.756	1.053			
Unwholesome-BMW	1.960	0.943	17.69	249	0.000
Unwholesome-Opel	-0.252	1.697			
Unwholesome-Tofaş	-0.756	1.053	-31.77	249	0.000
Unwholesome-BMW	1.960	0.943			
Original-Tofaş	-2.700	0.724	-89.42	249	0.000
Original-BMW	2.656	0.532			
Original-Opel	0.976	1.434	36.23	249	0.000
Original-Tofaş	-2.700	0.724			
Original-BMW	2.656	0.532	16.88	249	0.000
Original-Opel	0.976	1.434			
Cheerless-Tofaş	-1.868	0.808	-13.69	249	0.000
Cheerless-BMW	-0.516	1.448			
Cheerless-Tofaş	-1.868	0.808	-9.54	249	0.000
Cheerless-Opel	-0.560	2.109			

	<u>Mean</u>	<u>St.Deviation</u>	<u>t</u>	<u>df</u>	<u>2-tail p</u>
Cheerless-BMW	-0.516	1.448	0.27	249	0.788
Cheerless-Opel	-0.560	2.109			
Friendly-Tofaş	-1.572	1.340	-4.20	249	0.000
Friendly-BMW	-1.028	1.509			
Friendly-Tofaş	-1.572	1.340	-12.98	249	0.000
Friendly-Opel	0.500	2.151			
Friendly-BMW	-1.028	1.509	-8.93	249	0.000
Friendly-Opel	0.500	2.151			
Unreliable-Tofaş	-1.580	1.346	-19.93	249	0.000
Unreliable-BMW	1.004	1.479			
Unreliable-Tofaş	-1.58	1.346	-21.16	249	0.000
Unreliable-Opel	1.216	1.614			
Unreliable-BMW	1.004	1.479	-1.48	249	0.140
Unreliable-Opel	1.216	1.614			
Hardworking-Tofaş	-1.276	1.729	-7.73	249	0.000
Hardworking-BMW	-0.016	1.903			
Hardworking-Opel	1.728	1.273	-22.05	249	0.000
Hardworking-Tofaş	-1.276	1.729			
Hardworking-BMW	-0.016	1.903	-12.80	249	0.000
Hardworking-Opel	1.728	1.273			
Insecure-Opel	1.580	1.460	-19.10	249	0.000
Insecure-Tofaş	-0.824	1.487			
Insecure-BMW	1.856	1.095	2.31	249	0.022
Insecure-Opel	1.580	1.460			
Insecure-Tofaş	-0.824	1.487	-23.15	249	0.000
Insecure-BMW	1.856	1.095			
Intelligent-Opel	1.736	1.166	-33.71	249	0.000
Intelligent-Tofaş	-1.132	0.690			
Intelligent-BMW	2.788	0.438	13.71	249	0.000
Intelligent-Opel	1.736	1.166			
Intelligent-Tofaş	-1.132	0.690	-74.92	249	0.000
Intelligent-BMW	2.788	0.438			
Technical-Opel	2.024	0.816	25.73	249	0.000
Technical-Tofaş	-0.744	1.464			

	<u>Mean</u>	<u>St.Deviation</u>	<u>t</u>	<u>df</u>	<u>2-tail p</u>
Technical-BMW	-1.760	1.650	32.76	249	0.000
Technical-Opel	2.024	0.816			
Technical-Tofaş	-0.744	1.464	7.34	249	0.000
Technical-BMW	-1.760	1.650			
Illogical-Opel	1.972	1.073	20.10	249	0.000
Illogical-Tofaş	-0.368	1.529			
Illogical-BMW	2.104	0.834	-1.45	249	0.147
Illogical-Opel	1.972	1.073			
Illogical-Tofaş	-0.368	1.529	-23.37	249	0.000
Illogical-BMW	2.104	0.834			
Successful-Opel	2.532	0.787	24.51	249	0.000
Successful-Tofaş	-0.176	1.47			
Successful-Opel	2.532	0.787	6.57	249	0.000
Successful-BMW	2.036	0.946			
Successful-Tofaş	-0.176	1.47	-18.95	249	0.000
Successful-BMW	2.036	0.946			
Follower-Opel	2.272	0.882	43.63	249	0.000
Follower-Tofaş	-1.128	0.811			
Follower-Opel	2.272	0.882	3.92	249	0.000
Follower-BMW	1.980	0.838			
Follower-Tofaş	-1.128	0.811	-41.33	249	0.000
Follower-BMW	1.980	0.838			
Confident-Opel	1.500	0.945	47.05	249	0.000
Confident-Tofaş	-1.920	0.735			
Confident-Opel	1.500	0.945	-6.19	249	0.000
Confident-BMW	2.036	0.915			
Confident-Tofaş	-1.920	0.735	-51	249	0.000
Confident-BMW	2.036	0.915			
Outdoorsy-Opel	2.136	0.863	20.60	249	0.000
Outdoorsy-Tofaş	-0.056	1.517			
Outdoorsy-Opel	2.136	0.863	-5.82	249	0.000
Outdoorsy-BMW	2.568	0.632			
Outdoorsy-Tofaş	-0.056	1.517	-24.70	249	0.000
Outdoorsy-BMW	2.568	0.632			
Not Masculine-Opel	2.044	0.928	60.56	249	0.000
Not Masculine-Tofaş	-2.448	0.688			

	<u>Mean</u>	<u>St.Deviation</u>	<u>t</u>	<u>df</u>	<u>2-tail p</u>
Not Masculine-Opel	2.044	0.928	15.95	249	0.000
Not Masculine-BMW	0.400	1.445			
Not Masculine-Tofaş	-2.448	0.688	-28.13	249	0.000
Not Masculine-BMW	0.400	1.445			
Western-Opel	2.140	0.700	90.06	249	0.000
Western-Tofaş	-2.796	0.460			
Western-Opel	2.140	0.700	-16.42	249	0.000
Western-BMW	2.952	0.214			
Western-Tofaş	-2.796	0.460	-177.71	249	0.000
Western-BMW	2.952	0.214			
Gentle-Opel	-1.612	1.393	4.56	249	0.000
Gentle-Tofaş	-2.104	0.908			
Gentle-Opel	-1.612	1.393	-33.26	249	0.000
Gentle-BMW	1.844	0.907			
Gentle-Tofaş	-2.104	0.908	-44.67	249	0.000
Gentle-BMW	1.844	0.907			
Rugged-Opel	1.808	1.050	-7.55	249	0.000
Rugged-Tofaş	2.380	0.773			
Rugged-Opel	1.808	1.050	8.90	249	0.000
Rugged-BMW	0.668	1.740			
Rugged-Tofaş	2.380	0.773	13.83	249	0.000
Rugged-BMW	0.668	1.740			
Daring-Opel	1.344	1.239	-10.91	249	0.000
Daring-Tofaş	2.360	0.681			
Daring-Opel	1.344	1.239	-0.72	249	0.474
Daring-BMW	1.424	1.253			
Daring-Tofaş	2.360	0.681	10.10	249	0.000
Daring-BMW	1.424	1.253			
Untrendy-Opel	1.860	0.932	54.03	249	0.000
Untrendy-Tofaş	-2.384	0.809			
Untrendy-Opel	1.860	0.932	-16.79	249	0.000
Untrendy-BMW	2.920	0.272			
Untrendy-Tofaş	-2.384	0.809	-100.07	249	0.000
Untrendy-BMW	2.920	0.272			

	<u>Mean</u>	<u>St.Deviation</u>	<u>t</u>	<u>df</u>	<u>2-tail p</u>
Exciting-Opel	1.628	1.076	1.90	249	0.060
Exciting-Tofaş	1.300	1.699			
Exciting-Tofaş	1.300	1.699	-1.81	249	0.071
Exciting-BMW	1.552	1.353			
Exciting-Opel	1.628	1.076	0.69	249	0.490
Exciting-BMW	1.552	1.353			
Spiritless-Opel	1.696	1.110	7.18	249	0.00
Spiritless-Tofaş	0.760	1.635			
Spiritless-BMW	2.384	0.578	-8.38	249	0.000
Spiritless-Opel	1.696	1.110			
Spiritless-Tofaş	0.760	1.635	-14.06	249	0.000
Spiritless-BMW	2.384	0.578			
Cool-Opel	-0.600	1.35	15.31	249	0.000
Cool-Tofaş	-2.328	1.004			
Cool-Opel	-0.600	1.350	-19.82	249	0.000
Cool-BMW	1.668	1.263			
Cool-Tofaş	-2.328	1.004	-39.02	249	0.000
Cool-BMW	1.668	1.263			
Old-Opel	2.096	0.544	15.55	249	0.000
Old-Tofaş	0.544	1.486			
Old-Opel	2.096	0.544	-2.49	249	0.013
Old-BMW	2.248	0.823			
Old-Tofaş	0.544	1.486	-16.16	249	0.000
Old-BMW	2.248	0.823			
Imaginative-Opel	2.100	0.547	71.81	249	0.000
Imaginative-Tofaş	-2.360	0.868			
Imaginative-Opel	2.100	0.547	-7.50	249	0.000
Imaginative-BMW	2.460	0.546			
Imaginative-Tofaş	-2.36	0.868	-75.92	249	0.000
Imaginative-BMW	2.46	0.546			
Common-Opel	1.676	0.884	59.27	249	0.000
Common-Tofaş	-2.692	0.764			
Common-Opel	1.676	0.884	-19.17	249	0.000
Common-BMW	2.852	0.367			

	<u>Mean</u>	<u>St.Deviation</u>	<u>t</u>	<u>df</u>	<u>2tail p</u>
Common-Tofaş	-2.692	0.764	-104.26	249	0.000
Common-BMW	2.852	0.367			
Up-to-date-Opel	1.748	1.059	65.30	249	0.000
Up-to-date-Tofaş	-2.800	0.439			
Up-to-date-Opel	1.748	1.059	-14.83	249	0.000
Up-to-date-BMW	2.824	0.412			
Up-to-date-Tofaş	-2.800	0.439	-151	249	0.000
Up-to-date-BMW	2.824	0.412			
Independent-Opel	1.900	0.861	13.47	249	0.000
Independent-Tofaş	0.816	1.056			
Independent-Opel	1.900	0.861	0.09	249	0.928
Independent-BMW	1.892	1.127			
Independent-Tofaş	0.816	1.056	-10.62	249	0.000
Independent-BMW	1.892	1.127			
Noncontemporary-Opel	1.612	0.872	45.22	249	0.000
Noncontemporary-Tofaş	-2.296	1.014			
Noncontemporary-Opel	1.612	0.872	-19.65	249	0.000
Noncontemporary-BMW	2.828	0.399			
Noncontemporary-Tofaş	-2.296	1.014	-74.16	249	0.000
Noncontemporary-BMW	2.828	0.399			
Upper class-Opel	2.060	0.588	44.68	249	0.000
Upper class-Tofaş	-1.108	1.014			
Upper class-Opel	2.060	0.588	-18.61	249	0.000
Upper class-BMW	2.880	0.338			
Upper class-Tofaş	-1.108	1.014	-59.36	249	0.000
Upper class-BMW	2.880	0.338			
Bad Looking-Opel	2.156	0.685	49.46	249	0.000
Bad Looking-Tofaş	-1.628	1.034			
Bad Looking-BMW	2.776	0.427	-11.97	249	0.000
Bad Looking-Opel	2.156	0.685			
Bad Looking-Tofaş	-1.628	1.034	-61.21	249	0.000
Bad Looking-BMW	2.776	0.427			
Not charming-Opel	2.008	0.755	71.54	249	0.000
Not charming-Tofaş	-2.608	0.743			
Not charming-Opel	2.008	0.755	-9.15	249	0.000
Not charming-BMW	2.532	0.582			

	<u>Mean</u>	<u>St.Deviation</u>	<u>t</u>	<u>df</u>	<u>2-tail p</u>
Not charming-Tofaş	-2.608	0.743	-86.05	249	0.000
Not charming-BMW	2.532	0.582			
Feminine-Opel	-1.424	1.533	9.40	249	0.000
Feminine-Tofaş	-2.520	0.879			
Feminine-Opel	-1.424	1.533	-4.89	249	0.000
Feminine-BMW	-0.680	1.998			
Feminine-Tofaş	-2.520	0.879	-13.12	249	0.000
Feminine-BMW	-0.680	1.998			
Not smooth-Opel	1.920	0.832	47.83	249	0.000
Not smooth-Tofaş	-1.812	0.953			
Not smooth-Opel	1.920	0.832	-7.50	249	0.000
Not smooth-BMW	2.416	0.702			
Not smooth-Tofaş	-1.812	0.953	-57.21	249	0.000
Not smooth-BMW	2.416	0.702			

As can be seen from Table 7.206, all of the differences are significant except for the honest attribute between Opel and BMW, cheerless attribute for BMW and Opel, unreliable attribute for BMW and Opel, illogical attribute for BMW and Opel, daring attribute for Opel and BMW, exciting attribute for Tofaş and BMW and for Opel and BMW and for Tofaş and Opel, and independent attribute for Opel and BMW. These results indicate that respondents find Opel and BMW similar to each other with respect to the adjectives of honest, cheerless, unreliable, illogical, daring, and independent. Moreover respondents find Tofaş, BMW, Opel as similar to each other in terms of excitement. For the remaining attributes, it can be concluded that there are significant differences among the car brands in terms of their positioning around these brand personality variables. By looking at the mean values, a ranking of

the car brands around these brand personality variables becomes possible. The following table shows this ranking:

Table 7.207. Ranking Of The Car Brands For Brand Personality Attributes

	First	Second	Third
Down-to-earth	Opel	Tofaş	BMW
Family-oriented	Opel	BMW	Tofaş
Small Town	Tofaş	Opel	BMW
Honest	BMW/Opel	Tofaş	
Insincere	Tofaş	BMW	Opel
Real	Opel	Tofaş	BMW
Unwholesome	Tofaş	Opel	BMW
Original	BMW	Opel	Tofaş
Cheerless	Tofaş	BMW/Opel	
Friendly	Opel	BMW	Tofaş
Unreliable	Tofaş	BMW/Opel	
Hardworking	Opel	BMW	Tofaş
Insecure	Tofaş	Opel	BMW
Intelligent	BMW	Opel	Tofaş
Technical	BMW	Tofaş	Opel
Illogical	Tofaş	BMW/Opel	
Successful	Opel	BMW	Tofaş
Follower	Tofaş	BMW	Opel
Confident	BMW	Opel	Tofaş
Outdoorsy	BMW	Opel	Tofaş
Not Masculine	Tofaş	BMW	Opel
Western	BMW	Opel	Tofaş
Gentle	BMW	Opel	Tofaş
Rugged	Tofaş	Opel	BMW
Daring	Tofaş	Opel/BMW	
Untrendy	Tofaş	Opel	BMW
Exciting	Tofaş/BMW/Opel		
Spiritless	Tofaş	Opel	BMW
Cool	BMW	Opel	Tofaş
Old	Tofaş	Opel	BMW
Imaginative	BMW	Opel	Tofaş
Common	Tofaş	Opel	BMW
Up-to-date	BMW	Opel	Tofaş
Independent	Opel/BMW	Tofaş	
Non-contemporary	Opel	BMW	Tofaş
Upper-class	BMW	Opel	Tofaş
Bad Looking	Tofaş	Opel	BMW
Not Charming	Tofaş	Opel	BMW
Feminine	BMW	Opel	Tofaş
Not Smooth	Tofaş	Opel	BMW

As can be understood from Table 7.207, Opel Vectra is the car brand that is perceived as the most down-to-earth, family oriented, real, friendly, hardworking, successful, sincere, practical, leader, masculine one among the other brands. BMW 5.20 is perceived as the most original, intelligent, technical, confident, outdoorsy, Western, gentle, cool, imaginative, up-to-date, upper class, feminine, big city, unreal, wholesome, secure, delicate, trendy, spirited, young, unique, contemporary, good looking, charming and smooth one. Tofaş Şahin is perceived to be the most small town, insincere, unwholesome, insecure, dishonest, unfriendly, lazy, unsuccessful, follower, unconfident, Eastern, tough, rugged, untrendy, spiritless, old, common, dependent, lower class, non-contemporary one.

