

**MODELING THE CONSTITUENTS OF THE IMAGE OF A COUNTRY
FOR THE DETERMINATION OF PRIORITIES
RELATED TO STRATEGIC IMAGE MANAGEMENT-
THE CASE OF TURKEY**

Dissertation Submitted to the Graduate Institute of Social Sciences in Partial
Fulfillment of the Requirements for the Degree of

Doctor of Philosophy
in
Business Administration

by
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Boğaziçi University

2004

TO MY BELOVED DAUGHTER

CEREN

ACKNOWLEDGEMENTS

I owe my deepest gratitude to my advisor, Prof. Dr. Eser Borak, who has been one of the most influential persons shaping my academic life during the past 18 years that I have known her. She encouraged me to pursue an academic career, and has always provided tremendous support and guidance. I consider myself to be privileged to have had her not only as an advisor, but also as a guide and want to thank her for the most valuable contribution she made to the completion of this thesis.

I am also very grateful to Prof. Dr. Muzaffer Bodur who made an immense contribution for the development of this study. Beside the extensive time and support she provided at every step of the thesis, it has been her unlimited positive energy, which showed me the way during my most difficult times. Without her guidance and motivation it would be impossible to excel in this study.

I would like to thank to the members of my dissertation committee, namely Prof. Dr. Hayat Kabasakal, Prof. Dr. Selime Sezgin and Prof. Dr. Mustafa Dilber, for their insights and significant contributions to this thesis.

All of my family members have shown tremendous understanding and patience during this long path. I sincerely thank to my husband, my mother and Faika for all they have done and to my father for having always encouraged me to pursue an academic career.

I also acknowledge the contribution of Boğaziçi University Foundation –BUVAK- for the partial support in financing this research.

Special thanks are due to Giuseppe and John who have spent considerable time for the success of this study especially through getting involved in the distribution of the questionnaires. Besides, I would like to express my gratitude to Alessandra, Bruna, Daniela, Hande, Ibrahim, Laura, Paolo and all of my friends who helped me to reach the respondents. I also want to thank to my colleagues in Green Active who provided me support during my studies.

And finally, I want to thank to my daughter, my shining star, Ceren who for such a long time believed that only mothers had to go to school. She has been my constant source of joy and motivation with her sweet smile and endless love.

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ABSTRACT

Modeling the Constituents of the Image of a Country for the Determination of Priorities Related to Strategic Image Management- The Case of Turkey

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The main purpose of this study is to create a model representing the antecedents and the consequences of the country image. The model is operationalized through a scale developed for detecting the most significant factors in the formation of country image in order to create strategies for image management. The model is tested empirically by taking Turkey as a case.

United Kingdom and Italy are selected as two countries to conduct the research. First, a qualitative exploratory investigation is carried out among participants from these countries, in order to determine the factors affecting the country image. In the following phase, a survey reaching a sample of 129 British and 129 Italian respondents in their home country is used.

The research reveals that the historical relationships among countries play an important role in the country image formation. Although the respondents who visited Turkey are generally satisfied, issues related to security, hygiene, and ease of travel need to be

reinforced in order to improve the image. The findings related to the fact that Turkey is known more and thus rated more favorably by the older respondents imply the need for promotion targeted to the younger segment of the market.

The findings suggest that there is a lack of information especially related to the influence of religion on the life style in Turkey. Therefore, the research suggests the need for more emphasis on the secularism for all image management activities. Furthermore, the results point out that the human aspect and the modern face of Turkey have to be promoted more effectively. The study also highlighted that the creation of successful Turkish brands and their promotion worldwide would contribute to the improvement of country image.

The main contributions of this thesis would be: the integration of the literature on image and brand image, country image and country-of-origin effect, positioning, strategic image management and different country image research including those related to Turkey, and furthermore to develop a unique model and a scale for assessing the country image.

KISA ÖZET

Ülke İmajı Bileşenlerinin Modellenmesi:

Türkiye Açısından Stratejik İmaj Yönetimi için Önceliklerin Belirlenmesi

İpek Altınbaşak Ebrem

Bu çalışmanın ana amacı ülke imajını oluşturan değişkenleri ve bu imajın neticesinde etkilenen unsurları temsil eden bir model yaratmaktır. Modelin ölçümü, imaj yönetimi açısından stratejiler yaratmak hedefi ile, ülke imajı oluşumunda en önemli unsurları belirlemek için geliştirilen bir ölçek ile gerçekleştirilmiştir. Model ampirik olarak Türkiye açısından test edilmiştir.

İngiltere ve İtalya araştırmanın yapılacağı iki ülke olarak belirlenmiştir. İlk olarak, ülke imajını oluşturan unsurları saptamak üzere, İngiliz ve İtalyan katılımcılar ile niteliksel bir araştırma yapılmıştır. Çalışmanın daha sonraki aşaması niceliksel araştırma olarak gerçekleştirilmiş ve 129 İngiliz ve 129 İtalyan'a kendi ülkelerinde ulaşılarak anket yöntemi uygulanmıştır.

Araştırma, ülkeler arasındaki tarihi ilişkilerin ülke imajı oluşumunda önemli bir etken olduğunu ortaya koymaktadır. Bulgular, Türkiye'yi ziyaret eden deneklerin genelde tatmin olduklarını göstermesine rağmen, özellikle güvenlik, hijyen ve ulaşım kolaylığı ile ilgili konuların Türkiye'nin imajı açısından iyileştirilmesi gerektiğini vurgulamaktadır.

Türkiye'nin yaşça daha büyük denekler tarafından daha çok tanındığı ve dolayısı ile daha olumlu olarak değerlendirildiğine dair bulgular ise, genç kesimin hedeflendiği tanıtım faaliyetlerine olan ihtiyacı işaret etmektedir.

Araştırmanın sonuçları, özellikle dinin Türkiye'deki yaşam tarzı üzerindeki etkisine dair bir bilgi eksikliği olduğunu ortaya koymaktadır. Bu nedenle, tüm imaj yönetimi çalışmalarında laikliğin önemle vurgulanması gerektiği saptanmıştır. Bulgular, Türk insanının ve Türkiye'nin modern yüzünün daha etkin bir şekilde tanıtılması gerektiğini de işaret etmektedir. Bu çalışma ayrıca, başarılı Türk markaları yaratılarak, dünya çapında tanıtılmalarının, ülke imajına olan olumlu katkılarını da vurgulamaktadır.

Bu tezin başlıca katkıları; imaj ve marka imajı yönetimi, ülke imajı ve menşe ülkesi etkisi, konumlandırma, stratejik imaj yönetimi ve Türkiye'yi de kapsayan değişik ülke imajı ile ilgili araştırmaları kapsayan bir yazın taramasını içermesi ve ülke imajının değerlendirilmesi için özgün bir model ve ölçek yaratmasıdır.

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1 INTRODUCTION

The image defined as “the set of beliefs that a person or group holds of an object” has always been a major topic investigated in the marketing literature. Among the topics, the definition, assessment and measurement of brand image have received significant attention from scholars and a lot of research has been carried out. Brand image simply defined as “the meaning consumers associate with the product” (Dobni and Zinkhan,1990) has received major attention because developing a brand image strategy has been prescribed as the first and most vital step in positioning a brand in the market place (Park et. al., 1986; Young 1972).

Another area of interest related to the image has been the country image. The country image has generally been investigated in the context of product where it is defined as “the picture, the reputation, and the stereotype that businesspersons and consumers attach to products of a specific country” (Nagashima, 1970). As a result of the latest trends such as globalization and the increasing international trade, the impact of country of origin has been an important variable influencing consumer purchase in international marketing. In general, many studies in the literature suggest that favorable country perceptions lead to favorable inferences about product attributes and subsequent evaluations. Hence, the importance of country image is underlined in several studies.

As the country image also plays a key role in the economic development of a country, the marketing approach is also relevant for countries as well as the products and sectors. The country image does influence trade, diplomatic and cultural interests of a country.

Country image has an impact not only on the products and brands of a country but also

on the tourism development, entry of the foreign investment and major business areas development, all contributing to the development of a country. Similar to brand image, it is important to know and assess the image of a country in order to define positioning strategies vis-à-vis competitors.

1.1 PURPOSE OF THE RESEARCH

The primary purpose of this study is to create a model for assessing the country image. The model represents the variables that can affect the image of a country –antecedents of country image- and the variables that can be affected by this country image – consequences of country image. The model is operationalized through a scale in order to detect the most significant factors in the formation of country image.

The model is tested empirically by taking Turkey as a case. Therefore, the research also aims at investigating the effects of different variables on Turkey's image. The independent variables, which have the highest influence on the dependent variables are also aimed to be detected for the case of Turkey.

Another important objective of the research is to investigate the image of Turkey in two countries namely, the United Kingdom and Italy, which are proved to have important commercial, political and tourism related relationships with Turkey. In doing so, the differences between the two countries' perceptions related to Turkey will also be investigated.

The research also aims to examine the perception of the visitors versus non-visitors, in order to draw conclusions related to the future image strategies of Turkey. Furthermore, the researcher aims to assess the opinion of the respondents concerning the entry of Turkey into the European Union.

The related parties will be informed about the results of the study in order to help to the development of country action plans from a strategic image management perspective by prioritizing the most important variables.

The results will be used for strategic image management as proposed by Kotler et al. (1993) to position the country for different sectors but, most importantly of all, to create a coherence among different message providers so that a congruent image of the country can be created. Conclusions drawn will have implications for public and private sectors, for tourism sector and for the development of the foreign direct investment entry in the country.