H 21) Investigation Of The Differences Among The Specified Car Brands In Terms Of The Importance Given To Brand Name, Company Name And Country-of-Origin

Respondents were asked to indicate the importance they give to the brand name, company name and country-of-origin of each of the car brands in deciding how good these cars are. Paired T-tests are conducted to find out whether or not there are significant differences between these car brands in terms of the importance given to their brand names, company names and country-of-origins. The following table presents the results:

Table 7.208. Differences Among The Specified Car Brands In Terms of The Importance Given To Brand Name, Company Name And Country-of-Origin

	<u>Mean</u>	<u>St.Deviation</u>	<u>t</u>	<u>df</u>	<u>2-tail p</u>
Importance of brand name-BMW	3.560	0.521	27.71	249	0.000
Importance of brand name-Tofaş	1.780	0.697			
Importance of brand name-Opel	3.412	0.532	2.46	249	0.015
Importance of brand name-BMW	3.560	0.521			
Importance of brand name-Opel	3.412	0.532	-35.97	249	0.000
Importance of brand name-Tofaş	1.780	0.697			
Importance of company name-BMW	3.540	0.546	24.44	249	0.000
Importance of company name-Tofaş	1.864	0.815			
Importance of company name-Opel	3.508	0.517	0.54	249	0.587
Importance of company name-BMW	3.540	0.546			
Importance of company name-Opel	3.508	0.517	-31.34	249	0.000
Importance of company name-Tofaş	1.864	0.815			
Importance of country-of-origin-BMW	3.532	0.516	23.77	249	0.000
Importance of country-of-origin-Tofaş	1.968	0.781			
Importance of country-of-origin-Opel	3.504	0.532	0.5	249	0.617
Importance of country-of-origin-BMW	3.532	0.516			
Importance of country-of-origin-Opel	3.504	0.532	-30.28	249	0.000
Importance of country-of-origin-Tofaş	1.968	0.781			

As can be understood from Table 7.208, there are significant differences between the car brands in terms of the importance given to their brand names, company names and country-of-origins. There exists two exceptions. These are the importance given to the company name and country-of-origin of Opel Vectra and BMW 5.20. It indicates that respondents give importance to the company name and country-of-origin of Opel Vectra and BMW 5.20 at the same degree. For these two car brands, company name and country-of-origin have equal importance in the views

of the respondents for helping to decide how good the cars are. The mean values of the car brands differ significantly from each other in terms of the importance given to their brand names such that the highest importance given to brand name is found for BMW 5.20 which is followed by Opel Vectra and the least importance given to brand name is found for Tofaş Şahin. This signs out the fact that in deciding how good the car brands are, brand name counts mostly for BMW 5.20 and leastly for Tofaş Şahin.

H22) Differences Among The Car Brands

Paired-T tests are conducted in order to find out the differences among the car brands in terms of the intention to buy, satisfaction, confidence, brand image evaluations, product attributes, user and usage imagery attributes.

H22A) Differences In Intention To Buy The Specified Car Brands

In order to understand whether or not the mean values for the intention to buy of the car brands are statistically different from each other as pairwise, paired T-tests are conducted.

Table 7.209. Differences In Intention To Buy The Specified Car Brands

	Mean	St.Deviation	t	df	2-Tail p
Intention To Buy BMW 5.20	3.544	0.499	32.80	249	0.000
Intention To Buy Tofaş Şahin	1.460	0.507			
Intention To Buy BMW 5.20	3.544	0.499	1.46	249	0.145
Intention To Buy Opel Vectra	3.452	0.499			
Intention To Buy Tofaş Şahin	1.460	0.507	-35.9	249	0.000
Intention To Buy Opel Vectra	3.452	0.499			

The results indicate that the mean values for the intention to buy BMW 5.20 and Tofaş Şahin and for Opel Vectra and Tofaş Şahin are significantly different, showing that people are more intended to buy BMW 5.20 and Opel Vectra when compared with their intention to buy Tofaş Şahin. There are no statistically significant differences for the intention to buy BMW 5.20 and Opel Vectra indicating that respondents have the same level of willingness for the purchase of these two brands.

H22B) Differences In Satisfaction With The Specified Car Brands

In order to understand whether or not the mean values for satisfaction with the car brands are statistically different from each other as pairwise, paired T-tests are conducted.

Table 7.210. Differences In Satisfaction With The Specified Car Brands

	Mean	St.Deviation	t	df	2-Tail p
Satisfaction With Tofaş Şahin	3.532	0.500	34.23	249	0.000
Satisfaction With Opel Vectra	1.564	0.528			
Satisfaction With Tofaş Şahin	3.532	0.500	35.77	249	0.000
Satisfaction With BMW 5.20	1.436	0.497			
Satisfaction With Opel Vectra	1.564	0.528	3.99	249	0.000
Satisfaction With BMW 5.20	1.436	0.497			

Since all of the differences are statistically significant, it can be concluded that people feel different levels of satisfaction with these car brands. They are satisfied mostly with BMW 5.20, then with Opel Vectra and leastly with Tofaş Şahin.

H22C) Differences In Confidence In The Purchase Decision For The Specified Car Brands

In order to understand whether or not the mean values for confidence in the purchase decision for the car brands are statistically different from each other as pairwise, paired T-tests are conducted.

Table 7.211. Differences In Confidence In The Purchase Decision For The Specified Car Brands

	Mean	St.Deviation	t	df	2-Tail p
Confidence In Opel Vectra	1.452	0.499	1.02	249	0.311
Confidence In BMW 5.20	1.420	0.495			
Confidence In Tofaş Şahin	3.548	0.515	37.38	249	0.000
Confidence In Opel Vectra	1.452	0.499			
Confidence In Tofaş Şahin	3.548	0.515	37.18	249	0.000
Confidence In BMW 5.20	1.420	0.495			

As can be seen from Table 7.211, the mean values for confidence in the purchase decision of Tofaş Şahin and Opel Vectra and of Tofaş Şahin and BMW 5.20 are statistically different indicating that people have more confidence in Opel Vectra and in BMW 5.20 when compared with the confidence felt in Tofaş Şahin. Tofaş Şahin appears to be the car brand that people feel the highest level of unconfidence with. According to the comparison between Opel Vectra and BMW 5.20, no statistically significant difference is found in terms of the confidence felt. Therefore, respondents have the same level of confidence with these car brands.

H22D) Differences In The Brand Images Of The Specified Car Brands

In order to understand whether or not the mean values for the brand images of the car brands are statistically different from each other as pairwise, paired T-tests are conducted.

Table 7.212. Differences In The Brand Images Of The Specified Car Brands

	Mean	St.Deviation	t	df	2-Tail p
Brand Image Of BMW 5.20	1.368	0.483	-36.52	249	0.000
Brand Image Of Tofaş Şahin	3.524	0.532			
Brand Image Of BMW 5.20	1.368	0.483	-4.02	249	0.000
Brand Image Of Opel Vectra	1.468	0.508			
Brand Image Of Tofaş Şahin	3.524	0.532	34.03	249	0.000
Brand Image Of Opel Vectra	1.468	0.500			

The brand images of the car brands are found to be different from each other pairwise. This indicates that BMW 5.20 has the best brand image evaluation followed by Opel Vectra and the worst brand image evaluation belongs to Tofaş Şahin.

H22E) Differences Among The Car Brands In Terms Of The Product Attributes

With the purpose of understanding whether or not the mean values for the car brands are significantly different when examined pairwise in terms of the product attributes, paired T-tests are conducted.

Table 7.213. Differences Among The Car Brands In Terms Of The Product Attributes

	Mean	St.Deviation	t	df	2-Tail p
Work properly-Opel	3.448	0.514	-3.63	249	0.000
Work properly-BMW	3.644	0.480			
Work properly-Opel	3.448	0.514	38.31	249	0.000
Work properly-Tofaş	1.608	0.727			
Work properly-BMW	3.644	0.480	31.58	249	0.000
Work properly-Tofaş	1.608	0.727			
Durability-Opel	3.452	0.522	-2.98	249	0.003
Durability-BMW	3.612	0.488			
Durability-Opel	3.452	0.522	53.61	249	0.000
Durability-Tofaş	1.448	0.530			
Durability-BMW	3.612	0.488	39.35	249	0.000
Durability-Tofaş	1.448	0.530			
Service And Parts Availability Opel	3.260	0.659	-1.83	249	0.068
Service And Parts Availability BMW	3.376	0.642			
Service And Parts Availability Opel	3.260	0.659	11.57	249	0.000
Service And Parts Availability Tofaş	2.380	1.121			
Service And Parts Availability BMW	3.376	0.642	10.97	249	0.000
Service And Parts Availability Tofaş	2.380	1.121			
Size-Opel	2.848	0.836	-8.17	249	0.000
Size-BMW	3.396	0.633			
Size-Opel	2.848	0.836	14.72	249	0.000
Size-Tofaş	1.828	0.796			
Size-BMW	3.396	0.633	21.30	249	0.000
Size-Tofaş	1.828	0.796			
Interior Room-Opel	3.400	0.538	-4.72	249	0.000
Interior Room-BMW	3.664	0.473			
Interior Room-Opel	3.400	0.538	58.78	249	0.000
Interior Room-Tofaş	1.364	0.482			
Interior Room-BMW	3.664	0.473	43.95	249	0.000
Interior Room-Tofaş	1.364	0.482			

	Mean	St.Deviation	t	df	2-Tail p
Workmanship-Opel	3.440	0.497	-3.92	249	0.000
Workmanship-BMW	3.652	0.477			
Workmanship-Opel	3.440	0.497	62.64	249	0.000
Workmanship-Tofaş	1.344	0.476			
Workmanship-BMW	3.652	0.477	44.79	249	0.000
Workmanship-Tofaş	1.344	0.476			
Overall Outlook-Opel	3.472	0.524	-4.13	249	0.000
Overall Outlook-BMW	3.696	0.461			
Overall Outlook-Opel	3.472	0.524	64.27	249	0.000
Overall Outlook-Tofaş	1.324	0.469			
Overall Outlook-BMW	3.696	0.461	46.44	249	0.000
Overall Outlook-Tofaş	1.324	0.469			
Motor Engine Power-Opel	3.472	0.500	-4.04	249	0.000
Motor Engine Power-BMW	3.688	0.464			
Motor Engine Power-Opel	3.472	0.500	55.90	249	0.000
Motor Engine Power-Tofaş	1.360	0.529			
Motor Engine Power-BMW	3.688	0.464	45.48	249	0.000
Motor Engine Power-Tofaş	1.360	0.529			
Speed-Opel	3.456	0.499	-5.38	249	0.000
Speed-BMW	3.732	0.444			
Speed-Opel	3.456	0.499	68.27	249	0.000
Speed-Tofaş	1.380	0.486			
Speed-BMW	3.732	0.444	47.44	249	0.000
Speed-Tofaş	1.380	0.486			
Technological Advancement-Opel	3.440	0.521	-4.22	249	0.000
Technological Advancement-BMW	3.664	0.473			
Technological Advancement-Opel	3.440	0.521	64.42	249	0.000
Technological Advancement-Tofaş	1.440	0.536			
Technological Advancement-BMW	3.664	0.473	41.89	249	0.000
Technological Advancement-Tofaş	1.440	0.536			
Acceleration-Opel	3.436	0.497	-3.41	249	0.001
Acceleration-BMW	3.620	0.486			

	Mean	St.Deviation	t	df	2-Tail p
Acceleration-Opel	3.436	0.497	65.65	249	0.000
Acceleration-Tofaş	1.312	0.464			
Acceleration-Opel	3.436	0.497	-3.41	249	0.001
Acceleration-BMW	3.620	0.486			
Expensive to Purchase-Opel	2.944	0.618	-13.62	249	0.000
Expensive to Purchase-BMW	3.668	0.472			
Expensive to Purchase-Opel	2.944	0.618	30.11	249	0.000
Expensive to Purchase-Tofaş	1.444	0.551			
Expensive to Purchase-BMW	3.668	0.472	40.31	249	0.000
Expensive to Purchase-Tofaş	1.444	0.551			
Cost of Service and Parts-Opel	3.352	0.611	-5.55	249	0.000
Cost of Service and Parts-BMW	3.668	0.472			
Cost of Service and Parts-BMW	3.668	0.472	45.02	249	0.000
Cost of Service and Parts-Tofaş	1.368	0.483			
Cost of Service and Parts-Opel	3.352	0.611	56.07	249	0.000
Cost of Service and Parts-Tofaş	1.368	0.483			
Gas Consumption-Opel	3.364	0.559	-0.13	249	0.899
Gas Consumption-BMW	3.372	0.701			
Gas Consumption-Opel	3.364	0.559	34.70	249	0.000
Gas Consumption-Tofaş	1.632	0.712			
Gas Consumption-BMW	3.372	0.701	23.14	249	0.000
Gas Consumption-Tofaş	1.632	0.712			
Second-hand Value-Opel	3.428	0.557	-1.20	249	0.230
Second-hand Value-BMW	3.500	0.576			
Second-hand Value-Opel	3.428	0.557	20.38	249	0.000
Second-hand Value-Tofaş	2.124	0.925			
Second-hand Value-BMW	3.500	0.576	18.71	249	0.000
Second-hand Value-Tofaş	2.124	0.925			
Quietness-Opel	3.468	0.516	-3.37	249	0.001
Quietness-BMW	3.652	0.477			
Quietness-Opel	3.468	0.516	65.98	249	0.000
Quietness-Tofaş	1.364	0.482			
Quietness-BMW	3.652	0.477	43.37	249	0.000
Quietness-Tofaş	1.364	0.482			

	Mean	St.Deviation	t	df	2-Tail p
Comfortable-Opel	3.484	0.501	-3.53	249	0.000
Comfortable-BMW	3.672	0.470			
Comfortable-Opel	3.484	0.501	57.85	249	0.000
Comfortable-Tofaş	1.432	0.557			
Comfortable-BMW	3.672	0.470	40.80	249	0.000
Comfortable-Tofaş	1.432	0.557			
User-friendliness-Opel	3.392	0.551	-4.42	249	0.000
User-friendliness-BMW	3.632	0.483			
User-friendliness-Opel	3.392	0.551	50.94	249	0.000
User-friendliness-Tofaş	1.440	0.565			
User-friendliness-BMW	3.632	0.483	38.60	249	0.000
User-friendliness-Tofaş	1.440	0.565			
Probability of Having Defects-Opel	3.404	0.523	-4.82	249	0.000
Probability of Having Defects-BMW	3.660	0.475			
Probability of Having Defects-Opel	3.404	0.523	47.11	249	0.000
Probability of Having Defects-Tofaş	1.500	0.629			
Probability of Having Defects-BMW	3.660	0.475	36.87	249	0.000
Probability of Having Defects-Tofaş	1.500	0.629			
Accessory-Opel	3.416	0.494	-6.91	249	0.000
Accessory-BMW	3.760	0.473			
Accessory-Opel	3.416	0.494	43.92	249	0.000
Accessory-Tofaş	1.568	0.704			
Accessory-BMW	3.760	0.473	37.32	249	0.000
Accessory-Tofaş	1.568	0.704			
Colors-Opel	3.384	0.519	-4.71	249	0.000
Colors-BMW	3.640	0.481			
Colors-Opel	3.384	0.519	41.63	249	0.000
Colors-Tofaş	1.544	0.688			
Colors-BMW	3.640	0.481	33.78	249	0.000
Colors-Tofaş	1.544	0.688			

According to Table 7.213, all of the differences are significant except for service and parts availability , gas consumption, and second-hand value of Opel Vectra and BMW 5.20. It can be concluded that Opel Vectra and BMW 5.20 are perceived to be similar in terms of their service and parts availability, gas consumption per mileage and second hand value. For all the remaining attributes, the specified car brands are positioned differently from each other.

H22F) Differences Among The Specified Car Brands In Terms Of User And Usage Imagery

With the purpose of understanding whether or not the mean values for the car brands are significantly different when examined pairwise in terms of the user and usage imagery attributes, paired T-tests are conducted.

Table 7.214. Differences Among The Specified Car Brands In Terms Of User And Usage Imagery

	<u>Mean</u>	<u>St.Deviation</u>	<u>t</u>	<u>df</u>	<u>2-tail p</u>
Does his best-Opel	3.332	0.572	-4.56	249	0.000
Does his best-BMW	3.592	0.492			
Does his best-Opel	3.332	0.572	36.65	249	0.000
Does his best-Tofaş	1.600	0.659			
Does his best-BMW	3.592	0.492	32.22	249	0.000
Does his best-Tofaş	1.600	0.659			
Accomplishes something-Opel	3.376	0.555	-3.96	249	0.000
Accomplishes something-BMW	3.600	0.491			
Accomplishes something-Opel	3.376	0.555	46.27	249	0.000
Accomplishes something-Tofaş	1.504	0.603			
Accomplishes something-BMW	3.600	0.491	36.64	249	0.000
Accomplishes something-Tofaş	1.504	0.603			

	Mean	St.Deviation	t	df	2-Tail p
Finds out what others think-Opel	3.312	0.620	-1.59	249	0.113
Finds out what others think-BMW	3.412	0.623			
Finds out what others think-Tofaş	1.516	0.561	43.40	249	0.000
Finds out what others think-Opel	3.312	0.620			
Finds out what others think-BMW	3.412	0.623	30.08	249	0.000
Finds out what others think-Tofaş	1.516	0.561			
Accepts leadership of others-Opel	3.040	0.845	11.80	249	0.000
Accepts leadership of others-BMW	2.124	1.024			
Accepts leadership of others-Tofaş	2.712	1.093	3.73	249	0.000
Accepts leadership of others-Opel	3.04	0.845			
Accepts leadership of others-BMW	2.124	1.024	-5.87	249	0.000
Accepts leadership of others-Tofaş	2.712	1.093			
Says witty and clever things-Opel	3.388	0.488	-3.15	249	0.002
Says witty and clever things-BMW	3.560	0.497			
Says witty and clever things-Tofaş	1.388	0.488	63.37	249	0.000
Says witty and clever things-Opel	3.388	0.488			
Says witty and clever things-BMW	3.56	0.497	38.95	249	0.000
Says witty and clever things-Tofaş	1.388	0.488			
Talks about personal achievements-Opel	3.340	0.581	-5.53	249	0.000
Talks about personal achievements-BMW	3.648	0.479			
Talks about personal achievements-Tofaş	1.816	0.909	25.85	249	0.000
Talks about personal achievements-Opel	3.340	0.581			
Talks about personal achievements-BMW	3.648	0.479	25.28	249	0.000
Talks about personal achievements-Tofaş	1.816	0.909			
Is able to come and go as others desire-Opel	2.852	0.895	0.47	249	0.640
Is able to come and go as others desire-BMW	2.812	1.068			
Is able to come and go as others desire-Tofaş	1.892	0.970	11.12	249	0.000
Is able to come and go as others desire-Opel	2.852	0.895			
Is able to come and go as others desire-BMW	2.812	1.068	9.45	249	0.000
Is able to come and go as others desire-Tofaş	1.892	0.970			
Says what one thinks about things-Opel	3.436	0.497	-3.90	249	0.000
Says what one thinks about things-BMW	3.644	0.480			
Says what one thinks about things-Tofaş	1.704	0.700	39.61	249	0.000
Says what one thinks about things-Opel	3.436	0.497			

	Mean	St.Deviation	t	df	2-Tail p
Says what one thinks about things-BMW	3.644	0.48	30.48	249	0.000
Says what one thinks about things-Tofaş	1.704	0.700			
Is loyal to friends-Opel	3.308	0.631	1.28	249	0.200
Is loyal to friends-BMW	3.212	0.831			
Is loyal to friends-Tofaş	1.820	0.898	23.74	249	0.000
Is loyal to friends-Opel	3.308	0.631			
Is loyal to friends-BMW	3.212	0.831	16.24	249	0.000
Is loyal to friends-Tofaş	1.820	0.898			
Makes as many friends as possible-Opel	3.372	0.582	-2.78	249	0.006
Makes as many friends as possible-BMW	3.540	0.553			
Makes as many friends as possible-Tofaş	1.592	0.672	37.41	249	0.000
Makes as many friends as possible-Opel	3.372	0.582			
Makes as many friends as possible-BMW	3.540	0.553	30.72	249	0.000
Makes as many friends as possible-Tofaş	1.592	0.672			
Analyzes one's motives and feelings-Opel	3.276	0.608	0.37	249	0.713
Analyzes one's motives and feelings-BMW	3.248	0.884			
Analyzes one's motives and feelings -Tofaş	1.408	0.492	49.50	249	0.000
Analyzes one's motives and feelings-Opel	3.276	0.608			
Analyzes one's motives and feelings-BMW	3.248	0.884	25.60	249	0.000
Analyzes one's motives and feelings -Tofaş	1.408	0.492			
Analyzes behaviour of others-Opel	3.400	0.552	2.95	249	0.003
Analyzes behaviour of others-BMW	3.172	0.943			
Analyzes behaviour of others-Tofaş	1.592	0.678	39.75	249	0.000
Analyzes behaviour of others-Opel	3.400	0.552			
Analyzes behaviour of others-BMW	3.172	0.943	18.90	249	0.000
Analyzes behaviour of others-Tofaş	1.592	0.678			
Is leader in the group-Opel	3.428	0.496	-4.22	249	0.000
Is leader in the group-BMW	3.652	0.477			
Is leader in the group-Tofaş	1.404	0.492	55.15	249	0.000
Is leader in the group-Opel	3.428	0.496			
Is leader in the group-BMW	3.652	0.477	46.32	249	0.000
Is leader in the group-Tofaş	1.404	0.492			

	Mean	St.Deviation	t	df	2-Tail p
Tells others how to do their jobs-Opel	3.436	0.497	-3.30	249	0.001
Tells others how to do their jobs-BMW	3.608	0.489			
Tells others how to do their jobs-Tofaş	1.424	0.495	57.98	249	0.000
Tells others how to do their jobs-Opel	3.436	0.497			
Tells others how to do their jobs-BMW	3.608	0.489	43.41	249	0.000
Tells others how to do their jobs-Tofaş	1.424	0.495			
Feels guilty-Opel	3.388	0.504	15.02	249	0.000
Feels guilty-BMW	2.328	1.000			
Feels guilty-Tofaş	1.496	0.501	56.39	249	0.000
Feels guilty-Opel	3.388	0.504			
Feels guilty-BMW	2.328	1.000	12.17	249	0.000
Feels guilty-Tofaş	1.496	0.501			
Feels inferior-Opel	2.472	0.901	6.13	249	0.000
Feels inferior-BMW	1.952	0.913			
Feels inferior-Tofaş	2.000	0.994	5.37	249	0.000
Feels inferior-Opel	2.472	0.901			
Feels inferior-BMW	1.952	0.913	-0.60	249	0.549
Feels inferior-Tofaş	2.000	0.994			
Does new and different things-Opel	3.352	0.479	-7.36	249	0.000
Does new and different things-BMW	3.688	0.464			
Does new and different things-Tofaş	1.428	0.496	47.63	249	0.000
Does new and different things-Opel	3.352	0.479			
Does new and different things-BMW	3.688	0.464	44.02	249	0.000
Does new and different things-Tofaş	1.428	0.496			
Participates in new fads-Opel	3.396	0.490	-7.22	249	0.000
Participates in new fads-BMW	3.716	0.452			
Participates in new fads-Tofaş	1.448	0.498	47.13	249	0.000
Participates in new fads-Opel	3.396	0.490			
Participates in new fads-BMW	3.716	0.452	45.15	249	0.000
Participates in new fads-Tofaş	1.448	0.498			
Attacks contrary points of view-Opel	3.084	0.885	-6.51	249	0.000
Attacks contrary points of view-BMW	3.536	0.500			
Attacks contrary points of view-Tofaş	2.380	1.088	7.61	249	0.000
Attacks contrary points of view-Opel	3.084	0.885			

	Mean	St.Deviation	t	df	2-Tail p
Attacks contrary points of view-BMW	3.536	0.500	14.44	249	0.000
Attacks contrary points of view-Tofaş	2.380	1.088			
Gets revenge for insults-Opel	3.264	0.623	-5.09	249	0.000
Gets revenge for insults-BMW	3.552	0.552			
Gets revenge for insults-Tofaş	2.200	1.057	14.09	249	0.000
Gets revenge for insults-Opel	3.264	0.623			
Gets revenge for insults-BMW	3.552	0.552	17.02	249	0.000
Gets revenge for insults-Tofaş	2.200	1.057			
Is wealthy-Opel	3.388	0.488	-8.44	249	0.000
Is wealthy-BMW	3.752	0.433			
Is wealthy-Tofaş	1.464	0.500	49.11	249	0.000
Is wealthy-Opel	3.388	0.488			
Is wealthy-BMW	3.752	0.433	46.72	249	0.000
Is wealthy-Tofaş	1.464	0.500			
Is educated-Opel	3.396	0.490	0.29	249	0.776
Is educated-BMW	3.380	0.679			
Is educated-Tofaş	1.640	0.657	33.79	249	0.000
Is educated-Opel	3.396	0.490			
Is educated-BMW	3.380	0.679	24.34	249	0.000
Is educated-Tofaş	1.640	0.657			
Is young-Opel	3.160	0.806	-4.69	249	0.000
Is young-BMW	3.476	0.635			
Is young-Tofaş	2.012	1.020	14.12	249	0.000
Is young-Opel	3.160	0.806			
Is young-BMW	3.476	0.635	17.82	249	0.000
Is young-Tofaş	2.012	1.020			
Is interested in sports-Opel	3.408	0.532	-3.93	249	0.000
Is interested in sports-BMW	3.588	0.493			
Is interested in sports-Tofaş	1.708	0.727	31.06	249	0.000
Is interested in sports-Opel	3.408	0.532			
Is interested in sports-BMW	3.588	0.493	29.41	249	0.000
Is interested in sports-Tofaş	1.708	0.727			

	Mean	St.Deviation	t	df	2-Tail p
Has an active social life-Opel	3.432	0.496	-4.83	249	0.000
Has an active social life-BMW	3.648	0.479			
Has an active social life-Tofaş	1.544	0.621	39.14	249	0.000
Has an active social life-Opel	3.432	0.496			
Has an active social life-BMW	3.648	0.479	36.29	249	0.000
Has an active social life-Tofaş	1.544	0.621			
Is employer-Opel	3.456	0.499	-7.12	249	0.000
Is employer-BMW	3.768	0.423			
Is employer-Tofaş	1.408	0.492	48.41	249	0.000
Is employer-Opel	3.456	0.499			
Is employer-BMW	3.768	0.423	53.40	249	0.000
Is employer-Tofaş	1.408	0.492			
Is married-Opel	3.156	0.779	3.29	249	0.001
Is married-BMW	2.880	0.999			
Is married-Tofaş	1.832	0.898	17.69	249	0.000
Is married-Opel	3.156	0.779			
Is married-BMW	2.880	0.999	12.20	249	0.000
Is married-Tofaş	1.832	0.898			
Is appropriate for long distance travels-Opel	3.352	0.556	-0.76	249	0.446
Is appropriate for long distance travels-BMW	3.396	0.664			
Is appropriate for long distance travels-Tofaş	1.380	0.486	46.32	249	0.000
Is appropriate for long distance travels-Opel	3.352	0.556			
Is appropriate for long distance travels-BMW	3.396	0.664	34.07	249	0.000
Is appropriate for long distance travels-Tofaş	1.380	0.486			
Is appropriate for business purpose of use-Opel	3.428	0.496	-7.28	249	0.000
Is appropriate for business purpose of use-BMW	3.736	0.442			
Is appropriate for business purpose of use-Tofaş	1.628	0.684	33.85	249	0.000
Is appropriate for business purpose of use-Opel	3.428	0.496			
Is appropriate for business purpose of use-BMW	3.736	0.442	37.95	249	0.000
Is appropriate for business purpose of use-Tofaş	1.628	0.684			
Is appropriate for pleasure purpose of use-Opel	3.468	0.500	-3.82	249	0.000
Is appropriate for pleasure purpose of use-BMW	3.644	0.400			
Is appropriate for pleasure purpose of use-Tofaş	1.456	0.499	47.65	249	0.000
Is appropriate for pleasure purpose of use-Opel	3.468	0.500			

	Mean	St.Deviation	t	df	2-Tail p
Is appropriate for pleasure purpose of use-BMW	3.644	0.480	41.37	249	0.000
Is appropriate for pleasure purpose of use-Tofaş	1.456	0.499			
Is appropriate for functional purpose of use-Opel	3.196	0.775	8.28	249	0.000
Is appropriate for functional purpose of use-BMW	2.604	0.873			
Is appropriate for functional purpose of use-Tofaş	2.504	1.027	8.45	249	0.000
Is appropriate for functional purpose of use-Opel	3.196	0.775			
Is appropriate for functional purpose of use-BMW	2.604	0.873	1.20	249	0.232
Is appropriate for functional purpose of use-Tofaş	2.504	1.027			

According to Table 7.214, BMW 5.20 and Opel Vectra are similar in terms of the user imagery attributes of finding out what others think, being able to come and go as others desire, being loyal to friends, analyzing one's motives and feelings, feeling inferior, and being educated and in terms of the usage imagery attributes of being appropriate for functional purpose of use. For these attributes, then, Opel Vectra and BMW 5.20 are positioned very near to each other. However, for the remaining attributes there are statistically significant differences among the three car brands showing that these brands are positioned in the minds of the respondents differently on these usage and user related attributes.