Finally, the research implications are expected to provide insights for the extension of the study in other countries to assess the differences and similarities among different target groups.

1.2 SCOPE OF THE THESIS

In order to examine the research carried out related to the subject of the thesis a thorough literature review has been carried out. In Section 2, the issues covered in previous research about the topics that are thought to be relevant for the construction of the model are summarized. Among the subjects covered are image and brand image, country image

and the country-of-origin effect (COO), the implications of culture on COO, consumer ethnocentrism, self image, positioning, strategic image management and strategic place marketing. In addition to those topics, examples of research from other countries have also been investigated. The image research of the United Kingdom and the tourism research of Italy have been incorporated as examples of the similar studies carried out. It is also important that these two countries, namely Italy and the United Kingdom have been chosen afterwards as the countries where the image of Turkey has been investigated in the scope of this study. Finally the literature on the image of Turkey is presented.

In Section 3, the research design and methodology are defined. The results of the qualitative analysis carried out with Italian and British people have been presented. After the qualitative study, combining its findings with those of the literature review, the conceptual model has been created. Furthermore, the hypotheses of the research, together with the data collection method and sampling procedure, have been presented in this section. The limitations of the research are also presented in this section.

The Section 4 includes the findings of the survey. In this section first of all, the findings of the reliability analysis are presented. Afterwards, the general findings related to all variables in the survey are discussed in detail. The findings related to the open-ended questions of the questionnaire are also examined. Finally, the findings from the testing of the hypotheses are presented.

The last section, Section 5, covers the summary of the findings, and the implications for different parties. Finally, suggestions for further research are also made and the conclusion has been presented in this section.

2 LITERATURE SURVEY

In order to understand the construct of “country image” and the main factors affecting its formation, a thorough review of the existing literature has been carried out. With the objective of building the theoretical framework a broad range of topics have been reviewed. Among those topics are the literature on image and brand image, country image and country of origin effect, consumer ethnocentrism, self-image, positioning and the literature on strategic image management and strategic place marketing.

Furthermore, the examples of image research of other countries have been investigated to see different applications and approaches related to image assessment and management.

Finally, the researcher has also reviewed the literature related to the image of Turkey in the past and today, also focusing on foreign direct investment and tourism topics.

2.1 IMAGE/ BRAND IMAGE

To be able to conceptualize what country image is, it is worth examining briefly the image concept. In several studies it was argued that a country name could behave like a brand. Just like commercial brands, “country brands” are well understood by consumers around the world, have long-established identities, and can work just as effectively as an indicator of product quality, a definer of image and target market, as the manufacturer’s name on the package (Anholt, 2000). That’s why it is important to understand what brand image is and furthermore its relationship with the country image.

It is claimed that “People do not buy products, they buy images.” (Ogilvy,1963). In the marketing literature, image has been defined by Herzog (1963) as “the sum of the total impressions the consumers receive from many sources”. On the other hand, image, as a mental representation, is also described as a network of meanings stored in the memory, in a particular structure, and along with affective, motivational and sensory aspects (Ger, 1996).

Although in the marketing literature the main emphasis has always been given to the effect of the country image on the products of that given country, namely to the country of origin effect, it is essential to understand the constituents of the country image in order to be able to manage and modify it according to the desired positioning of that country. It is obvious that the nation, similar to a brand, develops an image throughout time, and it needs to be positioned, differentiated and marketed in different arenas just as one might do with a brand.

A brand image should express the product’s characteristics, its social value, and social uses, and its sensory characteristics in terms of human desires and behavior. Images are not inherent in the brand, but instead are qualities that people associate with it (Dunn and Barban, 1982; Aaker and Myers,1987). Therefore, understanding those associations becomes crucial for the brands as well as for countries in order to develop a strong position vis-à-vis competitors. Poiesz (1989) clearly underlines that imagery depends on the relative position of the object among its competitors.

It is stated that the brand image, the picture or likeness of the brand that exists in the consumer’s mind (Jones,2000) is the major motivating factor in determining brand

preference (Runyon,1979). Each name signifies a unique set of properties, which have been planted firmly in people's thoughts and feelings, combined to form a picture of the product before the "inner eye". This mental picture is referred to as the brand image (Sandage, 1958). Like brands, countries also struggle to be chosen by different target groups in different sectors. As image is an important motivator for the preference, the formation of the desired image is vital for the success of brands and countries.

According to Arens (1999) brand image is the totality of what consumers, distributors, and dealers –even competitors- feel and think about the brand over an extended period of time. In short, it's the value of the brand's capital.

The image of a product includes not only the picture the consumer has of the intrinsic qualities of the product, but also all the ideas he has about it – the sort of people who use it, the kind of stores that sell it, the character of the advertisements about it, the "personality" of the firms that made it – the total, in other words, of all the stimuli received by the buyer that are related to the product (Wright, 1971). Martineau (1987) also claims that the brand image is the halo of psychological meanings, the associations of feeling, and the undeniably written esthetic messages over and above the physical qualities.

These meanings, messages are derived by consumers from their perceptions of the marketing program, which include advertising as well as other brand-related activities, and center around the product's ability to satisfy their needs (Friedman and Zimmer 1988; Park, Jaworski and MacInnis 1986). However, it has to be kept in mind that the

case of building or modifying the image for a country is much more complex than managing a marketing program for a brand in the sense that there are many uncontrollable elements affecting the creation of the desired image for a country.

For example if the service image is considered, according to Padgett and Allen (1997) service brand image includes the attributes and the functional consequences and the symbolic meanings consumers associate with a specific service. Service brand image is defined as consumers' mental picture of the brand created in response to brand-related-stimuli. In line with that statement, it is undeniable that for the development of the tourism sector of a country, the service image and the country image becomes two important factors to be well understood and designed in line with each other.

According to Howard (1994), brand image has 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, as judged by the consumer on a favorable-unfavorable scale. The third is the strength of the consumers' confidence in their ability to determine accurately the quality of the brand.

Biel (1992) argued that the image of a brand could be described as having three contributing sub images: 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. Through this study, it is also acknowledged that the image of the user becomes an important constituent of the brand image. In the context of the country image also, the image of the user must be considered as an important factor affecting the country image. In Section 2.3 the effects of the self-image of the consumer on the country image are discussed in more

detail. It is also stated by Reynolds (1965) that it is only by recognizing the contribution of consumer that a marketer can obtain a measure of control over the image building process.

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).

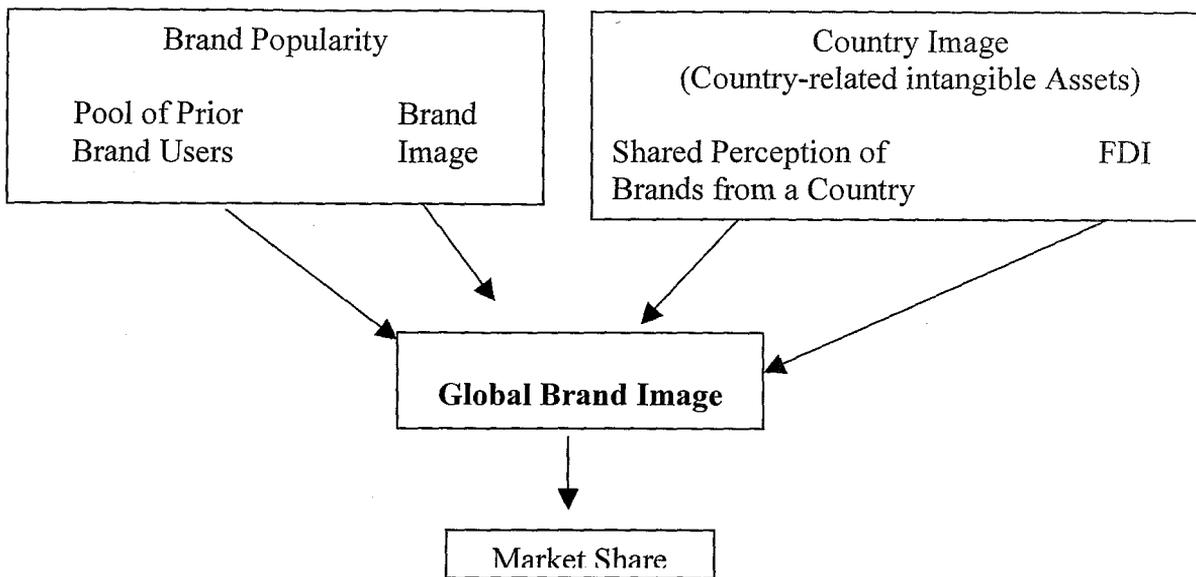
After selection of the brand image it is crucial to implement and control this image. Park, Jaworski and McInnis (1986) presented the framework of “brand concept management”. According to the authors a brand may have either a functional or symbolic or experiential concept, each of them fulfilling another need of the consumer. Aside from the general consumer needs, the selection of a concept is based also on its fit with the macro environmental trends and relevant stakeholders and internal environment of the firm. After the concept has been selected it has to be used for determining the positioning decisions. The authors defined different stages of brand concept management: in the first introductory stage, certain activities to establish the image/position are required. The second stage, which is called the elaboration stage, concentrates enhancing the value of the brand image so that its perceived superiority in relation to competitors can be established and sustained. Finally, the last stage, the fortification stage, aims at creating a connection between the elaborated brand image to the image of other products produced

by the firm in different product classes. In the management of country image, it is also crucial to understand the image concepts to be underlined vis-à-vis its competitors, to implement them in a congruent way by all means and finally to strengthen it by providing reassurance.