7.3. OVERVIEW ON THE MAIN OBJECTIVE OF THE RESEARCH

The main objective of this research was to investigate the concept of brand image and to find out its underlying components. So far, brand name, company name and country-of-origin were found out to be related to the concept of brand image; in other words, they were found out to be the underlying components of the construct. The same relations were shown for the demographic characteristics. For the remaining

components of product attributes, brand personality and user and usage imagery attributes, the relationship between them and brand image was shown by the investigation of the individual variables. To end up with the research section, now the relation between product attributes, brand personality and user and usage imagery attributes and brand image will be presented on the construct basis. Product attributes are computed from the individual variables of working properly, durability, service and parts availability, size, interior room, workmanship, overall outlook, motor engine power, speed, technological advancement, acceleration, expensive to purchase, cost of service and parts, gas consumption, second-hand value, quietness, comfortable, user-friendliness, probability of having defects, accessories and colors. Brand personality construct is computed from the variables of down-to-earth, family-oriented, small town, honest, insincere, real, unwholesome, original, cheerless, friendly, unreliable, hardworking, insecure, intelligent, technical, illogical, successful, follower, confident, outdoorsy, not masculine, Western, gentle, rugged, daring, untrendy, exciting, spiritless, cool, old, imaginative, common, up-to-date, independent, noncontemporary, upper class, bad looking, not charming, feminine, not smooth. Finally, user and usage imagery attributes are computed from does one's best, accomplishes something, finds out what others think, accepts leadership of others, says witty and clever things, talks about personal achievements, is able to come and go as others desire, says what one thinks about things, is loyal to friends, makes as many friends as possible, analyzes one's motives and feelings, analyzes the behavior of others, is leader in the group, tells others how to do their jobs, feels guilty, feels inferior, does new and different things, participates in new fads, attacks contrary points of view, gets revenge for insults, is wealthy, is educated, is young, is

interested in sports, has an active social life, is employer, is married, is appropriate for long distance travels, is appropriate for business purpose, pleasure purpose and functional purpose of use.

Table 7.215. Relationship Between Brand Image and Product Attributes

<u>Relationship</u>	<u>r</u>	<u>n</u>	<u>p</u>
Product Attributes BMW Brand Image BMW	0,7799	250	0,000
Product Attributes Tofaş Brand Image Tofaş	0,7772	250	0,000
Product Attributes Opel Brand Image Opel	0,7674	250	0,000

Since the relation is significant for all car brands, it can be inferred that product attributes have effect on the brand image, thereby they are a component of the brand image.

Table 7.216. Relationship Between Brand Image and Brand Personality

<u>Relationship</u>	<u>r</u>	<u>n</u>	<u>p</u>
Brand Personality BMW Brand Image BMW	0,4800	250	0,000
Brand Personality Tofaş Brand Image Tofaş	0,4314	250	0,000
Brand Personality Opel Brand Image Opel	0,4366	250	0,000

As indicated by the figures, the relations are significant for all brands. Therefore, brand personality is related with brand image and it is a part of the construct.

Table 7.217. Relationship Between Brand Image and User and Usage Imagery Attributes

<u>Relation</u>	<u>r</u>	<u>n</u>	<u>p</u>
User and Usage Imagery Attributes BMW Brand Image BMW	0,7335	250	0,000
User and Usage Imagery Attributes Tofaş Brand Image Tofaş	0,7801	250	0,000
User and Usage Imagery Attributes Opel Brand Image Opel	0,5997	250	0,000

The figures indicate that relationship between user and usage imagery attributes and brand image is significant for all brands. Then it can be concluded that user and usage imagery attributes are a component of brand image.

CHAPTER VIII

LIMITATIONS, CONCLUSIONS AND IMPLICATIONS

The final chapter of this study deals with the limitations of the study, important conclusions and implications of the findings in terms of content and methodology.

8.1. LIMITATIONS OF THE STUDY

The basic objective of this study is to find out the brand images of the specified car brands (namely, Opel Vectra, BMW 5.20 and Tofaş Şahin) and to understand the factors underlying the brand image concept. The starting point of the study was the articles written on brand image, brand equity and brand personality. Although the articles studied include automobiles as the product group to which the research findings are applicable, only a few among them specifically dealt with the automobiles. As a result, one of the limitations of the study comes from the limited research done on the brand image of the automobiles. The personal knowledge and investigations of the researcher combined with the literature found formed the basis of the study.

The second limitation of the study come from the generalizability of the results. Since different product groups have different brand images, factors constituting the brand images of the automobiles can not be generalized to other

product categories with 100% confidence. Factors underlying the brand image and the importances given to these factors may not be similar for other product categories.

Related with the generalizability of the results, another limitation is that since the study is conducted in Turkey, the findings are valid for only the Turkish context. Whether or not the brand imaged found related with the cars, especially the image of Opel Vectra and BMW 5.20 which are marketed in many parts of the world, are universal is a matter requiring further research. When the context of the study changes, first of all, the cultural factors change. The perception of the consumers, their choice criteria and their priorities may be different in each context. That being the case, what is important and attractive in terms of the brand image of the automobiles may not be so in a different context.

The final limitation comes from the sample used in the study. This research is conducted within the employees of the Eczacıbaşı Fast Moving Consumer Goods companies functioning in İstanbul. The characteristics of the sample in terms of education and income is found to be higher than those of the average citizen. Therefore, the sample may not be representative of the average Turkish consumer.

8.2. CONCLUSIONS OF THE STUDY

The main objective of this thesis was to get insights on the concept of brand image and to find out the underlying components of brand image. Automobiles were chosen as the product category through which brand image would be analyzed. The

underlying components of brand image, their effects on the intention to buy, satisfaction, and confidence levels of the respondents, and product image-self-image congruence concept were examined through questionnaires in the study.

Brands are considered to be the main capitals of the firms. That being the case, they require investment through various kind of marketing activities. At the end, an image of the brand in the minds of the consumer is created. If that image is a distinctive one which is congruent with the self-images of the consumers, then the firms gain competitive advantage in the market.

There is intensified competition in the Turkish car market, since new car brands are continuously launched or imported and repositioning activities take place for the existing ones. In the middle of such a competitive and dynamic market, brand image becomes important since it will affect consumers' purchase decisions. Therefore, it is important to understand the underlying components of brand image and their influence on the consumers' intention to buy, satisfaction and confidence levels. For this study, three car brands which are Opel Vectra, BMW 5.20 and Tofaş Şahin are chosen in order to investigate the concept of brand image.

According to the frequency analysis conducted, BMW 5.20 is chosen to be the car brand that the respondents have the most intention to buy, satisfaction and confidence immediately followed by Opel Vectra and then by Tofaş Şahin which was the car brand that the respondents indicated the lowest level of intention to buy, satisfaction and confidence. In line with these, brand image of BMW 5.20 is evaluated

to be the most positive one followed by Opel Vectra, and Tofaş Şahin was evaluated to have a negative brand image when compared with the other two car brands.

In determining how good the given cars are, brand name, company name and country-of-origin were found to be important whereas brand name was the most important factor among the three for BMW 5.20. For Opel Vectra, it was company name and for Tofaş Şahin it was the country-of-origin.

Respondents were asked to evaluate the product attributes of each of the car brands. The three most outstanding attributes of the car brands were as follows:

Opel Vectra

1. Comfort
2. Good Overall Outlook
3. Strong Motor Engine Power

BMW 5.20

1. Wide range of accessories
2. Speed
3. Good Overall Outlook

Tofaş Şahin

1. Extensive service and parts availability
2. High second-hand value
3. Size-easiness to park

By the same logic, respondents indicated their disagreement levels with the following attributes:

Opel Vectra

1. Extensive service and parts availability
2. Expensive to purchase
3. Size-easiness to park

BMW 5.20

1. Size-easiness to park
2. Extensive service and parts availability
3. Low gas consumption

Tofaş Şahin

1. Good workmanship
2. Good overall outlook
3. Quick acceleration

Overall, BMW 5.20 is the car brand which has the most favorable attributes. It is followed by Opel Vectra, and then by Tofaş Şahin.

The brand personalities of the car brands were evaluated and compared with each other by the help of a semantic differential scale. The following brand personalities appeared for each of the car brands: Opel Vectra on the average is considered to be down-to-earth, family oriented, belonging to a big city, honest, sincere, somewhat real and wholesome,

original, somewhat cheerless and friendly, reliable, hardworking, secure, intelligent, practical, logical, successful, leader, confident, outdoorsy, masculine, Western, tough, rugged, daring, trendy, exciting, spirited, somewhat cool, young, imaginative, unique, up-to-date, independent, contemporary, upper class, good looking, charming, not feminine, and smooth. Tofaş Şahin is found to be somewhat down-to-earth, not family-oriented, belonging to a small town, dishonest, relatively insincere, real and unwholesome, not original, cheerless, unfriendly, unreliable, lazy, somewhat insecure, not intelligent, somewhat technical, illogical, somewhat unsuccessful, follower, unconfident, somewhat outdoorsy, not masculine, Eastern, tough, rugged, daring, untrendy, exciting, spirited, not cool, middle aged, not imaginative, common, not up-to-date, independent, non-contemporary, lower class, bad looking, not charming, not feminine and not smooth. BMW 5.20 is considered to be not down-to-earth, somewhat family-oriented, belonging to a big city, honest, somewhat sincere, unreal, wholesome, original, somewhat cheerless, unfriendly, reliable, somewhat hardworking, secure, intelligent, technical, logical, successful, leader, confident, outdoorsy, masculine, Western, gentle, rugged, daring, trendy, exciting, spirited, cool, young, imaginative, unique, up-to-date, independent, contemporary, upper-class, good looking, charming, somewhat feminine and smooth.

Another dimension evaluated by the respondents was the user and usage imagery related attributes of the car brands. The typical users and usage situations are found to be as follows: the typical user of Opel Vectra can be described as a person who does his best, accomplishes something of great significance, finds out what others think, accepts leadership of others, says witty and clever things, talks about personal achievements, is somewhat able to come and go as others desire, says what

he thinks about things, is loyal to friends, makes as many friends as possible, analyzes motives, feelings and behaviour of others, is leader in the group, tells others how to do their jobs, feels guilty when does something wrong, somewhat feels inferior to others, does new and different things, participates in new fads, attacks contrary points of view, gets revenge for insults. In terms of the demographic and psychographic characteristics, the typical user of Opel Vectra is wealthy, educated, relatively young, is interested in sports and has an active social life, is probably an employer and is married. In terms of the typical usage situations, Opel Vectra is found to be appropriate mostly for pleasure purpose of use and leastly for functional purpose of use. the typical user of BMW 5.20 does his best, accomplishes something of great significance, finds out what others think, does not accept leadership of others, says witty and clever things, talks about personal achievements, is not able to come and go as others desire, says what one thinks about things, is loyal to friends, makes as many friends as possible, analyzes motives, feelings and behaviour of others, is leader in the group, tells others how to do their jobs, does not feel guilty when does something wrong, does not feel inferior to others, does new and different things, participates in new fads, attacks contrary points of view, gets revenge for insults. For the demographic and psychographic characteristics, the typical BMW 5.20 user is wealthy, educated and young. He is interested in sports and has an active social life. He is an employer and he may be married. For the usage imagery situations, BMW 5.20 is found to be suitable for mostly business purpose of use and leastly for functional purpose of use. The typical Tofaş Şahin user can be a person who does not do his best, does not accomplish anything of great significance, does not find out what others think, accepts leadership of others, does not say witty and clever things, does

not talk about personal achievements, is able to come and go as others desire, does not say what he thinks about things, is not loyal to friends, does not make so many friends, does not analyze the feelings and behaviours of others, is not a leader in the group, does not tell others how to do their jobs, does not feel guilty when does something wrong, does not feel inferior to others, does not do new and different things, does not participate in new fads, attacks contrary points of view, does not get revenge for insults. For the demographic and psychographic characteristics, typical Tofaş Şahin user is not wealthy, not educated, is not young, is not interested in sports, does not have an active social life, is not an employer and is probably single. For the usage situations, Tofaş Şahin has been found to be appropriate for functional purpose of use at most and least appropriate for pleasure purpose of use.

In terms of the congruence between brand image of the car and self-image of the consumers the image of Opel Vectra was found to be reflecting mostly how the consumers actually see themselves and how they want others to see them. Image of BMW 5.20 reflects how the consumers want to see themselves in the future (their expected self-images) and also what they ideally want to be (their ideal self-images). For Tofaş Şahin, the general tendency was that the image of the car does not reflect the self-images of the consumers.

The factor analysis conducted with the purpose of analyzing the agreement levels with the product attributes showed that the product attributed influential in the brand image evaluations of the cars and purchase decisions of the consumers can be summarized in the following three factors:

- 1- Functional and aesthetic value of the car including reliability, overall outlook, motor engine power, speed, acceleration, comfort, accessories, colors, etc.
- 2- Financial value of the car including purchase price, cost of service and parts, gas consumption, etc.
- 3- Post-sales value of the car including second-hand value and durability.

The basic objective of the study was to discover the underlying components of brand image. Based on the literature findings, it was assumed that brand image is formed by the contributions of various factors or components. Associations created by the brand name, company name, and country-of-origin of the car brand was the first group that was assumed to be contributing to the image of the car brands. Another group was the product attributes of the car brands. Although it was found that these product attributes can be grouped in three factors, analyses were done on the individual attributes, not on the factors, since the detailed investigation of the brand image components and thereby the comparison of the brand images of the cars were among the purposes of this study. Brand personality attributes together with user and usage imagery related attributes are assumed to have impact on the brand image.

To summarize, brand image is thought to have subset components like brand name, company name, country-of-origin, product attributes, brand personalities and user and usage imagery attributes. These components are assumed to be contributing both to brand image and to the purchase intention of the consumers. Moreover, brand image-self image congruence was thought to affect the purchase. Demographic

characteristics of the consumers are assumed to have impact also for both brand image and purchase intention. Given major hypothesis and objectives of the study, these components were analysed for the three car brands. This way, not only the relationships are investigated, but also the specific brand images of the cars are discovered.

Beginning with the product attributes, it was found that this is a component affecting the brand image evaluations of the consumers. This is in line with the literature that consumers evaluate the functional and aesthetic attributes of the cars and these first impressions have a long-lasting effect on the positions of the brands in their minds. Specifically speaking, product attributes counted in the formation of the positive brand image of BMW 5.20 and Opel Vectra whereas they have a share in the formation of the negative image of Tofaş Şahin.

For user and usage imagery attributes, it can be said that they are a part of the brand image construct. Individually examining, the exceptions are found for the user imagery attributes of feeling guilty when something wrong is done in the case of BMW 5.20, being able to come and go as others desire, doing new and different things, being educated, young, married, interested in sports, having an active social life for Opel Vectra and accepting the leadership of others and attacking contrary points of view for Tofaş Şahin. These attributes are found to have no relation with the images of the cars.

Brand name, company name and country-of-origin are found to be important for the determination of the brand image for all of the car brands. The most significant contribution to the positive brand image of BMW 5.20 and Opel Vectra come from company name, whereas the most significant contribution to the negative brand image of Tofaş Şahin comes from its brand name.

In terms of the demographic characteristics, brand image perception is found to be related to the age, marital status, education, occupation and income of the consumers. Those aged between 19-25, single and married people, highly educated people and administrators find the image of BMW 5.20 more positive than the other groups. 26-35 age group, married people, low educational groups and occupational groups other than professionals and administrators have somewhat better evaluations than the other groups about Tofaş Şahin brand image. For Opel Vectra, all age groups, married people, highly educated ones and professionals and administrators have the most positive attitudes toward the image of the car.

Brand image of the cars affected the purchase decision of the consumers through their influence on consumers' intention to buy, satisfaction and confidence. Positive brand images lead to higher levels of willingness to purchase, satisfaction and confidence in the case of Opel Vectra and BMW 5.20, and negative brand image leads to lower levels of purchase intention, satisfaction and confidence in the case of Tofaş Şahin.

When the influence of the components of brand image on intention to buy, confidence levels and satisfaction is analyzed, it is seen that brand name, company name, and country-of-origin are all effective on these constructs. In terms of demographic characteristics, again age, marital status, education, occupation and income of the consumers appeared to be related to the intention to buy, satisfaction and confidence. Those aged between 19-25, singles, high educational and high income groups and administrators have the most intention to buy BMW 5.20. Those aged between 26-35, married ones, low educational and income groups are among the ones who can buy Tofaş Şahin, although the general tendency is for not buying the brand for all demographic groups. Those aged between 36-55, married people, administrators and professionals have the most intention to buy Opel Vectra.

After detecting these relationships, Z-test, Paired T-tests and One-way ANOVA analyzes are conducted to investigate the significant differences with the purpose of supplying complementary information.

As a first step, differences among the demographic groups in terms of their intention to buy, satisfaction, confidence, overall brand image evaluations, evaluations of the specific components of brand image like brand name, company name and country-of-origin, product attributes, user and usage related attributes, brand personalities and evaluations of the brand image-self image congruence are examined. Major findings are: Females intend to buy BMW 5.20 more than the other brands, and males prefer mostly Opel Vectra. Both sexes do not want to purchase Tofaş Şahin.

Whereas females reported more satisfaction with BMW 5.20, both sexes are satisfied with Opel Vectra and dissatisfied with Tofaş Şahin. Females are more confident with their purchase decision in the case of Opel Vectra than males. Both are confident with BMW 5.20 and unconfident with Tofaş Şahin. Overall brand image perception does not change by gender. Both sexes find Opel and BMW attractive and Tofaş Şahin unattractive in terms of the image. Both females and males find company name, brand name and country-of-origin as important factors for determining the goodness of Opel Vectra and BMW 5.20 and unimportant for Tofaş Şahin. For the product attributes, differences occur between the sexes such that males evaluate the design and riding quality of Opel Vectra somewhat better than females, and find the price expensive more than the females. For BMW 5.20, overall, females' evaluations of the car's product attributes were higher than males'. For Tofaş Şahin, both sexes evaluated car's attributes negatively. Both sexes find Opel Vectra competent, excited, rugged and somewhat sincere, but this car seems to be more sophisticated in the minds of the males. BMW 5.20 is found to be quiet excited, sophisticated and rugged. Females find the car more competent and sincere than do the males. Tofaş Şahin seems to be more unsophisticated and insincere in the eyes of females. In line with all these conclusions, females find the image of BMW 5.20 being nearer to their self-images than do the males.

For the other demographic characteristics, investigations of the differences revealed important findings. Certain segments appeared to be more inclined to each of the car brands than the others and this finding has implications in terms of the marketing strategies and activities which will be discussed in the next section in detail.

Single people, those aged between 19-25, highly educated people, administrators and high income groups, in other words, those from high socio-economic status appeared to be the ones who have the most intention, satisfaction, and confidence for BMW 5.20 while evaluating its image more positively than the other groups. For this segment, brand name, company name and country-of-origin are very important. The typical user of BMW 5.20 have superior characteristics in their minds and the image of the car reflects their self-images.

Single people, those aged between 19-25, highly educated people, administrators and high income groups gave the most negative evaluations to Tofaş Şahin indicating that the image of the car got nothing to do with their self-images. Married people, low income people seem to be more inclined to Tofaş Şahin thereby these can be the potential buyers of the brand.

Those aged between 36-55, married people, highly educated, medium income people from occupations other than professionals and administrators prefer Opel Vectra. However, since singles, those aged between 19-25, low educational groups and medium income people feel satisfied and confident with the brand and evaluate its image very positively, these can form a segment upon which the marketing efforts can be concentrated, since there is the possibility to turn them into buyers category. With respect to the other car brands, Opel Vectra seems to be appealing to more socio-economic segments.

The analysis of the construct of brand image-self image congruence revealed that it is related with the construct of intention to buy. Although this relation was weak for Opel Vectra, it was significant for all car brands. The weakness of association in the case of Opel Vectra can be attributed to the fact that Opel Vectra has a positive overall brand image, its product attributes are satisfying, its brand personality is competent and sophisticated and its typical user is found to have superior characteristics. The consumers preferring Opel Vectra, however, have different socio-economic characteristics including high school graduates, medium income people and sometimes low income people as well. These segments may prefer Opel Vectra, but they may not find the image of the car congruent with their self images.

On the other hand, self-image construct is investigated through the demographic characteristics of the respondents. It is found that age, marital status, education, occupation of the respondents affect their evaluations about brand image-self image congruence in the case of BMW 5.20 and Tofaş Şahin while the strongest relation is found for the ideal social self image congruence in the case of BMW 5.20 and for ideal self image for Tofaş Şahin. For Opel Vectra, no relation is found between these constructs. The previous conclusion that the customer-base for Opel Vectra is larger when compared to the other car brands is also consistent with this finding. So many different demographic groups have a positive attitude toward Opel Vectra that, the congruity of the image of the brand with the self-image of the consumers is not affected by special demographic factors.

The final part of the conclusions is related with the examinations of the differences of the car brands as pairs. Brand personalities of the car brands are found to be different from each other. If Opel Vectra were a person, he would be down-to-earth, family oriented, real, friendly, hardworking, successful, sincere, practical, leader. BMW would be a person who is original, intelligent, technical, confident, outdoorsy, Western, gentle, cool, imaginative, up-to-date, upper class, feminine, big city man, unreal, wholesome, secure, delicate, trendy, spirited, young, unique, contemporary, good looking, charming and smooth. It is important to note that the finding that brand personality of BMW 5.20 is feminine is in line with the previous conclusion that females are more intended to buy BMW 5.20. and they are more confident and satisfied with it than do the males.

Tofaş Şahin would be a small town person who is insincere, unwholesome, insecure, dishonest, unfriendly, lazy, unsuccessful, follower, unconfident, Eastern, tough, rugged, untrendy, spiritless, old, common, dependent, lower class, non-contemporary.

The pairwise analysis of the car brands revealed that BMW 5.20 is the car brand with which the respondents feel satisfied and confident at most. Opel follows it and Tofaş differs from these two by having the most negative evaluations. Opel and BMW are perceived to be similar in their service and parts availability, gas consumption and second-hand value, but for all the other product attributes, the positioning of the cars are different. For the user imagery attributes, the only similarity comes for the attributes of finding out what others think, being able to come and go

as others desire, being loyal to friends, analyzing the motives and feelings of others, feeling inferior, being educated and being appropriate for functional purpose of use. For the other attributes, there are differences in terms of the user and usage imagery characteristics indicating different positions for the brands.

What this study found out is that brand image is made up of underlying components of brand name, company name, country-of-origin, product attributes, user and usage imagery attributes, brand personality attributes. Demographic characteristics have an influence on the concept of brand image. Moreover, the congruence between the image of the cars and self images of the consumers influence the purchase intention. Specifically, three car brands are evaluated in terms of the above mentioned constructs and it appeared that BMW 5.20 is evaluated to be the best car in terms of brand image. Opel Vectra is positioned near to it and Tofaş Şahin has the most negative evaluations in terms of all components of brand image.

8.3. IMPLICATIONS

Findings of this research has implications for the producers, marketers and advertisers and for the researchers interested in the concept of brand image.

8.3.1. Implications For The Producers Of The Cars

From the producers' point of view, this research provides findings related to the overall marketing strategies of the cars including the product itself, its price, distribution and various kinds of promotional activities. First of all, the findings indicate that the three car brands have both advantaged and disadvantaged product attributes. For example, while BMW 5.20 is found to be strong on the attributes of accessories, speed, and overall outlook, it was criticized for its service and parts system, size and gas consumption. What the producers can do is that they will try to maintain their position with respect to the strong attributes and even improve them, while they will try to find some mechanism to get rid of their weak attributes. This can take various forms changing from research and development which requires investment in terms of time and money to some marketing activities like repositioning aimed to change the attitudes of the consumers related to these weak attributes or changing the importance of the choice criteria. Another implication for the producers is related to the explicit importance given to brand name, company name and country-of-origin for the determination of the goodness of the cars. After finding out which of these contribute most to the images of the brands, firms can concentrate their efforts on these constructs. For example, in the case of BMW 5.20, brand name and company name are very important. Activities of the firm dedicated to the building of a brand identity through the usage of the brand name and company name, then, counts for the case of BMW 5.20. For, Tofaş Şahin, the country-of-origin was found to be important in the eyes of the consumers, then the producer can emphasize this appeal in its promotional activities.

8.3.2. Implications For The Marketers and Advertisers

Relating to producers as well, this research gives some insights to the marketers and advertisers. The car brands are found to have different personalities and different user and usage imageries. Demographic characteristics are found to be related to the brand image evaluations of the respondents. In light with these, one can start his basic marketing decisions in terms of the segmentation criteria, selection of the target market and then the positioning decision. Demographic characteristics found to be related to the concept of brand image like age, occupation, marital status and income can both form the segmentation basis and also they help in the selection of the target market. Companies may choose to go through the mass market or they can create a niche for themselves. After the selection of the target market, the characteristics of these people are investigated thoroughly in order to understand what they desire to find in a car in terms of the product attributes and also what they want to find out with this car from the emotional point of view. Here, the needs of the consumer plays a role. Whether they are activated by the social needs, achievement needs or security needs is important, because the positioning strategy will be formulated in light of all these considerations. It was found that 19-25 age group, single ones, highly educated people, and administrators prefer BMW 5.20. This can provide a niche for BMW 5.20. The product attributes can be designed according to the needs of this niche. Promotional activities in terms of advertising firstly can be arranged by taking into consideration the habits of these people. For example, since they are highly educated, media selection will be different for them and since highly educated people have generally high achievement needs, these appeals can be

emphasized in the ads. By the same logic, it was found that Opel Vectra has a larger customer base coming from different socio-economic groups. Marketers may choose one of those segments and may concentrate on them and they also may choose to go over all the potential customer bases. The second alternative requires mass marketing activities in terms of the pricing, distribution and promotional activities.

Another important thing for marketers and advertisers is the projection of the image in the advertisements. Both the content and the form affect this projection. If the consumers are highly involved with the purchase, then following the central route to persuasion and giving the content a priority will be the right thing. On the other hand, if the consumers are lowly involved with the purchase, then following the peripheral route to persuasion and giving the priority to the form will be the right thing.

When planning the positioning strategy, an important decision will be whether to concentrate on a single need of the consumer related with the purchase of the car brand or to go over multiple needs. As an example, technological advancement was the attribute for which Tofaş Şahin was evaluated as being weak. The consumers give importance to this attribute. One way to overcome the problem can be concentrating on the need of technology (single need) and emphasizing it with the form of the advertisements. This may help to change the attitude of the consumers with respect to their perception of the technological advancement of the car brand. For the decision between emphasizing a single need or multiple needs, cultural context can be a cue element. Cultural context is the degree of information consumers infer from implicit,

contextual cues which are nonverbal and non-written. Low context cultures focus more on explicit information, therefore breadth image strategies will be appropriate for them. High context cultures focus both on explicit and contextual cues when encountered with breadth based image and therefore both explicit messages and context used to convey the brand's delivery on multiple needs will require their attention. This makes effective processing difficult, so for high context cultures depth image strategies which focus on a single need will be appropriate. Marketers and advertisers should understand the cultural context before they begin the positioning strategy for the car brands.

Since the congruence between the self images of the consumers and the brand images of the cars affect consumers purchase decisions, another important implication for the advertisers would be to find out these self images and brand images. If the typical user of the car brand is characterised to accomplish anything of great significance like in the case of BMW 5.20 and if the brand personality appears to be someone who is successful, confident, leader, then these can be utilized by the advertisers in the execution of the ads. The content and the form of the advertisements, the messages to be sent can be arranged based on these findings.

8.3.3. Implications For Further Research

This study tries to find out the underlying components of brand image in the case of the chosen product category of automobiles. It can be in the interest of the researchers to investigate whether these finding can be generalized to other product categories, whether there are some other factors underlying brand image concept. Here, the study is conducted through three car brands. The same study can be repeated for greater numbers of brands and products. Moreover, further research can examine brand image through different kinds of product categories simultaneously.

Brand image perception may change according to the context. The cultural context may affect brand image perception. Further research can investigate brand image of the car brands and other product categories in different cultural contexts. If this leads to different brand image perceptions in different contexts for the same brands, it means different positioning strategies, different needs to be emphasized, and different types of advertising in terms of the content, form and selection of the media.

Since brands and their positioning strategies are very important for the success of the firms, brand image automatically gains importance because it is a tool of differentiation and it shows a way to building attractive and distinctive brand identities. Therefore, the investigation of the components of brand image can provide competitive advantage to the firms in today' dynamic markets.

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APPENDICES

APPENDIX 1- QUESTIONNAIRE IN ENGLISH

This questionnaire is a part of the thesis conducted for the completion of the Boğaziçi University Master of Business Administration Program. It is composed of questions related to the brand images of the specified car brands, namely Tofaş Şahin, Opel Vectra and BMW 5.20. It is not necessary to be a current and/or past user of those car brands in order to participate in the study. Thanks for your valuable contribution and cooperation.

1. Assume that you decide to buy a car. Please indicate your intention to buy for each of the car brands listed below.

	Definitely Will Not Buy	Probably Will Not Buy	Probably Will Buy	Definitely Will Buy
BMW 5.20	_____	_____	_____	_____
Tofaş Şahin	_____	_____	_____	_____
Opel Vectra	_____	_____	_____	_____

2. Assuming that you have bought a specified car brand, indicate your probable level of satisfaction with each car brand mentioned.

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Tofaş Şahin	_____	_____	_____	_____
Opel Vectra	_____	_____	_____	_____
BMW 5.20	_____	_____	_____	_____

3. Assume that you have decided to buy the specified car brand, please indicate your probable level of confidence in your purchase decision.

	Very Confident	Confident	Unconfident	Very Unconfident
Opel Vectra	_____	_____	_____	_____
BMW 5.20	_____	_____	_____	_____
Tofaş Şahin	_____	_____	_____	_____

4. Please indicate the overall image of each car brand mentioned below.

	Very Positive	Positive	Negative	Very Negative
BMW 5.20	_____	_____	_____	_____
Tofaş Şahin	_____	_____	_____	_____
Opel Vectra	_____	_____	_____	_____

5. People have many criteria of determining how good a given car is. Brand name, company name and country-of-origin of the car are a few of them. For each of the car brands on the following list, please indicate how important you think it is to rely on brand name, company name and country-of-origin in order to tell how good the car is.

1. Not Important At All
2. Unimportant
3. Somewhat Important
4. Very Important

Please write the number you choose on the spaces provided for each car brand.

	BMW	Tofaş	Opel
	5.20	Şahin	Vectra
Brand Name			
Company Name			
Country-of-Origin			

6. Please place the number which best indicates how strongly you agree or disagree with the following statements about the attributes of the car brands listed below in the spaces provided.

1. Strongly Disagree
2. Disagree
3. Agree
4. Strongly Agree

	Opel Vectra	BMW 5.20	Tofaş Şahin
It works properly each time it is used			
It is not durable			
It has a service and parts system which is extensively distributed			
Taking size into consideration it is easy to park			
Its interior room does not look well			
It has good workmanship			
Its overall outlook is good			
It does not have a strong motor engine power			
It is a high speed car			
It is not a technologically advanced car			
It accelerates quickly			
It is very expensive to purchase the car			
Its service and parts do not cost much			
Its gas consumption per mileage is low			
If one sells the car, it has a high second-hand value			
It is quiet when driving			
It is not comfortable to drive			
It is a user-friendly car			
The probability of the car having defects in production is low			
It has a wide range of accessories (clima, airbag, etc.)			
It does not have a wide range of colors			

7. Assume that each of the car brands listed below is a person. Please evaluate each car brand according to the following criteria. Place the number which indicates your choice on the spaces provided.