Kim (1997) 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. According to the author, 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).

Kim, (1997) 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 a positive effect on market share in the long run by creating and interacting with country-specific brand image.

Figure 2.1 Brand Popularity, Country Image and Market Share



Source: Kim (1997)

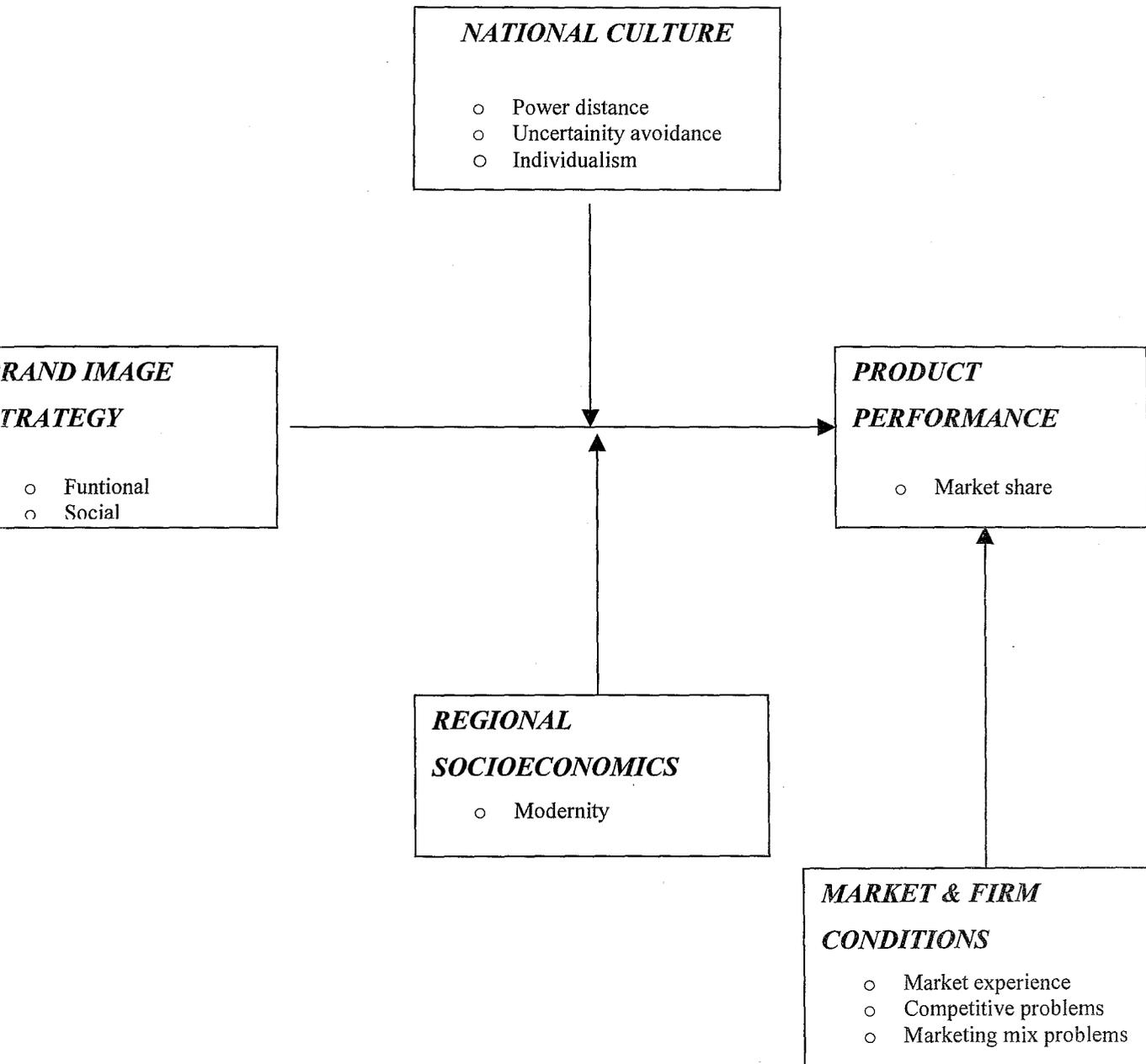
The relationship between the national image and brand image has also been an area of interest in the marketing literature (Niss, 1996). It has been argued that to the extent that consumers have a negative image for a given country, they will probably develop negative images for the people of that country and this will affect their attitudes towards the products originating from that country (Morello, 1984; Wang, 1978). Ger (1996) also stated that the country image may vary according to the geographical proximity, cultural contact and familiarity of the respondent with that country. Therefore, stereotypes created in line with those issues, about the country, its people, and about all of its products influence the image of a particular product from that country.

On different occasions, Roth (1992, 1995) studied the relative performance of depth (basing the image of a brand on a single set of consumer needs) and breadth (basing the image on multiple sets of needs) of brand image strategies and also the impact of global market conditions on brand customization and brand performance. In both of the studies the market environment factors (the economic development, competition level, as well as culture) emerged to be very influential in deciding about breadth/depth strategies as well as the issues related to brand customization.

Roth (1995) developed a framework to examine the effects of cultural and socio-economic factors on the performance of brand image strategies. Cultural factors consist of power distance, uncertainty avoidance and individualism, whereas regional socio-economics refers to modernity. Brand image strategies are operationalized as being functional (problem prevention and solving), social (group membership and symbolic) and sensory (novelty, variety, and sensory gratification). The results indicate that cultural power distance, cultural individualism and regional socio-economics are found to be affecting brand image strategies.

It is argued that a brand's native country behaves exactly like the parent company of a brand (Anholt,2000).Therefore, as the literature review shows, many brand image concepts can also be applied to country image notion.

Figure 2.2 The Effects of Cultural and Socioeconomic Factors on the Performance of Brand Image Strategies



Source: Roth (1995)

2.2 COUNTRY IMAGE AND COUNTRY-OF-ORIGIN EFFECT

Country image is an important phenomenon having crucial effects on the development of a country. The arrival of foreign direct investment (FDI) to a country, the success and development of the export sector, the development and growth of the tourism industry as well as how the brands of that country are perceived are heavily affected by the country image.

The growing globalization trend, the increase in international trade and the use of low-cost countries for the production of many branded products accelerated the importance of country-of-origin (COO). It is observed that, especially in the last two decades the marketing literature has been abundant in studies on the effects of country-of-origin on products' evaluations of that given country. Just to examine and summarize the vast literature in country-of-origin effect, it can be stated that together with the influence of COO on product evaluations, the moderating influences of consumer characteristics (Shimp and Sharma, 1987), consumer knowledge and expertise on the product category (Han 1989, Schaefer 1997) and product type (Kaynak and Cavusgil, 1983) also received significant attention from scholars.

Another major topic related to COO, which has been studied by many scholars was the influence of culture on the effect of country-of-origin. Together with it, the effect of consumer ethnocentrism on the consumer choice on domestic over foreign products has also been investigated in the literature. The latter two will be examined in separate sections after having reviewed the definitions and the effect of COO on product evaluations.

The COO research has been criticized by Papadopoulos (1993) because the author argues that many researchers have focused too much on classical products and services and not considered other product types such as whole countries, companies etc.

As previously stated, country image is defined as the picture, the reputation, and the stereotype that s and consumers attach to products of a specific country (Nagashima,1970). According to Ger (1991), country image expresses personalized feelings of what people know and think about a country and that the image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions, as was also defined by Lee and Ganesh (1999).

Roth and Romeo (1992) defined country image by putting emphasis on the strengths and weaknesses of a country. According to them “Country image” refers to the consumers’ perceptions of products from a particular country, based on their prior perceptions of the country’s production and marketing strengths and weaknesses.

A country is said to have positive (or negative) country equity if consumers react more (or less) favorably to products originating from a particular country, than they would to the products without the country name (Shimp et. al., 1994).

With increased globalization and international trade, the need to understand the perceptions and behavioral and attitudinal characteristics of consumers in different countries rather than US became crucial (Kaynak et al.,2000). Nagasima (1970) pointed out the importance of cross cultural research and also emphasized that such factors as

language, customs, living standards, religion and tradition, have to be taken into consideration while determining international marketing strategies. The establishment of a framework within which cultural differences can be addressed has also been noted by the scholars (Samiee, 1994).

One of the major components of the country of origin effect is informational. It provides cues to consumers regarding the value of product attributes which are difficult or impossible to assess, or for which there exists no prior information for assessment (Han and Terpstra, 1988; Hong and Wyer, 1989).

Nebenzahl et al. (1997) and Roth & Romeo (1992) presumed that there is a link between the products and the image perceived of the country, which provide premises for propositions concerning the interdependence of products in the perception of consumers. Han (1989) and Johansson et al. (1985) have found that the country image affects the product evaluations and purchase decisions. Similarly, Kim and Chung (1997) also state that country image evolves because a buyer believes there is something “special” about the labor, technology and manufacturing process of a particular country and then plays an important role in a buyer's perception of a product.

Nebenzahl et al. (1997) also argued that the purchaser's country of domicile is important as it also influences his or her image of the country of origin.