EXTREMELY QUITE SOMEWHAT
3 2 1

SOMEWHAT QUITE EXTREMELY
-1 -2 -3

	OPEL VECTRA	TOFAŞ ŞAHİN	BMW 5.20	
Down-to-earth				Not down-to-earth
Family-oriented				Not family-oriented
Small town				Big city
Honest				Dishonest
Insincere				Sincere
Real				Unreal
Unwholesome				Wholesome
Original				Not Original
Cheerless				Cheerful
Friendly				Unfriendly
Unreliable				Reliable
Hardworking				Lazy
Insecure				Secure
Intelligent				Not Intelligent
Technical				Practical
Inlogical				Logical
Successful				Unsuccessful
Follower				Leader
Confident				Unconfident
Outdoorsy				Indoorsy
Not Masculine				Masculine
Western				Eastern
Gentle				Tough
Rugged				Delicate
Daring				Not Daring
Untrendy				Trendy
Exciting				Calm
Spiritless				Spirited
Cool				Not Cool
Old				Young
Imaginative				Not Imaginative
Common				Unique
Up-to-date				Not Up-to-date
Independent				Dependent
Noncontemporary				Contemporary
Upper Class				Lower Class
Bad Looking				Good Looking
Not Charming				Charming
Feminine				Not Feminine
Not Smooth				Smooth

8. Try to imagine the typical user and usage situation related to each car brand mentioned below. Then please place the number which best indicates how strongly you agree or disagree with each of the following statements in the spaces provided.

1. Strongly Disagree
2. Disagree
3. Agree
4. Strongly Agree

	Opel Vectra	BMW 5.20	Tofaş Şahin
The typical user does his/her best in any given situation			
Accomplishes something of great significance			
Does not find out what others think			
Accepts the leadership of others			
Does not say witty and clever things			
Talks about personal achievements			
Is able to come and go others desire			
Does not say what one thinks about things			
Is loyal to friends			
Make as many friends as possible			
Does not analyze one's motives and feelings			
Analyzes the behaviour of others			
Is a leader in the groups he/she belongs			
Does not tell others how to do their jobs			
Feels guilty when does something wrong			
Does not feel inferior to others in most respects			
Does new and different things			
Participate in new fads and fashions			
Does not attack contrary points of view			
Gets revenge for insults			
Is wealthy			
Is not educated			
Is young			
Is interested in sports			
Does not have a social life			
Is an employer			
Is married			
Is appropriate for long-distance travels			
Its use is not appropriate for business purpose			
Its use is appropriate for pleasure purpose			
Its use is not appropriate for functional (transportation) purpose			

9. By taking into consideration overall image of each car brand mentioned below, please indicate how strongly you agree or disagree with the following statements by placing a number in the spaces provided.

1. Strongly Disagree
2. Disagree
3. Agree
4. Strongly Agree

	Opel Vectra	BMW 5.20	Tofaş Şahin
The overall image of the car reflects how I am			
The overall image of the car reflects how I want to be			
The overall image of the car does not reflect how others see me			
The overall image of the car reflects how I want others to see me			
The overall image of the car does not reflect how I expect to see myself at some specified future time			

10. Please indicate your gender :

☐ Male

☐ Female

11. Please indicate your age group:

☐ 15-18

☐ 19-25

☐ 26-35

☐ 36-55

☐ 56-

12. Please indicate your marital status:

☐ Married

☐ Single

☐ Divorced/ Widowed

How many years? _____

Number of children? _____

13. Please indicate your level of education with respect to the last school you have graduated :

☐ Primary School

☐ Middle School

☐ High School

☐ University

☐ Graduate Study

☐ Other: (Please specify) _____

14. Please indicate your occupation: _____

15. Please indicate your work status:

☐ Full-time

☐ Part-time

☐ Other (Please specify) _____

16. Please indicate your position at work: _____

17. Do you (your family you live with) own a car?

☐ No

☐ Yes

How many? _____

Brand: _____

18. Compared with your total family expenses, your income is :

☐ More than your expenses

☐ Equal to your expenses

☐ Less than your expenses

APPENDIX 2- QUESTIONNAIRE IN TURKISH

“Boğaziçi Üniversitesi İşletme Bölümü Yüksek Lisans Programı” çerçevesinde hazırlamakta olduğum “Marka İmajı” konulu tez çalışmasının anket bölümünde Tofaş Şahin, BMW 5.20 ve Opel Vectra markalı arabaların imajlarıyla ilgili sorular bulunmaktadır. Adı geçen araba markalarını kullanmış ya da kullanıyor olmak soruların yanıtlanabilmesi açısından gerekli değildir. Bu ankete gösterdiğiniz ilgi ve değerli katkılarınız için çok teşekkür ederim.

1. Araba almaya karar verseydiniz, aşağıda belirtilen araba markalarını satın alma olasılığınız ne olurdu?

	Kesinlikle Almam	Almam	Alırım	Kesinlikle Alırım
BMW 5.20	_____	_____	_____	_____
Tofaş Şahin	_____	_____	_____	_____
Opel Vectra	_____	_____	_____	_____

2. Aşağıda belirtilen araba markalarını satın alsaydınız, olası memnuniyet dereceniz ne olurdu?

	Çok Memnun Olurum	Memnun Olurum	Memnun Olmam	Hiç Memnun Olmam
Tofaş Şahin	_____	_____	_____	_____
BMW 5.20	_____	_____	_____	_____
Opel Vectra	_____	_____	_____	_____

3. Aşağıda belirtilen araba markalarını satın almaya karar verseydiniz, satın alma kararınızdan ne derece emin olurdunuz?

	Tamamiyle Emin Olurum	Kısmen Emin Olurum	Emin Olmam	Hiç Emin Olmam
Opel Vectra	_____	_____	_____	_____
BMW 5.20	_____	_____	_____	_____
Tofaş Şahin	_____	_____	_____	_____

4. Aşağıda verilen her bir araba markasının size göre imajını değerlendiriniz.

	Çok Olumlu	Olumlu	Olumsuz	Çok olumsuz
BMW 5.20	_____	_____	_____	_____
Tofaş Şahin	_____	_____	_____	_____
Opel Vectra	_____	_____	_____	_____

5. Bir arabanın iyi olup olmadığına karar vermenin pekçok kıstası vardır. Arabanın markasına, üretici firmanın ismine, ve arabanın hangi ülkeye ait olduğuna bakmak bunlardan birkaçıdır. Aşağıda verilen herbir araba markası için, bu arabaların iyi olup olmadığına karar verebilmekte; arabanın markasına, firma ismine ve arabanın hangi ülkeye ait olduğuna bakmanın sizin için önem derecesini belirtiniz.

1. Hiç Önemli Değil
2. Önemli Değil
3. Oldukça Önemli
4. Çok Önemli

Her bir araba markası için önem derecesini belirten sayıyı boş yerlere yazınız..

	BMW 5.20	Tofaş Şahin	Opel Vectra
Araba Markası			
Firma İsmi			
Arabanın Ülke Kökeni			

6. Aşağıda belirtilen araba markalarının özellikleriyle ilgili verilen ifadelere katılıp katılmadığınızı belirtiniz. Katılıp katılmama derecenizi en iyi gösteren sayıyı belirleyerek boş yerlere yazınız..

1. Kesinlikle Katılmıyorum
2. Katılmıyorum
3. Kısmen Katılıyorum
4. Kesinlikle Katılıyorum

	Opel Vectra	BMW 5.20	Tofaş Şahin
Her kullanıldığında düzgün olarak çalışır			
Dayanıklı değildir			
Yaygın yedek parça ve servis sistemi vardır			
Büyüklüğü düşünülürse park etmesi kolaydır			
Arabanın içi güzel gözükmez			
İyi işçiliği vardır			
Genel olarak dış görünüşü güzeldir			
Güçlü motora sahip değildir			
Hızlı arabadır			
Teknolojik olarak gelişmiş bir araba değildir			
Çabuk hızlanır			
Arabayı satın almak çok pahalıdır			
Servis ve yedek parçası çok pahalı değildir			
Kilometre başına yakıt tüketimi düşüktür			
Satıldığında ikinci el değeri yüksektir			
Sürüşü sessizdir			
Sürüşü rahat değildir			
Kullanılması kolaydır			
Üretimden kaynaklanan hatalara rastlama olasılığı düşüktür			
Aksesuar seçeneği geniştir (Klima, hava yastığı vb.)			
Renk seçeneği geniş değildir			

7. Aşağıda belirtilen her araba markasının bir insan olduğunu varsayarak verilen kıstaslara göre bu markaları değerlendirin. Değerlendirmenizi en iyi gösteren seçeneğin altındaki sayıyı boş yerlere yazın.

ÇOK OLDUKÇA BİRAZ
3 2 1

BİRAZ OLDUKÇA ÇOK
-1 -2 -3

	OPEL VECTRA	TOFAŞ ŞAHİN	BMW 5.20	
Gerçekçi				Gerçekçi değil
Ailesine düşkün				Ailesine Düşkün Değil
Küçük kasaba insanı				Büyük Şehir İnsanı
Dürüst				Dürüst Değil
Samimiysiz				Samimi
İçten				Yapmacık
İlkeli değil				İlkeli
Özgün				Özgün Değil
Neşesiz				Neşeli
Cana Yakın				Cana Yakın Değil
Güvenilmez				Güvenilir
Çalışkan				Tembel
Emniyetsiz				Emniyetli
Akıllı				Akıllı değil
Teknik				Pratik
Mantıksız				Mantıklı
Başarılı				Başarısız
Lider Değil				Lider
Emin				Emin Değil
Dışa Dönük				İçe Dönük
Erkeksi Değil				Erkeksi
Batılı				Doğulu
Yumuşak				Sert
Dayanıklı				Dayanıksız
Cüretkar				Cüretkar Değil
Yeni Akımlara Uymayan				Yeni Akımlara Uyan
Heyecanlı				Sakin
Cansız				Canlı
Serinkanlı				Serinkanlı Değil
Yaşlı				Genç
Hayalgücü Kuvvetli				Hayalgücü Kuvvetli Değil
Sıradan				Sıradan Değil
Modern				Modern Değil
Bağımsız				Bağımlı
Çağdaş Değil				Çağdaş
Üst Sosyal Sınıf				Alt Sosyal Sınıf
Kötü Görünümlü				İyi Görünümlü
Çekici Değil				Çekici
Kadınısı				Kadınısı Değil
Sorunlu				Sorunsuz

8. Aşağıda belirtilen araba markalarının tipik kullanıcılarını ve kullanma durumunu düşününüz. Bunlarla ilgili verilen ifadelere katılıp katılmama derecenizi en iyi gösteren sayıyı boş bırakılan yerlere yazınız.

1. Kesinlikle Katılmıyorum
2. Katılmıyorum
3. Kısmen Katılıyorum
4. Kesinlikle Katılıyorum

	Opel Vectra	BMW 5.20	Tofaş Şahin
Tipik kullanıcı herhangi bir durumda elinden gelenin en iyisini yapar			
Önem taşıyan birşeyi başarıyla tamamlar			
Başkalarının ne düşündüğünü ortaya çıkarmaz			
Başkalarının liderliğini kabul eder			
Esprili ve akıllı sözler söylemez			
Şahsi başarılarından konuşur			
Başkalarının söylediği şeyleri sorgulamadan uygulayabilir			
Bir konu hakkındaki fikirlerini söylemez			
Arkadaşlarına sadıktır			
Mümkün olduğunca çok arkadaş edinir			
Başkalarının duygularını analiz etmez			
Başkalarının hareketlerini inceler			
İçinde bulunduğu grubun liderliğini üstlenir			
Diğer kişilere işlerini nasıl yapacaklarını söylemez			
Yanlış birşey yaptığında suçluluk hisseder			
Pekçok konuda kendini başkalarından aşağı görmez			
Yeni ve farklı şeyler yapar			
Yeni akımlara ve modalara uyar			
Karşı görüşlere saldırmaz			
Hakaret edilirse veya aşağılanırsa intikam alır			
Zengindir			
İyi eğitilmiş değildir			
Gençtir			
Sporla ilgilenir			
Aktif bir sosyal hayatı yoktur			
İşverendir			
Evlidir			
Uzun mesafe yolculuklar için uygundur			
İş amaçlı kullanıma uygun değildir			
Keyfi kullanıma uygundur			
Fonksiyonel (taşıma/nakliye) amaçlı kullanıma uygun değildir			

9. Aşağıda belirtilen araba markalarının imajlarını gözönünde bulundurarak, verilen ifadelere katılma derecenizi en iyi ifade eden sayıyı boş bırakılan yerlere yazınız.

1. Kesinlikle Katılmıyorum
2. Katılmıyorum
3. Kısmen Katılıyorum
4. Kesinlikle Katılıyorum

	Opel Vectra	BMW 5.20	Tofaş Şahin
Arabanın genel imajı benim nasıl biri olduğumu yansıtır.			
Arabanın genel imajı olmak istediğim kişiyi yansıtır.			
Arabanın genel imajı başkalarının beni nasıl gördüğünü yansıtmaz.			
Arabanın genel imajı başkalarının beni nasıl görmelerini istediğimi yansıtır.			
Arabanın genel imajı gelecekte gerçekleştirebileceğim 'beni' anlatır.			