Country of origin has been observed to operate in several ways. First, consumers simply use the country-of-origin cue as an additional variable to form product evaluations (Hong and Wyer, 1989). Alternatively, the country label may be viewed as a form of halo effect

whereby it impacts on consumers' attention and evaluation of other product attributes (Han, 1989; Hong and Wyer, 1989). Finally, the country-of-origin cue may be conceptualized as a form of country stereotyping which consumers use when other product-specific information is not easily available (Bilkey and Ness, 1982; Hong, 1987).

The effect of COO will also vary according to the familiarity with the product. As Han (1989) states, the country image operates as a summary construct for consumers familiar with a country's products, and as a halo effect for consumers who are not familiar with these products. In the latter case, if a country-halo effect takes place, a country's name can trigger feelings that can be transferred to the product. As a result, country of origin is not an additional cue but an outstanding feature that will affect the liking of a product.

Therefore, country image affects beliefs about intrinsic product attributes, which, in turn, affect overall product evaluation (Erickson et al., 1984; Johansson et al., 1985; Han, 1989).

Some other authors also acknowledged the effect of country-of-origin not only on the image of the products but also on the image of the people of that specific country. Country-of-origin image (COI) has been stated as to reflect a consumer's general perceptions about the quality of products made in a particular country and the nature of people from that country. (Erickson et. al.1984; Han 1986,1989; Haubl 1996, Parameswaran and Yaprak 1987). Therefore, the image of a country's people has an impact on the evaluation of the products of that country.

According to Porter (1990), differences in terms of country image can be attributed to demand conditions, factor conditions, rivalry, and related and supporting industries in

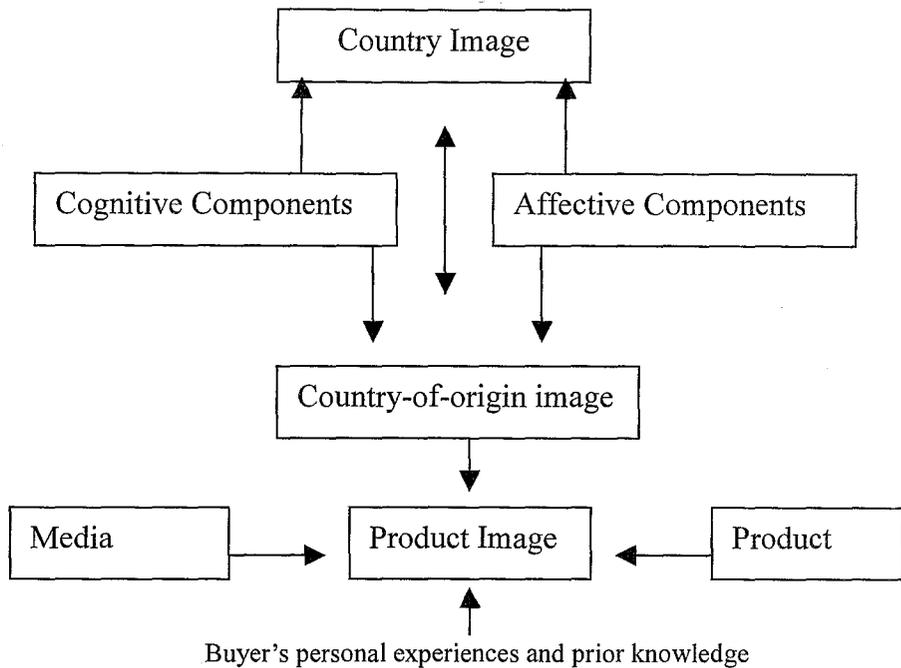
specific countries. In line with this view, Seiter (1986) claims that stereotypes are related to ideological motivations and relationships to social and economic power, at a macro level.

Because of the product–country images consumers hold, and their sensitivity to COO, COO is believed to be one way of enhancing brand equity (Keller, 1993; Shocker et al., 1994). There are many examples of manufacturers emphasizing country image in their promotional campaigns, packaging or branding decisions (Leclerc et al., 1994; Papadopoulos, 1993). Manrai and Manrai (1993) argued that countries could improve their image if they receive a high level of positive publicity or if they conduct frequent advertising and promotion activities.

However, it has to be taken into consideration that the image of a country is not static and can change over time, while the weight given to the country of origin variable by consumers evaluating a product will also change along the product's life cycle (Lampert and Jaffe, 1998).

A country's image is made up of cognitive as well as affective image components. As suggested by Kaynak and Küçükemiroğlu (1992), the cognitive components may be defined as the attributes by which the buyer understands the characteristics of a country in an intellectual way e.g. the country's perceived socio-economic, cultural and political attributes. The affective components on the other hand, represent the buyers' attitudes and feelings towards the country in question, developed through contact, association, or past experience with the country, its people and its products.

Figure 2.3 Country of Origin Marketing over the Product Life Cycle



Source: Niss (1996)

Scholars have studied the cognitive processes of the evaluation of a product influenced by the country image. Findings indicate that consumers use the country of origin symbolically i.e. as an associative link: Denmark-agriculture, France-fashion and design, Germany-technology and engineering etc.

Research on national stereotype has shown that nations develop stereotypes of other nations (Clark, 1990). Whether directly through personal experiences, through information acquired from other sources or due to stereotypical beliefs about countries, consumers also tend to develop product-country images. These are images of quality of specific products marketed by firms associated with different countries (Heslop and Papadopoulos, 1993; Johansson and Thorelli, 1985).

Several studies indicate the perceptual linkages between country stereotypes and product categories (Khana,1986;Obermiller and Spangenberg,1989). Therefore, country of origin stereotypes tend to be product specific. However, Ger (1997) argues that stereotypes are more than shortcuts and cognitive memory biases and they are context specific. These contexts are defined as place, product, market and usage.

The study carried out by Zhang (1996) calls for increased attention to consumers' characteristics in COO research and the salience of the COO cues to consumers. Samiee (1994) identified this deficiency as the priority in COO research and called for a more theoretical approach in future COO investigations that may draw on information acquisition and buyer behavior models in consumer research.

Niss (1996) states that the stronger a country's national image, the more useful it is likely to be as a marketing tool in that it may then be used more extensively in the export promotion of products originating from that country. The author also states that the question related to the positioning strategies underlying the use of national images in international marketing remain unanswered. However, he suggests that the use of nationality in product promotions is one feasible positioning strategy along with other strategies.

The importance placed on COO may depend on various moderating factors. The degree of involvement in the product class is a case in point: the greater the involvement, the greater the likelihood of using COO information in a product evaluation situation (D'Astous and Ahmet, 1992;1999).

Researchers also argued that learning a product's country of origin has the effect of increasing consumers' interest in the product by making them think more extensively about the product (Hong and Wyer, 1989; Wall et al., 1991). Hence, a positioning strategy based on national image may be employed to raise attention and stimulate interest in the advertised product.

Much of what has been reported in the COO literature has tended to treat the COO concept as a single-dimensional construct (Ozsomer and Cavusgil 1991; Samiee 1994). However, it has also to be noted that the use of single or multiple cues in the research affect the relative importance of the "made in" claims (Maronick, 1995).

The growing number of cross-country collaborations in global manufacturing, however, has not escaped from the attention of several COO researchers who have begun to address the multidimensional nature of the COO construct by incorporating various COO dimensions into the research designs. Tse and Lee (1993) examined the effects of components, assembly COO, and a global brand on consumer product attribute evaluations of a stereo system both before and after product experience. Sauer, Young, and Unnava (1991) and Chao (1993) tested the effects of country-of-design (COD) and country-of-assembly (COA) on consumer product evaluations. Ahmed and d'Astous (1995) used conjoint methodology to evaluate the differential impact of COD, COA, and brand on household and organizational buyers

On the other hand, the development of the global enterprises has spawned numerous hybrid products whose country of origin (COO) designations are no longer as easy to identify (Chao 2001). The growth of international trade and the continued globalization

of markets are causing businesses to focus on low-cost by locating the manufacturing of their products or certain components in third countries with cheaper labor and advantageous conditions. This is resulting in the emergence of hybrid or binational products (Phau and Prendergast 2000). These products with a multi-country affiliation question the role of country of origin research, since the areas where these new products are being produced are usually developing countries with a lower country image (Clarke et al. 2000, Cordell, 1992). In relation to this question, Thakor and Kohli (1996) discuss the concept of brand of origin as different from that of country of origin, since consumer perceptions of where a product originates from, may be different from its actual origin. In some cases, consumers may very well know where a product is manufactured, but still consider that its location is that of the brand of origin. For example, US consumers may be aware that Honda is manufactured in the US, but still consider it as a Japanese brand. Thus brand of origin would not change with a change of manufacturing location, a fact which could still allow international companies to move their manufacturing locations to cheaper countries, without giving up their positive origin associations. In contrast, another study (Knight 1999) determined that consumers appear to be more influenced by the country of manufacture than by the manufacturer's national origin.

However, these results may be reconciled if we consider that the importance of the country where a product is manufactured may vary according to the type of product, and according to the strength of the origin information contained in the brand.

Finally, Martin and Eroğlu (1993) claim that country image cannot be controlled by a company's effort, nor can it be administered by means of its marketing practices. Country image studies have documented that country image or equity is influenced by external

factors such as the country's economic status, technology, social desirability, the characteristics of its people, natural image, and so on .

2.2.1 THE IMPLICATIONS OF CULTURE ON THE COUNTRY-OF-ORIGIN EFFECTS

Culture is an important factor affecting the perception of country-of-origin effects. Many scholars have recognized the effect of culture on country-of-origin evaluations. As explained by Ger (1997), stereotypes embody symbolic values, those beliefs that are related to an out-group's position relative to the in-group on deeply held ways of viewing and valuing the world. Therefore, the stereotypes are culturally defined and shared categorizations.

The major part of the studies related to the country-of-origin was previously carried out only in the United States of America and the scholars have been criticized for that (Haubl,1996). However, especially with the growing importance of the emerging markets the tendency to learn about the perceptions of citizens of other countries has increased in the last few years (Kaynak et al.2000).

The conceptualization of Hofstede (1980,1990) of different cultures formed the base of those studies. According to Hofstede (1979; 1983, 1990), societies differ along five cultural dimensions: power distance (PDI), uncertainty avoidance (UAV), individualism (IND), masculinity (MAS) and time orientation (TO). According to Hofstede, PDI is the degree to which weak individuals in a society accept injustices in power and view it as normal. Although various injustices occur in every society, different cultures accept

varying degrees of it. UAV is defined as the extent to which people within a culture can cope effectively with vague, obscured and unstructured situations, and the degree to which these individuals adopt rules, ideals and norms that help them clear such ambiguities. IND is the extent to which individuals in a society are concerned mainly with their personal interests and the welfare of their families. Collectivist cultures (COL), in contrast, view individuals as part of a larger group, such as an extended family or tribe. MAS is the degree to which individuals in a culture expect men (rather than women) to be forceful, ambitious, competitive, materialistic and strong.

More recently, Schwartz (1994, 1997), Schwartz and Ros (1995), Smith and Schwartz (1997) have proposed an alternative framework. Schwartz's framework is based on his seminal work on human values but it is not well known in marketing. He identified three basic societal issues:

1. relations between individual and group;
2. assuring responsible social behavior; and
3. the role of human kind in the natural and social world.

The cultural adaptations to resolve each of these issues constitute his framework, which consists of three bipolar dimensions, defining seven national-cultural domains.

Hofstede (1991) argued that today's nations are "the source of a considerable amount of common mental programming of their citizens" due to a relatively similar history, language, political, legal and educational environment, among others. However, values are basic convictions that people have regarding what is right and what is wrong. These

values are learned from the culture in which the individual is raised, and they help direct the person's behavior'' (Hofstede et al., 1990) and vary from country to country.

As a consequence, the results of the studies dealing with cross-cultural comparisons of country of origin effects indicate that consumer attitudes towards foreign products and their evaluations differ significantly from country to country (Knight and Calantone 2000; Zang 1996). In their study Ger and Askegaard (1996) also concluded that product-country images differ based upon culture, contact and familiarity.

Cultural norms and beliefs are powerful forces shaping people's perceptions, dispositions, and behaviors (Markus and Kitayama, 1991). Culture is reflected in "general tendencies of persistent preference for particular states of affairs over others, persistent preferences for specific social processes over others, and general rules for selective attention, interpretation of environmental cues, and responses'' (Tse et al., 1988).

The finding of several studies show that country of origin effects vary across cultures on the basis of the diverse cultural patterns present in different countries. Gürhan-Canlı and Maheswaran (2000) established that consumers in individualist countries tended to evaluate home products more favorably only when they were superior to the competition, while consumers in collectivist countries evaluated the home products more favorably, regardless of their superiority. This can be explained by the fact that while individual cultures tend to hold an independent view of the self that emphasizes the uniqueness of individuals, collectivist cultures stress connectedness, social contexts and relationships (Aaker and Maheswaran 1997). Thus in collectivist cultures, which emphasize group and collective thinking and acting, the social pressure to demonstrate loyalty to domestic

products will be greater (Chung and Pysarchik 2000; Robinson 1998). Since in collectivist cultures the group plays an important role, when an individual chooses another brand than the group, it distinguishes this person from the group (Palumbo and Herbig 2000).

Following the arguments above, consumer ethnocentrism should also have a higher effect in countries with collectivist cultures, since this cultural dimension deals with the idea of groups and adherence to group norms. On the other hand, individualistic cultures will place fewer social obligations on consumers to think of the broader society in their purchase decisions. Supporting this idea, Brunning (1997) found that the willingness to trade national loyalty to the domestic product in favour of individual benefits was related to the degree to which a culture is collectivist versus individualist. While the country of origin serves as a signal of product quality when information about attributes is absent, national loyalty operates whether attribute information is present or not.

However, it has to be noted that to an ethnocentric consumer, the fundamental issue may not be the actual origin of the product, but its perceived foreignness in relation to his or her culture (Keillor and Hult 1999). Thus the degree of similarity to the home country of the economic, cultural and political system needs to be taken into consideration (Leonidou et al. 1999; Okechuku 1994; Watson and Wright 2000).

Although other specific studies have not been carried out to test the influence of the other dimensions of culture in the country of origin effect, Roth (1995) has proposed some useful hypothesis regarding the impact of culture in the performance of global branding strategies. He states that in cultures high in power distance, individuals will tend to

emphasize prestige and wealth and people will seek to maintain power as a source of satisfaction. Therefore social brand images that have a prestige and power connotation attached to them will have a greater impact on market share in cultures high in power distance. Putting this in the country of origin context, it could be argued that consumers in cultures high in power distance will have a greater tendency to use country of origin information for goods for which status and prestige can be derived from their origin.

The results of the same study (Roth, 1995) indicated that, as individuals in cultures high in uncertainty avoidance are risk averse and resistant to change, they would tend to be more brand loyal and less variety seekers. Furthermore it is argued that, country of origin can become important for individuals in cultures high in uncertainty, as they may perceive that choosing a product from a country with a favorable image will reduce part of the risk involved in the purchase.

It can also be hypothesized that the fifth dimension of culture recently brought up by Hofstede (1990), time orientation, could also impact the country of origin effect in the sense that cultures with a past orientation may be more sensitive to animosity than cultures with a future orientation.

2.2.2 CONSUMER ETHNOCENTRISM

Consumer ethnocentrism was another important topic investigated in the literature in relation to the country of origin effect. Although the globalization is occurring, it cannot be denied that with increased nationalism and heavy emphasis on cultural and ethnic identity, consumer ethnocentrism will be a potent force in the global business environment (Küçükemiroğlu, 1999).

In the studies carried out, individual consumers evaluate products based on their personal ethnic or cultural background rather than on the image of the country of origin of the product (Huddleston et al. 2000, Myers,1995). The construct of ethnocentrism describes the tendency of individuals to reject people who are culturally dissimilar and at the same time favor those who are more like themselves (Batra et al. 2000). Shimp and Sharma (1987) described consumer ethnocentrism as representing the beliefs held by consumers about the appropriateness, indeed morality of purchasing foreign-made products. The authors claimed that highly ethnocentric consumers could be expected to avoid buying imported products because doing so would be unpatriotic and cause a domestic loss of jobs. In contrast, non-ethnocentric consumers should evaluate foreign products on their own merits, without consideration for their country of origin. In line with those results, Phau and Prendergast (2000) also found out that consumer ethnocentrism was positively correlated with patriotism and negatively correlated with cultural openness.

Shimp and Sharma (1987) also showed that US consumers who scored high on their CETSCALE (measuring ethnocentrism) were more favorably biased toward buying local products and more opposed toward buying products manufactured in other countries. The applicability of this reasoning and of the CETSCALE to other countries, such as Japan and Korea, has also been verified by Netemeyer et al. (1991).

Another concept, “world mindedness”, has been introduced by Rawwas et al. (1996), meaning the preference of certain types of consumers for the foreign products. While ethnocentric consumers usually perceive the quality of domestic products as being higher than that of foreign ones, other type of consumers will be inclined to prefer foreign products to local ones. These consumers have been described as “world minded”. The

same authors have also stated that world minded consumers tend to pay less attention to the country of origin of a product, in comparison to ethnocentric consumers.

Another new concept influencing consumers' purchase behavior is called "cultural animosity" by Klein et al. (1998). It is defined as "the remnants of antipathy related to previous ongoing military, political, or economic events". Thus individuals may avoid purchasing products from nations, which have engaged in acts that the individual finds grievous and difficult to forget. Animosity is different from ethnocentrism, since ethnocentric consumers usually believe that domestic products are superior to foreign products, while the consumer that is affected by animosity towards one country, may be aware of the superiority of the products coming from that nation, but still refuse to purchase them. Consumers in different cultures will be affected by different animosities, since each nation and culture has its own history and national heritage that will determine how individuals in that culture view other countries. Similarly, it can be argued that culture will not only influence animosity, but also the specific images that will come to the consumer mind when thinking about a country. Following the arguments above, consumer ethnocentrism should also have a higher effect in countries with collectivist cultures, since this cultural dimension deals with the idea of groups and adherence to group norms. On the other hand, individualistic cultures will place fewer social obligations on consumers to think of the broader society in their purchase decisions. Supporting this idea, Brunning (1997) found that the willingness to trade national loyalty to the domestic product in favor of individual benefits was related to the degree to which a culture is collectivist versus individualist.