10. Cinsiyetiniz : ☐ Erkek ☐ Kadın

11. Yaş grubunuz:

- ☐ 15-18
☐ 19-25
☐ 26-35
☐ 36-55
☐ 56-

12. Medeni haliniz:

☐ Evli ☐ Bekar ☐ Boşanmış / Dul

Kaç senedir evlisiniz? _____

Kaç çocuğunuz var? _____

13. En son mezun olduğunuz okul itibariyle eğitim düzeyiniz:

- ☐ İlkokul
☐ Ortaokul
☐ Lise
☐ Üniversite
☐ Yüksek
☐ Diğer: (Lütfen belirtiniz) _____

14. Mesleğiniz: _____

15. Çalışma durumunuz:

- ☐ Tam zamanlı
☐ Yarı zamanlı
☐ Diğer(Lütfen belirtiniz) _____

16. Çalıştığınız kuruluştaki göreviniz: _____

17. Sizin ya da beraber oturduğunuz ailenizin arabası var mı?

☐ Yok ☐ Var
Kaç tane? _____
Marka: _____

18. Toplam aile giderinizle gelirinizi karşılaştırdığınızda, geliriniz:

- ☐ Giderinizden daha fazla
☐ Giderinize eşit
☐ Giderinizden daha az

APPENDIX 3 CODING KEY

COLUMNS	QUESTION NUMBER	VARIABLE NAME	VARIABLE NUMBER	CODING SPECIFICATION
1-3		Identification Number	V1	For columns 4-5-6 1=Definitely will not buy 2=Probably will not buy 3=Probably will buy 4=Definitely will buy
4	Q1	Intention to buy -BMW	V2	
5	Q1	Intention to buy -Tofaş	V3	
6	Q1	Intention to buy -Opel	V4	
				For columns 7-8-9 1=Very satisfied 2=Satisfied 3=Dissatisfied 4=Very dissatisfied
7	Q2	Satisfaction with Tofaş	V5	
8	Q2	Satisfaction with Opel	V6	
9	Q2	Satisfaction with BMW	V7	
				For columns 10-11-12 1=Very confident 2=Confident 3=Unconfident 4=Very unconfident
10	Q3	Confidence in Opel	V8	
11	Q3	Confidence in BMW	V9	
12	Q3	Confidence in Tofaş	V10	
				For columns 13-14-15 1=Very positive 2=Positive 3=Negative 4=Very negative
13	Q4	Image of BMW	V11	
14	Q4	Image of Tofaş	V12	
15	Q4	Image of Opel	V13	
				For columns 16-24 1=Not important at all 2=Unimportant 3=Somewhat important 4=Very important
16	Q5	Importance of brand name -BMW	V14	
17	Q5	Importance of company name -BMW	V15	
18	Q5	Importance of country-of-origin -BMW	V16	
19	Q5	Importance of brand name -Tofaş	V17	
20	Q5	Importance of company name -Tofaş	V18	
21	Q5	Importance of country-of-origin -Tofaş	V19	
22	Q5	Importance of brand name -Opel	V20	
23	Q5	Importance of company name -Opel	V21	
24	Q5	Importance of country-of-origin -Opel	V22	
				For columns 25-27 1=Strongly Disagree 2=Disagree 3=Agree 4=Strongly Agree
25	Q6A	Work properly -Opel	V23	
26	Q6B	Durability -Opel	V24	RC
27	Q6C	Service and Parts Availability -Opel	V25	
28	Q6D	Size -Opel	V26	
29	Q6E	Interior Room -Opel	V27	RC
30	Q6F	Workmanship -Opel	V28	
31	Q6G	Overall Outlook -Opel	V29	
32	Q6H	Motor Engine Power -Opel	V30	RC
33	Q6I	Speed -Opel	V31	
34	Q6J	Technological Advancement -Opel	V32	RC
35	Q6K	Acceleration -Opel	V33	
36	Q6L	Expensive to Purchase -Opel	V34	
37	Q6M	Cost of service and parts -Opel	V35	RC
38	Q6N	Gas Consumption -Opel	V36	
39	Q6O	Second-hand Value -Opel	V37	
40	Q6P	Quietness -Opel	V38	
41	Q6R	Comfortable -Opel	V39	RC
42	Q6S	User-friendliness -Opel	V40	
43	Q6T	Probability of having defects -Opel	V41	
44	Q6U	Accessory -Opel	V42	

Reverse Code (RC)
1=Strongly Agree
2=Agree
3=Disagree
4=Strongly Disagree

COLUMNS	QUESTION NUMBER	VARIABLE NAME	VARIABLE NUMBER	CODING SPECIFICATION
45	Q6V	Colors -Opel	V43	RC
46	Q6A	Work properly -BMW	V44	
47	Q6B	Durability -BMW	V45	RC
48	Q6C	Service and Parts Availability -BMW	V46	
49	Q6D	Size -BMW	V47	
50	Q6E	Interior Room -BMW	V48	RC
51	Q6F	Workmanship -BMW	V49	
52	Q6G	Overall Outlook -BMW	V50	
53	Q6H	Motor Engine Power -BMW	V51	RC
54	Q6I	Speed -BMW	V52	
55	Q6J	Technological Advancement -BMW	V53	RC
56	Q6K	Acceleration -BMW	V54	
57	Q6L	Expensive to Purchase -BMW	V55	
58	Q6M	Cost of service and parts -BMW	V56	RC
59	Q6N	Gas Consumption -BMW	V57	
60	Q6O	Second-hand Value -BMW	V58	
61	Q6P	Quietness -BMW	V59	
62	Q6R	Comfortable -BMW	V60	RC
63	Q6S	User-friendliness -BMW	V61	
64	Q6T	Probability of having defects -BMW	V62	
65	Q6U	Accessory -BMW	V63	
66	Q6V	Colors -BMW	V64	RC
67	Q6A	Work properly -Tofaş	V65	
68	Q6B	Durability -Tofaş	V66	RC
69	Q6C	Service and Parts Availability -Tofaş	V67	
70	Q6D	Size -Tofaş	V68	
71	Q6E	Interior Room -Tofaş	V69	RC
72	Q6F	Workmanship -Tofaş	V70	
73	Q6G	Overall Outlook -Tofaş	V71	
74	Q6H	Motor Engine Power -Tofaş	V72	RC
75	Q6I	Speed -Tofaş	V73	
76	Q6J	Technological Advancement -Tofaş	V74	RC
77	Q6K	Acceleration -Tofaş	V75	
78	Q6L	Expensive to Purchase -Tofaş	V76	
79	Q6M	Cost of service and parts -Tofaş	V77	RC
80	Q6N	Gas Consumption -Tofaş	V78	
81	Q6O	Second-hand Value -Tofaş	V79	
82	Q6P	Quietness -Tofaş	V80	
83	Q6R	Comfortable -Tofaş	V81	RC
84	Q6S	User-friendliness -Tofaş	V82	
85	Q6T	Probability of having defects -Tofaş	V83	
86	Q6U	Accessory -Tofaş	V84	
87	Q6V	Colors -Tofaş	V85	RC
For columns 88-207 (listed adjectives will be used)				Reverse Code (RC)
Extremely down-to-earth=3				Extremely not down-to-earth= -3
Quite down-to-earth=2				Quite not down-to-earth= -2
Somewhat down-to-earth=1				Somewhat not down-to-earth= -1
Somewhat not down-to-earth= -1				Somewhat down-to-earth=1
Quite not down-to-earth= -2				Quite down-to-earth=2
Extremely not down-to-earth= -3				Extremely down-to-earth=3
88	Q7A	Down-to-earth -Opel	V86	
89	Q7B	Family oriented -Opel	V87	
90	Q7C	Small town -Opel	V88	RC
91	Q7D	Honest -Opel	V89	
92	Q7E	Insincere -Opel	V90	RC
93	Q7F	Real -Opel	V91	
94	Q7G	Unwholesome -Opel	V92	RC
95	Q7H	Original -Opel	V93	
96	Q7I	Cheerless -Opel	V94	RC
97	Q7J	Friendly -Opel	V95	
98	Q7K	Unreliable -Opel	V96	RC
99	Q7L	Hardworking -Opel	V97	
100	Q7M	Insecure -Opel	V98	RC
101	Q7N	Intelligent -Opel	V99	
102	Q7O	Technical -Opel	V100	RC
103	Q7P	Irlogical -Opel	V101	RC
104	Q7R	Successful -Opel	V102	
105	Q7S	Follower -Opel	V103	RC
106	Q7T	Confident -Opel	V104	
107	Q7U	Outdoorsy -Opel	V105	
108	Q7V	Not Masculine -Opel	V106	RC
109	Q7Y	Western -Opel	V107	

COLUMNS	QUESTION NUMBER	VARIABLE NAME	VARIABLE NUMBER	CODING SPECIFICATION
110	Q7Z	Gentle -Opel	V108	
111	Q7AA	Rugged -Opel	V109	
112	Q7AB	Daring -Opel	V110	
113	Q7AC	Untrendy -Opel	V111	RC
114	Q7AD	Exciting -Opel	V112	
115	Q7AE	Spiritless -Opel	V113	RC
116	Q7AF	Cool -Opel	V114	
117	Q7AG	Old -Opel	V115	RC
118	Q7AH	Imaginative -Opel	V116	
119	Q7AI	Common -Opel	V117	RC
120	Q7AJ	Up-to-date -Opel	V118	
121	Q7AK	Independent -Opel	V119	
122	Q7AL	Noncontemporary -Opel	V120	RC
123	Q7AM	Upper class -Opel	V121	
124	Q7AN	Bad looking -Opel	V122	RC
125	Q7AO	Not Charming -Opel	V123	RC
126	Q7AP	Feminine -Opel	V124	
127	Q7AR	Not Smooth -Opel	V125	RC
128	Q7A	Down-to-earth -Tofaş	V126	
129	Q7B	Family oriented -Tofaş	V127	
130	Q7C	Small town -Tofaş	V128	RC
131	Q7D	Honest -Tofaş	V129	
132	Q7E	Insincere -Tofaş	V130	RC
133	Q7F	Real -Tofaş	V131	
134	Q7G	Unwholesome -Tofaş	V132	RC
135	Q7H	Original -Tofaş	V133	
136	Q7I	Cheerless -Tofaş	V134	RC
137	Q7J	Friendly -Tofaş	V135	
138	Q7K	Unreliable -Tofaş	V136	RC
139	Q7L	Hardworking -Tofaş	V137	
140	Q7M	Insecure -Tofaş	V138	RC
141	Q7N	Intelligent -Tofaş	V139	
142	Q7O	Technical -Tofaş	V140	RC
143	Q7P	Intogical -Tofaş	V141	RC
144	Q7R	Successful -Tofaş	V142	
145	Q7S	Follower -Tofaş	V143	RC
146	Q7T	Confident -Tofaş	V144	
147	Q7U	Outdoorsy -Tofaş	V145	
148	Q7V	Not Masculine -Tofaş	V146	RC
149	Q7Y	Western -Tofaş	V147	
150	Q7Z	Gentle -Tofaş	V148	
151	Q7AA	Rugged -Tofaş	V149	
152	Q7AB	Daring -Tofaş	V150	
153	Q7AC	Untrendy -Tofaş	V151	RC
154	Q7AD	Exciting -Tofaş	V152	
155	Q7AE	Spiritless -Tofaş	V153	RC
156	Q7AF	Cool -Tofaş	V154	
157	Q7AG	Old -Tofaş	V155	RC
158	Q7AH	Imaginative -Tofaş	V156	
159	Q7AI	Common -Tofaş	V157	RC
160	Q7AJ	Up-to-date -Tofaş	V158	
161	Q7AK	Independent -Tofaş	V159	
162	Q7AL	Noncontemporary -Tofaş	V160	RC
163	Q7AM	Upper class -Tofaş	V161	
164	Q7AN	Bad looking -Tofaş	V162	RC
165	Q7AO	Not Charming -Tofaş	V163	RC
166	Q7AP	Feminine -Tofaş	V164	
167	Q7AR	Not Smooth -Tofaş	V165	RC
168	Q7A	Down-to-earth -BMW	V166	
169	Q7B	Family oriented -BMW	V167	
170	Q7C	Small town -BMW	V168	RC
171	Q7D	Honest -BMW	V169	
172	Q7E	Insincere -BMW	V170	RC
173	Q7F	Real -BMW	V171	
174	Q7G	Unwholesome -BMW	V172	RC
175	Q7H	Original -BMW	V173	
176	Q7I	Cheerless -BMW	V174	RC
177	Q7J	Friendly -BMW	V175	
178	Q7K	Unreliable -BMW	V176	RC
179	Q7L	Hardworking -BMW	V177	
180	Q7M	Insecure -BMW	V178	RC
181	Q7N	Intelligent -BMW	V179	

COLUMNS	QUESTION NUMBER	VARIABLE NAME	VARIABLE NUMBER	CODING SPECIFICATION
182	Q7O	Technical -BMW	V180	RC
183	Q7P	Intlogical -BMW	V181	RC
184	Q7R	Successful -BMW	V182	
185	Q7S	Follower -BMW	V183	RC
186	Q7T	Confident -BMW	V184	
187	Q7U	Outdoorsy -BMW	V185	
188	Q7V	Not Masculine -BMW	V186	RC
189	Q7Y	Western -BMW	V187	
190	Q7Z	Gentle -BMW	V188	
191	Q7AA	Rugged -BMW	V189	
192	Q7AB	Daring -BMW	V190	
193	Q7AC	Untrendy -BMW	V191	RC
194	Q7AD	Exciting -BMW	V192	
195	Q7AE	Spiritless -BMW	V193	RC
196	Q7AF	Cool -BMW	V194	
197	Q7AG	Old -BMW	V195	RC
198	Q7AH	Imaginative -BMW	V196	
199	Q7AI	Common -BMW	V197	RC
200	Q7AJ	Up-to-date -BMW	V198	
201	Q7AK	Independent -BMW	V199	
202	Q7AL	Noncontemporary -BMW	V200	RC
203	Q7AM	Upper class -BMW	V201	
204	Q7AN	Bad looking -BMW	V202	RC
205	Q7AO	Not Charming -BMW	V203	RC
206	Q7AP	Feminine -BMW	V204	
207	Q7AR	Not Smooth -BMW	V205	RC
For columns 208-300				Reverse Code (RC)
				1=Strongly Disagree
				2=Disagree
				3=Agree
				4=Strongly Agree
208	Q8A	Does his best -Opel	V206	
209	Q8B	Accomplishes something -Opel	V207	
210	Q8C	Finds out what others think -Opel	V208	RC
211	Q8D	Accepts leadership of others -Opel	V209	
212	Q8E	Says witty and clever things -Opel	V210	RC
213	Q8F	Talks about personal achievements -Opel	V211	
214	Q8G	Is able to come and go as others desire -Opel	V212	
215	Q8H	Says what one thinks about things -Opel	V213	RC
216	Q8I	Is loyal to friends -Opel	V214	
217	Q8J	Makes as many friends as possible -Opel	V215	
218	Q8K	Analyzes one's motives and feelings -Opel	V216	RC
219	Q8L	Analyzes behaviour of others -Opel	V217	
220	Q8M	Is leader in the group -Opel	V218	
221	Q8N	Tells others how to do their jobs -Opel	V219	RC
222	Q8O	Feels guilty -Opel	V220	
223	Q8P	Feels inferior -Opel	V221	RC
224	Q8R	Does new and different things -Opel	V222	
225	Q8S	Participates in new fads -Opel	V223	
226	Q8T	Attacks contrary points of view -Opel	V224	RC
227	Q8U	Gets revenge for insults -Opel	V225	
228	Q8V	Is wealthy -Opel	V226	
229	Q8Y	Is educated -Opel	V227	RC
230	Q8Z	Is young -Opel	V228	
231	Q8AA	Is interested in sports -Opel	V229	
232	Q8AB	Has an active social life -Opel	V230	RC
233	Q8AC	Is employer -Opel	V231	
234	Q8AD	Is married -Opel	V232	
235	Q8AE	Is appropriate for long distance travels -Opel	V233	
236	Q8AF	Is appropriate for business purpose of use -Opel	V234	RC
237	Q8AG	Is appropriate for pleasure purpose of use -Opel	V235	
238	Q8AH	Is appropriate for functional purpose of use -Opel	V236	RC
238	Q8A	Does his best -BMW	V237	
240	Q8B	Accomplishes something -BMW	V238	
241	Q8C	Finds out what others think -BMW	V239	RC
242	Q8D	Accepts leadership of others -BMW	V240	
243	Q8E	Says witty and clever things -BMW	V241	RC
244	Q8F	Talks about personal achievements -BMW	V242	
245	Q8G	Is able to come and go as others desire -BMW	V243	
246	Q8H	Says what one thinks about things -BMW	V244	RC
247	Q8I	Is loyal to friends -BMW	V245	
248	Q8J	Makes as many friends as possible -BMW	V246	

COLUMNS	QUESTION NUMBER	VARIABLE NAME	VARIABLE NUMBER	CODING SPECIFICATION
249	Q8K	Analyzes one's motives and feelings -BMW	V247	RC
250	Q8L	Analyzes behaviour of others -BMW	V248	
251	Q8M	Is leader in the group -BMW	V249	RC
252	Q8N	Tells others how to do their jobs -BMW	V250	
253	Q8O	Feels guilty -BMW	V251	RC
254	Q8P	Feels inferior -BMW	V252	
255	Q8R	Does new and different things -BMW	V253	RC
256	Q8S	Participates in new fads -BMW	V254	
257	Q8T	Attacks contrary points of view -BMW	V255	RC
258	Q8U	Gets revenge for insults -BMW	V256	
259	Q8V	Is wealthy -BMW	V257	RC
260	Q8Y	Is educated -BMW	V258	
261	Q8Z	Is young -BMW	V259	RC
262	Q8AA	Is interested in sports -BMW	V260	
263	Q8AB	Has an active social life -BMW	V261	RC
264	Q8AC	Is employer -BMW	V262	
265	Q8AD	Is married -BMW	V263	RC
266	Q8AE	Is appropriate for long distance travels -BMW	V264	
267	Q8AF	Is appropriate for business purpose of use -BMW	V265	RC
268	Q8AG	Is appropriate for pleasure purpose of use -BMW	V266	
269	Q8AH	Is appropriate for functional purpose of use -BMW	V267	RC
270	Q8A	Does his best -Tofaş	V268	
271	Q8B	Accomplishes something -Tofaş	V269	RC
272	Q8C	Finds out what others think -Tofaş	V270	
273	Q8D	Accepts leadership of others -Tofaş	V271	RC
274	Q8E	Says witty and clever things -Tofaş	V272	
275	Q8F	Talks about personal achievements -Tofaş	V273	RC
276	Q8G	Is able to come and go as others desire -Tofaş	V274	
277	Q8H	Says what one thinks about things -Tofaş	V275	RC
278	Q8I	Is loyal to friends -Tofaş	V276	
279	Q8J	Makes as many friends as possible -Tofaş	V277	RC
280	Q8K	Analyzes one's motives and feelings -Tofaş	V278	
281	Q8L	Analyzes behaviour of others -Tofaş	V279	RC
282	Q8M	Is leader in the group -Tofaş	V280	
283	Q8N	Tells others how to do their jobs -Tofaş	V281	RC
284	Q8O	Feels guilty -Tofaş	V282	
285	Q8P	Feels inferior -Tofaş	V283	RC
286	Q8R	Does new and different things -Tofaş	V284	
287	Q8S	Participates in new fads -Tofaş	V285	RC
288	Q8T	Attacks contrary points of view -Tofaş	V286	
289	Q8U	Gets revenge for insults -Tofaş	V287	RC
290	Q8V	Is wealthy -Tofaş	V288	
291	Q8Y	Is educated -Tofaş	V289	RC
292	Q8Z	Is young -Tofaş	V290	
293	Q8AA	Is interested in sports -Tofaş	V291	RC
294	Q8AB	Has an active social life -Tofaş	V292	
295	Q8AC	Is employer -Tofaş	V293	RC
296	Q8AD	Is married -Tofaş	V294	
297	Q8AE	Is appropriate for long distance travels -Tofaş	V295	RC
298	Q8AF	Is appropriate for business purpose of use -Tofaş	V296	
299	Q8AG	Is appropriate for pleasure purpose of use -Tofaş	V297	RC
300	Q8AH	Is appropriate for functional purpose of use -Tofaş	V298	
For columns 301-315				Reverse Code (RC) 1=Strongly Agree 2=Agree 3=Disagree 4=Strongly Disagree
1=Strongly Disagree				
2=Disagree				
3=Agree				
4=Strongly Agree				
301	Q9A	Actual self image -Opel	V299	RC
302	Q9B	Ideal self image -Opel	V300	
303	Q9C	Social self image -Opel	V301	RC
304	Q9D	Ideal social self image -Opel	V302	
305	Q9E	Expected self image -Opel	V303	RC
306	Q9A	Actual self image -BMW	V304	
307	Q9B	Ideal Self image -BMW	V305	RC
308	Q9C	Social self image -BMW	V306	
309	Q9D	Ideal social self image -BMW	V307	RC
310	Q9E	Expected self image -BMW	V308	
311	Q9A	Actual self image -Tofaş	V309	RC
312	Q9B	Ideal self image -Tofaş	V310	
313	Q9C	Social self image -Tofaş	V311	RC
314	Q9D	Ideal social self image -Tofaş	V312	
315	Q9E	Expected self image -Tofaş	V313	

COLUMNS	QUESTION NUMBER	VARIABLE NAME	VARIABLE NUMBER	CODING SPECIFICATION
316	Q10	Gender	V314	1=Male 2=Female
317	Q11	Age	V315	1= 15-18 2= 19-25 3= 26-35 4= 36-55 5= 56-
318	Q12A	Marital Status	V316	1= Married 2= Single 3= Divorced / Widowed
319	Q12B	# Of Years Married	V317	1=0 Years 2=1-10 3=11-20 4=21-30
320	Q12C	# Of Children	V318	1=0 Children 2=1 Child 3=2 Children
321	Q13	Education	V319	1= Primary school 2= Middle school 3= High school 4= University 5= Graduate study 6= Other
322	Q14	Occupation	V320	1= Professional-Specialist 2= Manager 3= Other
323	Q15	Work Status	V321	1= Full Time 2= Part Time 3= Other
324	Q16	Position At Work	V322	1= Top Management 2= Middle Management 3= First-Level Supervisor 4= Non-managerial
325	Q17A	Car Ownership	V323	1=Yes 2=No
326	Q17B	# Of Cars	V324	1=0 Car 2=1 Car 3=2 Cars
327	Q17C	Brand Of Car	V325	1=Mercedes 2=BMW 3=Sahin 4=Dogan 5=Broadway 6=Opel 7=Toyota 8=Ford 9=Hyundai 10=Tipo 11=Uno 12=Opel and Broadway 13=Mercedes and BMW 14=Ford and Broadway 15=Toyota and BMW 16=Hyundai and Mercedes 17=BMW and Honda 18= Audi and Ford 19= No brand
328	Q18	Income	V326	1= Income is more than expenses 2= Income is equal to expenses 3= Income is less than the expenses

APPENDIX 4 BUILD UP OF THE CONSTRUCTS

CONSTRUCT DIMENSION I ELEMENT

BRAND NAME
Brand Name
Importance of Brand Name

DIMENSION II ELEMENT

Company Name
Importance of Company Name

DIMENSION III ELEMENT

Country-of-Origin
Importance of Country-of-Origin

DIMENSION IV ELEMENT

Product Attributes
Reliability
Durability
Service and Parts Availability
Size
Design

Performance

Price

Riding Quality

Conformance With Specifications
Features

DIMENSION V ELEMENT

Brand Personality
Sincerity

Competence

*Interior Room
*Handling
*Overall Outlook

*Motor Engine Power
*Speed
*Technological Advancement
*Acceleration

*Economy In Purchase
*Economy In Operation
*Gas Consumption
*Resale Value

Quietness
Comfort
User-friendliness

*Accessories
*Colors

*Down-to-earth
*Family oriented
*Small town
*Honest
*Sincere
*Real
*Wholesome
*Original
*Cheerful
*Friendly

*Reliable
*Hardworking

DIMENSION V

Competence

*Secure
 *Intelligent
 *Technical
 *Logical
 *Successful
 *Leader
 *Confident

Ruggedness

*Outdoorsy
 *Masculine
 *Western
 *Tough
 *Rugged

Excitement

*Daring
 *Trendy
 *Exciting
 *Spirited
 *Cool
 *Young
 *Imaginative
 *Unique
 *Up-to-date
 *Dependent
 *Contemporary

Sophistication

*Upper class
 *Good looking
 *Charming
 *Feminine
 *Smooth

**DIMENSION VI
ELEMENT**

User Imagery

Achievement

Deference

Exhibition

Autonomy

Affiliation

Intraception

Dominance

Abasement

Change

Aggression

Income

Education

Age

Interest in sports

Social life

Occupation

Marital status

**DIMENSION VII
ELEMENT**

Usage Imagery

Appropriateness for long distance travels

Business purpose of use

Pleasure purpose of use

Functional (transportation) purpose of use

CONSTRUCT
DIMENSION I
ELEMENT

SELF IMAGE
Actual self image
How a person is

DIMENSION II
ELEMENT

Ideal self image
How a person wants to be

DIMENSION III
ELEMENT

Social self image
How others see a person

DIMENSION IV
ELEMENT

Ideal social self image
How a person wants others to see him

DIMENSION V
ELEMENT

Expected self image
How a person expect to see himself at some specified future time

CONSTRUCT
DIMENSION I
ELEMENT

PURCHASE
Purchase Intention
Intention to buy the specified car brands

DIMENSION II
ELEMENT

Satisfaction
Level of satisfaction with the purchased brand

DIMENSION III
ELEMENT

Confidence
Level of confidence in purchase decision

APPENDIX 5 OPERATIONAL DEFINITION LIST

VARIABLE	OPERATIONAL DEFINITION	SOURCE
Intention to buy	Q1	Author
Satisfaction with the purchased brand	Q2	Author
Confidence in purchase decision	Q3	Author
Brand Image	Q4	D. Aaker 1994, Farquhar 1990, Biel 1992, Blackstone 1991, 1992 Reynolds 1965, Roth 1992, 1995, Kim 1997, White 1971, Swartz 1983, Keon 1984, 1993, Keller 1993
Brand Name	Q5A	Zinkhan-Martin 1987, Laforet-Saunders 1994, J. Aaker 1997, Wortzel 1969, Crimmins 1992, D. Aaker 1991, Biel 1992
Company name	Q5B	Biel 1992, Keller 1993
Country-of-origin	Q5C	Leclerc, Schmitt, Dube 1994, D. Aaker 1991, Keller 1993, Kim 1997
Reliability	Q6A	D. Aaker 1991
Durability	Q6B	D. Aaker 1991
Service and Parts Availability	Q6C	D. Aaker 1991
Size	Q6D	D. Aaker 1991
Interior Room	Q6E	D. Aaker 1991
Handling	Q6F	D. Aaker 1991
Overall Outlook	Q6G	D. Aaker 1991
Motor Engine Power	Q6H	D. Aaker 1991
Speed	Q6I	D. Aaker 1991
Technological Advancement	Q6J	D. Aaker 1991
Acceleration	Q6K	D. Aaker 1991
Economy In Purchase	Q6L	D. Aaker 1991
Economy In Operation	Q6M	D. Aaker 1991
Gas Consumption	Q6N	D. Aaker 1991
Resale Value	Q6O	D. Aaker 1991
Quietness	Q6P	D. Aaker 1991
Comfort	Q6R	D. Aaker 1991
User-friendliness	Q6S	D. Aaker 1991
Conformance With Specifications	Q6T	D. Aaker 1991
Accessories	Q6U	D. Aaker 1991
Colors	Q6V	D. Aaker 1991
Down-to-earth	Q7A	J.L. Aaker 1997
Family oriented	Q7B	J.L. Aaker 1997
Small town	Q7C	J.L. Aaker 1997
Honest	Q7D	J.L. Aaker 1997
Sincere	Q7E	J.L. Aaker 1997
Real	Q7F	J.L. Aaker 1997
Wholesome	Q7G	J.L. Aaker 1997
Original	Q7H	J.L. Aaker 1997
Cheerful	Q7I	J.L. Aaker 1997
Friendly	Q7J	J.L. Aaker 1997
Reliable	Q7K	J.L. Aaker 1997
Hardworking	Q7L	J.L. Aaker 1997
Secure	Q7M	J.L. Aaker 1997
Intelligent	Q7N	J.L. Aaker 1997
Technical	Q7O	J.L. Aaker 1997
Logical	Q7P	J.L. Aaker 1997
Successful	Q7R	J.L. Aaker 1997
Leader	Q7S	J.L. Aaker 1997
Confident	Q7T	J.L. Aaker 1997
Outdoorsy	Q7U	J.L. Aaker 1997
Masculine	Q7V	J.L. Aaker 1997
Western	Q7Y	J.L. Aaker 1997
Tough	Q7Z	J.L. Aaker 1997
Rugged	Q7AA	J.L. Aaker 1997
Daring	Q7AB	J.L. Aaker 1997
Trendy	Q7AC	J.L. Aaker 1997
Exciting	Q7AD	J.L. Aaker 1997
Spirited	Q7AE	J.L. Aaker 1997
Cool	Q7AF	J.L. Aaker 1997
Young	Q7AG	J.L. Aaker 1997
Imaginative	Q7AH	J.L. Aaker 1997

VARIABLE	OPERATIONAL DEFINITION	SOURCE
Unique	Q7AI	J.L.Aaker 1997
Up-to-date	Q7AJ	J.L.Aaker 1997
Dependent	Q7AK	J.L.Aaker 1997
Contemporary	Q7AL	J.L.Aaker 1997
Upper class	Q7AM	J.L.Aaker 1997
Good looking	Q7AN	J.L.Aaker 1997
Charming	Q7AO	J.L.Aaker 1997
Feminine	Q7AP	J.L.Aaker 1997
Smooth	Q7AR	J.L.Aaker 1997
Achievement	Q8A	Evans 1959, Edwards 1957
Achievement	Q8B	Evans 1959, Edwards 1957
Deference	Q8C	Evans 1959, Edwards 1957
Deference	Q8D	Evans 1959, Edwards 1957
Exhibition	Q8E	Evans 1959, Edwards 1957
Exhibition	Q8F	Evans 1959, Edwards 1957
Autonomy	Q8G	Evans 1959, Edwards 1957
Autonomy	Q8H	Evans 1959, Edwards 1957
Affiliation	Q8I	Evans 1959, Edwards 1957
Affiliation	Q8J	Evans 1959, Edwards 1957
Intracception	Q8K	Evans 1959, Edwards 1957
Intracception	Q8L	Evans 1959, Edwards 1957
Dominance	Q8M	Evans 1959, Edwards 1957
Dominance	Q8N	Evans 1959, Edwards 1957
Abasement	Q8O	Evans 1959, Edwards 1957
Abasement	Q8P	Evans 1959, Edwards 1957
Change	Q8R	Evans 1959, Edwards 1957
Change	Q8S	Evans 1959, Edwards 1957
Aggression	Q8T	Evans 1959, Edwards 1957
Aggression	Q8U	Evans 1959, Edwards 1957
Income	Q8V	Keller 1993
Education	Q8Y	Keller 1993
Age	Q8Z	J.L.Aaker 1997, Keller 1993
Interest in sports	Q8AA	Keller 1993
Social life	Q8AB	Keller 1993
Occupation	Q8AC	Keller 1993
Marital status	Q8AD	Keller 1993
Appropriateness for long distance travels	Q8AE	Keller 1993
Business purpose of use	Q8AF	Keller 1993
Pleasure purpose of use	Q8AG	Keller 1993
Functional (transportation) purpose of use	Q8AH	Keller 1993
Actual self	Q9A	Schiffman, Kanuk 1994, Malhotra 1981,1988, Sirgy 1982,1985, Lefkoff, Hagius, Mason 1993, Johar-Sirgy 1991,J.L.Aaker 1997, Grubb, Stern 1971, Westfall 1962, Solomon 1983, Durgee 1986
Ideal self	Q9B	Schiffman, Kanuk 1994, Malhotra 1988, Durgee 1986, Sirgy 1982, J.L. Aaker 1997
Social self	Q9C	Schiffman, Kanuk 1994, Durgee 1986
Ideal social self	Q9D	Schiffman, Kanuk 1994, Durgee 1986
Expected self	Q9E	Schiffman, Kanuk 1994
Gender	Q10	Author
Age	Q11	Author
Marital Status	Q12A	Author
Number of years in marriage	Q12B	Author
Number of children	Q12C	Author
Education	Q13	Author
Occupation	Q14	Author
Work status	Q15	Author
Position at work	Q16	Author
Car ownership	Q17A	Author
Number of cars	Q17B	Author
Brand of car	Q17C	Author
Income	Q18	Author