At the same time, it could be argued that the degree to which consumer ethnocentrism affects purchases in collectivist countries will increase for conspicuous products for which ownership and consumption are more publicly visible (Batra et al. 2000; Piron 2000). However, to an ethnocentric consumer, the fundamental issue may not be the actual origin of the product, but its perceived foreignness in relation to his or her culture (Keillor and Hult 1999). Thus the degree of similarity to the home country of the economic, cultural and political system needs to be taken into consideration (Leonidou et al. 1999; Okechuku 1994; Watson and Wright 2000).

2.3 SELF-IMAGE

Another concept that is investigated in order to have a deeper understanding of the country image is the self-image. 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 (Schiffman and Kanuk, 2004).

As a matter of fact, stereotyping -and also national stereotyping- involves a differentiation between group and self, and others are categorized in relation to the categories associated with the self. Perception is relative to one's own social and psychological place. Therefore, not only the products/brands that the individuals use but also where they go for holiday or the country-of-origin of the product they use can create an important link with their self-image.

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, 2004)

A variety of different self-image constructs have been identified in the consumer behavior literature. One popular model depicts four specific kind 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 seem 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, 2004)

In this context it is important to understand the brand/country image and self-image relation. Westfall (1962) states that the usual argument was that products were extensions of the owner's 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. 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). For example, this may happen in societies where social identity is not always positive and desirable, and when there is an aspiration to be closer to what is "foreign, in this case, foreign goods may reign over local (Ger et al.,1999).

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) symbolic consumption (Bagozzi 1975; Hirschman 1980; Hirschman and Holbrook 1982; Levy, Czepiel and Rook 1980) share the basic premise that the symbolic qualities of products are often determinants of products evaluation and adoption.

Solomon (1983) states that symbolic interactionism focuses on the process by which individuals understand their world. 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.

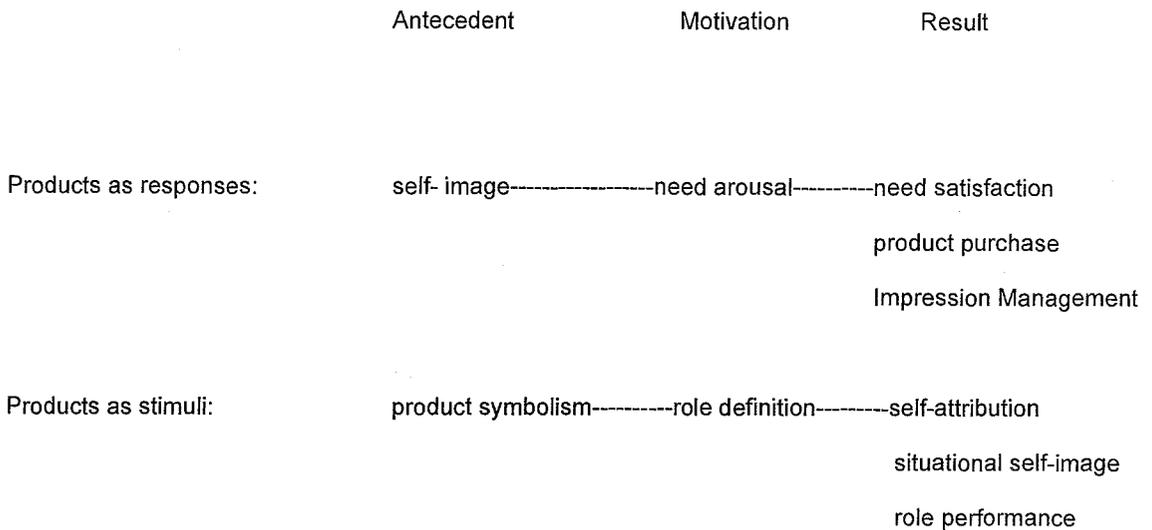
- 2- A consumer's self-concept functions to direct behavior.
- 3- A consumer's perception of the responses of others to some degree reflects those responses.

Solomon (1983) 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. He also states that the major emphasis of symbolic interaction theory is thus on the social nature of self-definition.

Solomon (1983) 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 with that culture. The author 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 2.4

(Solomon, 1983)

Figure 2.4 Proposed Bi-Directional Relationship Between Products And Consumers



Source: Solomon (1983)

Solomon (1983) 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 social levels to a significant degree by the products, which surround them.

The nature of consumers' interactions with these symbol systems may determine their attitudes toward them and toward themselves.

Sirgy (1985) proposes that products, suppliers, and services are assumed to have personality images, just as people do. The personality images are not determined by the physical characteristics of the products alone, but by a host of other 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 affect a so-called self-image/product image congruity. This congruity, in return, affects the consumer's product 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.

Consumer personality was also thought to moderate the relation between self-image/product image congruity and consumer behavior (Belch 1978).

If it can be argued that national images act like the parent company of a brand, the congruency between the self-image and that country's image will shape the decisions related to purchasing the country's products, visiting or not that country and so on.

2.4 POSITIONING

As mentioned before, the assessment of the image and development of a strategic image management is crucial for the right positioning of a country. Unless the image is known,

it will be difficult to position the country in the market vis-à-vis its competitors for different sectors.

The knowledge about the environment and the competitors is crucial for segmenting the market and positioning itself according to the strengths and weaknesses of the country.

Kotler (2003) identifies the steps in market segmentation, targeting and positioning as follows:

1. Identify segmentation variables and segment the market
2. Develop profiles of resulting segments
3. Evaluate the attractiveness of each segment
4. Select the target segment(s)
5. Identify possible positioning concepts for each target segment
6. Select, develop, and communicate the chosen positioning concept

Beane and Ennis (1987) as well as Kotler (2003) offer a review of the various bases that can be used for segmentation: (1) geographic segmentation; (2) demographic segmentation; (3) psychographic or life-style segmentation; (4) Behavioral segmentation which includes behavioral variables such as occasions, benefits, user status, usage rate, loyalty status, buyer-readiness stage and attitude

Luck et al. (1989), state that in risky and critical decisions a very thorough analysis of the situation is needed to define the current position. The authors recommend insistence on a position statement, but also state that the planners should have analyzed it before the strategic plan begins to crystallize in their thinking.

Aaker (1991) acknowledges the possibility of positioning a brand by associating it with a certain country or geographic area. Especially, if the country has a strong image related to the product category this will help to the quick development of the brand (Anholt,2000).

According to Aaker (1991) positioning can be realized by associating the brand with

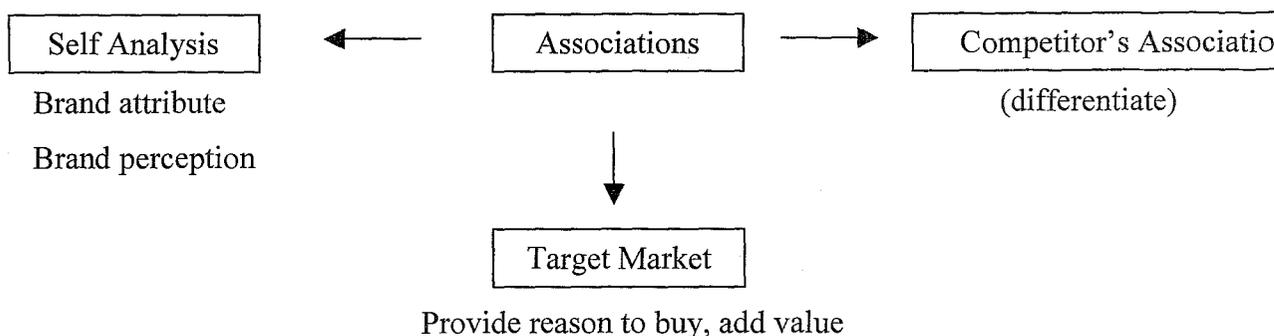
- product attribute
- intangibles
- customer benefits
- price
- use/ application
- user imagery situations
- celebrity
- life style/ personality
- product class
- competitors
- a certain country or geographic area.

According to Sudharshan, Kumar and Gruca (1995), analytical product positioning procedures attempt to identify a single new optimal product position given the positions of existing products and ideal points in the market. Optimality is defined by these authors in terms of maximizing total incremental sales potential from the new product(s) over that of the existing products. Eliashberg and Manrai (1992) identify the two steps of positioning strategies as: (1) identify product/service position(s) in a multidimensional perceptual space as targets which have the potential to optimize certain objective of the firm; and (2) determine the set of actions necessary to achieve the desired position(s).

Green and Krieger (1989) provide an overview of various approaches for designing and positioning optimal products. They describe two basic approaches that underlie current modeling efforts: multidimensional scaling and conjoint analysis, and a third approach which combines the previous two: componential segmentation. According to the author, the conceptual basis of optimal product design rests on the assumption that the preference/choice for a product can be related to the buyer's perceptions and preferences for the product's underlying attribute levels, relative to those of competing products. These buyers' perceptions can also be evaluated as the image of the product compared with competitors.

Aaker (1991) points out that the self analysis in terms of attributes and perceptions is a crucial step for positioning. The competitors' associations also will affect the overall associations of the target market. By self-analysis and through the analysis of competitors' associations, one should develop its positioning with the objective of creating a reason to buy.

Figure 2.5- The Positioning Decision



Source: Aaker (1991)

The aim of image assessment is to understand the current standing of the brand/country in order to identify its weaknesses and strengths relative to the competitors in the market. Eventually, this precious information will be used to position the brand/country according to the strategic objectives. Through a right positioning and strategic image management the country is expected to reach its objectives and improve its competitive standing accordingly.

2.5 STRATEGIC IMAGE MANAGEMENT AND STRATEGIC PLACE MARKETING

The image of a place is previously defined as the sum of beliefs, ideas and impressions that a people have of a place. Images represent a simplification of a large number of associations and pieces of information connected with the place. However, Kotler et al. (1993) state that an image is more than a simple belief. It is a whole set of beliefs about a place. The authors also state that people's images of a place do not necessarily reveal their attitudes towards that place.

Here the question is "how does an image differ from a stereotype". Kotler et al. believe that a stereotype suggests a widely held image that is highly distorted and simplistic and that carries a favorable or unfavorable attitude toward the place. An image, on the other hand, is a more personal perception of a place that can vary from person to person.

Today, place marketers must consider image as a major influence on buyer's choice. A vacation buyer will more likely choose Greece instead of Turkey if the image of Greece is more familiar and positive (Kotler et.al., 1993). The same choice is valid for the foreign investor deciding about the country to invest, for the consumer making a decision about among the products of different countries.

“Strategic Image Management” is the ongoing process of researching a place's image among its audiences, segmenting and targeting its specific image and its demographic audiences, positioning the place's benefits to support an existing image or create a new image, and communicating those benefits to the target audiences (Kotler et al., 1993).

One more important issue, that is proposed to be added to this definition through this thesis, is the importance of creating a synergy and consistency between different message providers to be able to create a stronger and congruent image in the mind of the target audience.

The underlying premise of SIM is that because places are identifiable and change over time, it is the task of the place marketer to track and influence the image held by different target audiences. It is a well known fact that an image sticks in people's mind for a long time, even after it loses its validity. At other times, a place's image may change more rapidly as the media and word of mouth spread vital news stories about a place.

Image management is an ongoing process of researching image changes and trying to understand its dynamics (Kotler et al.,1993). Furthermore, it has to be noted that it requires the congruence of the messages provided by different message providers in line with the image management strategy.

To understand how SIM works, it is worth investigating different ways of place marketing. According to Kotler et al. (1993) there are four different strategies that a country, place may market itself. Among them the least expensive one is the image marketing.

The selling component of the strategic place marketing process is often the most crucial and yet the least understood part of a place marketing plan. The job of selling a place to target group is more dynamic, political and risky than ever. The challenge for the place marketers is to understand better the needs, perceptions, preferences and resources of target buyers before developing their strategic market plan.

According to Kotler et al. (1993), strategic marketing planning in the context of places, has passed through three stages (Please See Table 1). In the United States of America, in 1930s the objective was promoting the existing “better business climates” more. They exploited the advantages of least-cost production-cheap labor and land, low taxes, and public financing- to attract new business and investment.

According to the authors, after four decades, in 1970s places moved to a second stage, that of target marketing. Instead of pursuing a single goal, business attraction, they moved to a multiplicity of goals –retention, start-ups, tourism, export promotion, and

foreign investment. As the US economy changed and competition intensified, places changed from a hit-or-miss approach to more refined strategies based on competitive analysis and market positioning.

Places learned to segment markets and buyers, and to target their products and services to specific customers based on research and analysis. This is an era where a shift has already occurred from mass marketing to specialized marketing, emphasizing specific products tailored to specific customers needs and wants.

In the new decade of 1990s, places are moving to the third stage of product development and competitive niche marketing. They are seeking to define themselves as distinctive places with specific competitive advantages for target customers. They are creating niche products and services to create value.

While these development stages are not mutually exclusive, they reflect the growth, development and sophistication of place competition in a changing world economy.

Places have become more business-like and market oriented in their economic development activities as a result of external competition and internal political pressures. In this fast changing world conditions, place marketing emerged as a promising integrating process linking a place's potential competitive advantages to overall economic development goals.

Figure 2.6 A Framework for Place Auditing and Strategic Market Planning Process**Three Generations of Economics Development Marketing**

	Objectives	Methodology	Underlying Marketing Rationale
First Generation (Smokestack Chasing)	Manufacturing jobs	Luring facilities from other locations	Low operating costs Government subsidies
Second Generation Target Marketing	Manufacturing and service jobs in target industries now enjoying profitable growth	Luring facilities from other locations Retention and expansion of existing firms Improving physical infrastructure Public/private partnerships	Competitive operating costs Suitability of community for target industries Good quality of life (emphasis on recreation and climate)
Third Generation (Product Development)	Preparing the community for the jobs of the 1990s and beyond Manufacturing and high-quality service jobs in target industries expected to enjoy continuing growth into the future	Retention and expansion of existing firms Spurring local entrepreneurship and investment Selective recruiting of facilities from other locations More intense public-private partnerships Developing technology resources Improving general and Technical education	Prepared for growth in the contemporary worldwide economy Competitive operating costs Human and intellectual resources adaptable to future change Good quality of life (emphasis added on cultural and intellectual development)

Source: John T. Bailey (1989)

2.5.1 THE STRATEGIC MARKET PLANNING PROCESS

Places must begin to do what business organizations have been doing for years, namely strategic market planning.

Strategic market planning starts from the assumption that the future is largely uncertain. The community's challenge is to design itself as a functioning system that can absorb shocks and adapt quickly and effectively to new developments and opportunities. The community must establish information, planning, and control systems that allow it to monitor the changing environment and respond constructively to changing opportunities and threats. The aim is to prepare plans and actions that integrate the place's objectives and resources with its changing opportunities. Through the strategic planning process, a place decides which industries, services and markets should be encouraged; which should be maintained; and which should be de-emphasized or even abandoned.

It is acknowledged at the outset that managing strategic market planning is more difficult for communities than for individual companies. Companies typically have a clear line of authority and hierarchy, as well as a balance sheet and a profit-and-loss statement to measure yearly progress. Communities, on the other hand, are chronic battlegrounds where interest groups fight for power and push their competing agendas and strategies.

According to Kotler et.al. (1993), the strategic market planning process moves through five stages to answer the following questions:

1. Place audit. What is the community like today? What are the community's major strengths /weakness, opportunities/threats, major issues?
2. Vision and goals. What do residents want the community to be or become?
3. Strategy formulation. What broad strategies will help the community reach its goals?
4. Action plan. What specific actions must the community undertake to carry out its strategies?
5. Implementation and control. What must the community do to insure implementation?

As can be seen, to be able to carry out a strategic image plan it is necessary to understand the strengths and weaknesses of a country/place in the eyes of the target audience. Once this image is defined a strategic marketing plan for that country can be designed.

However, it should always be taken into consideration that this is an ongoing process and continuous tracking and flexibility is required.

2.6 EXAMPLES OF IMAGE RESEARCH FROM OTHER COUNTRIES

In this section two examples of image research will be presented. The first research is about the image of United Kingdom and the second one is on the tourism image of Italy.

2.6.1 HOW THE WORLD SEES THE UNITED KINGDOM?

To explore the United Kingdom's reputation among specific audiences in countries that are important to the United Kingdom, a research has been commissioned by the British Council and carried out by the MORI organization mainly in 13 countries in 1999, and then in another 15 countries in 2000. The precise definition of the sample varies from country to country but it is generally described as "men and women, aged between twenty-four and thirty-five, well educated, with above average incomes, and likely to rise to positions of influence in their society".

The thirteen countries where research was carried out during May to August 1999 are Brazil, China, Egypt, France, Germany, India, Malaysia, Mexico, Poland, Russia, Saudi Arabia, South Africa and Turkey. In 2000, another fifteen countries; Argentina, Bangladesh, Czech Republic, Greece, Hong Kong, Hungary, Italy, Japan, Kenya, Korea, Nigeria, Pakistan, Singapore, Spain and Thailand were researched. The exercise has been repeated at intervals. In addition, independent surveys were carried out in 2000 in United Arab Emirates and Vietnam.

The purpose of the research was to:

- form a baseline of reliable data to be used for targeting the work and measuring its effectiveness
- test hypothesis about the UK's image and ways to improve and reshape it
- provide credible evidence of attitudes towards UK and their variation by country and audience

The survey involved both qualitative and quantitative research. The qualitative research was used to establish a series of issues, which were then tested quantitatively. Some questions probed attitudes and views about the United Kingdom on its own, others asked for a comparison between the UK and four other leading countries: USA, France, Germany and Japan.

The interpretation in the report presented is based on the findings of both pieces of research, thorough emphasis has been given to the results of the larger, quantitative survey. The groups in each country varied between 200 and 400 people, which are an adequate sample within each country for conclusions to be drawn. The results should be mainly read as comparisons between countries. The interpretation of the data is that of the British Council. The questions used for quantitative survey have been reproduced in the report.

Topics investigated in the research are as below:

- Familiarity with the UK
- Favourability towards the UK
- The UK's main strengths and weakness
- Modernity and tradition
- Education
- Science and technology
- Business
- Arts and design
- The characteristics of British society
- The reliability of British media

- The UK's international relations
- Images of the UK
- Knowledge and use of English
- Sources of information about the UK

In general, British are generally seen as an influential, well-administered and efficient people with a strong economy and stable institutions. On the other hand they are seen as cold, reserved, unadventurous and not welcoming outsiders. UK's reputation is highest in developing countries that are former British colonies or were under informal UK influence. However the survey found that in all of these countries young people hold even more favourable views of USA. This suggests that a UK model has been replaced in these countries by a UK-US, or more precisely US-UK model.

As a result of survey findings, important conclusions about UK's image and the necessary responses to modify the undesired messages have been drawn (Please see Appendix 1 for the summary of the findings).

2.6.2. THE BRAND ITALY- A MARKETING ANALYSIS FOR THE TOURISM BEYOND 2000

Italy, which has been one of the leading countries in the tourism sector heavily feels the pressure of competition in the changing world conditions. It is stated that, as in many other sectors, the tourism sector also is affected by new trends in the world and the leaders, among which there is also Italy, are losing ground.

Understanding and evaluating the changing conditions in the tourism sector, Italian Ministry of Industry, Tourism department aimed at describing the current image of Italy for the tourism sector. It is very well understood that the people have more income to travel and traveling has become a way of life but not a luxury anymore. Furthermore, as the number of young married couples without children has increased, there are new target groups forming in the market. It is also acknowledged that tourists are not looking only for one attribute but make their choices for a total mix of offers. As a result, it is important to prepare multidimensional offers to be able to serve their needs in the best possible way.

When the current standing of the brand Italy is examined in the tourism industry, it is seen that countries like France, Spain, Greece and even Turkey are gaining especially because of the attractive price/quality ratio they are offering to attract tourists.

It is believed that the touristic product is a result of the brand Italy. Therefore, whatever is sold and offered is the combination of a whole which is interrelated: the image, knowledge, prejudices, experiences, relations together with the products (“made in Italy”). Therefore, the brand Italy has to be managed, defended and offered like a company offering its product through the corporate image created and through promotion and communication of that image to the target groups.

With this philosophy, to better understand the current standing of the brand Italy, Italian officials have requested several research complementing each other to picture the image of the country in terms of tourism attractiveness.

Four research have been carried out and the results are combined in order to develop a strategic marketing plan and ensure the image development. The first one consists of personal and telephone interviews in 13 countries, resulting in 17,117 interviews in total in 1998, with the objective of understanding the image of “brand Italy”. The research has been repeated in 1999, among 6 countries to observe the changing opinion in one year (Please see Appendix 2 for the countries investigated).

The second research carried out in 1999 is a comprehensive press coverage survey where all the news appearing on the press about Italy in 6 countries, investigated in previous research, are tracked and analyzed (Please see Appendix 2 for the list of the countries and the newspapers evaluated). The objective was to understand the image of Italy in foreign press.

Thirdly, the potential of 55 countries in terms of certain scientific socio-cultural, economic and touristic criteria have been analyzed. Finally, the fourth one consisted of inbound-outbound frontier survey where around 450,000 interviews have been collected in 3 years (1996-1997-1998) to understand the destinations selected for vacation and the motivations behind them.

Having acknowledged the importance of image building and the changing environment, Italy’s extensive efforts to track its current standing in terms of image is a good example of strategic image management in tourism sector. Furthermore, seeing Italy as a brand and trying to modify the weakest parts of it through multidimensional analysis shows the strategic approach of the authorities to the subject.

2.7 THE LITERATURE ON THE IMAGE OF TURKEY

In this section the image of Turkey will be investigated from three perspectives. In the first section, the image of Turkey in the past (created through books, songs, and tales in the history) and the current image of Turkey through the eyes of academicians and writers will be presented. In the second part, the business environment of Turkey especially in terms of attractiveness for the foreign direct investment (FDI) will be examined. In this section, several reports about the business climate of Turkey and also the image of Turks and Turkish business environment through the eyes of foreign businesspersons are presented. In the third section, the image of Turkey in relation to the tourism sector and Turkey's tourism strategy is described.

2.7.1 THE IMAGE OF TURKEY IN THE PAST AND TODAY

In today's complex world where there is a growing trend towards globalization, nations are still presenting unique images of themselves to the world. Those images may change over time, however; as they are formed through centuries people have already developed certain stereotypes about certain nations. Therefore, the historical development of the image of a country is worth investigating.

In his study, Aydin (1999), explores Western images of Turkey and the Turks, focusing his attention on the twentieth century. Despite the role played by Turkey in the modern world, despite the booming tourist industry that has led so many westerners to explore the natural beauties and historical wonders of the country, the negative stereotype continues to be produced. Aydin focusing on travel literature and detective fiction aims at

answering the above stated question. Furthermore, he investigates the impact of a film like “Midnight Express” to point out the negative stereotype for a mass audience.

Throughout Western versions of the history of the Turks within the Oriental context, Turks have never been detached from other Islamic nations of the Middle East, although they have completely different origins geographically, with a different culture, traditional and above all, linguistic identity. Throughout Western versions of the history of the Turks a great many Western historical descriptions about the Turks have referred to the Ottoman Empire, though it has often been assumed that within such empire there was a single national identity (Aydin, 1999). Hourani (1981) also demonstrates how Islam had a deformed image in the West. However, the author clearly argues that the image was not positive among the Middle Eastern countries either.

In his book “Orientalism” Said (1985), discusses the terms “Orient” and “Orientalism” as the West’s fictional construct, which evoke negative connotations and mysteries with exotic fantasies, and above all, the Other. As opposed to the idealization of Orientalism as a scholarly scientific thinking about the Orient in the nineteenth century, the author claims that Orientalism is a western phenomenon which can function in western literature as a mode of thought for defining, classifying and expressing the presumed cultural inferiority of the Islamic Orient. In other words, it is a part of the vast control mechanism of colonialism, designed to justify and perpetuate European dominance.

It was also obvious that many Orientalists have also been highly critical of Islam and Muslims in order to substantiate the colonial ideology of the West and its applications in the Orient. Islam has been depicted as the only religion of the Asiatic Barbarians – “the

Other". Furthermore, Islam has been described as a cultural system against western norms and Christianity as superior due to its dynamism and capacity for invention (Daniel, 1960).

In his survey where she investigated several books in German to understand the image of the Turks in the German literature, Spohn (1989) points out that in history books, there is an indirect comparison between the circumstances in early Islamic times and today. With these information, students have no chance to avoid having negative attitudes in their minds about Islam, and they think that due to this religion women are living in negative conditions.

According to Spohn (1989) the Roman Church in particular attributed a lot to the creation of a negative image for Turks. In religious ceremonies, people already afraid of Turks, were given an image of Turk that includes cruelty and threat. Turks were seen as destroyers of the divine order and enemies of all Christians. Reformists were interested in Turks not because of the power politics but religious factors. Luther saw Turks as a chance given by God to human beings to untie them from religious authority. The image of the Ottoman was cruel and unjust. The barbarian image of Turks was constructed consciously in order to establish the Catholic Church's unity, comprehending all of the social classes and to enforce its administrative role again.

Nowadays, the bombings of twin towers on the 11th September, 2001 in New York; the bombing attacks on the synagogues, British Bank and Consulate in Istanbul in November 2003, drew attention again to Islam . Undoubtedly those terrorist attacks had the objective of creating significant conflict between Christian and Muslim worlds. Although

they created a mistrust again at Islam and Muslims, from another perspective it can be concluded that nowadays the Christian societies are trying to find ways to differentiate liberal Islam and to welcome it in order not to increase the conflict between religions.

The exhaustive study of Aydin (1999) clearly depicts the image of Turkey in Europe and the reasons behind them. The investigation shows that Turks have been associated with negative images (dirty, corrupted, torturer, barbarian, terrorist, drug dealer, cruel, etc.) in several works. The author points out the abundance of the images of violence in the literature. The same image of the past continues for the modern Turkey in the form of the violence of the police, unbearable prison conditions, violation of the human rights etc.

Besides historical Turkish brutality or savagery another well-known motive ascribed to Turks in travel accounts is the sensual and exotic representation of the harem. The East, for the audience, represented the freedom of sex as a cultural element (at least for men). People thought that Turkish men were “owning” several women including slaves (Spohn, 1989).

The unpublished descriptive study of Oktay (1999) was carried out to examine the existing history books, in order to understand the “Turkish Image” in the minds of the Western people. Her findings strongly support the above stated facts. Furthermore, Oktay adds one more aspect to the image of the Turk as “immigrant” which has already been received negative connotations. The Turk is the one who steals without producing, who does not work and does not have a long-term vision, who destroys nature and who does not create a civilization. Even if it can be said that it created a civilization it can only be assumed to be a bad copy.

The author also states that the reason for the Turks always being viewed as Other, is because they came to Europe with their own religion and have never been assimilated. As it will be explained in the later parts of the proposal, Europe still suffers from not being able to assimilate the Turks living in Europe, even today.

However, the conclusion of Spohn (1989) clearly points out that references usually explained historical events from a subjective and European point of view and so prevent the information that provides the circumstances for the appearance of various opinions. Besides, even the titles of the articles usually were focusing on the argument that the West was under the military and/or religious threat of the East. The mutual history is assumed as if it is determined by wars and conflicts. The author states that Turks were examined with an absolutely wrong interpretation, as a factor treating all human beings.

Oktaç (1999) also points out that the image problem is not the one between the West and Turkey but in reality between the West and the East. However, as Turks had always been the dominant power in the East, their image has been representing the East.

In her extensive research, Burçoğlu (2000) was aiming to understand the socio-cultural, religious and political relationships that had been instrumental in the creation and transformation of that image. To examine the issue, she collected twenty-two articles from European scholars about the image of the Turk from the declaration of the Republic in 1923 to the 1990s. Although the author acknowledges that the book does not provide an empirical analysis, it is for sure a good source to provide insights and valuable evaluations for the understanding of the topic and guidance of future research.

The collection of the views from different scholars point out that Turkish immigrants are reflecting the image of the Turk in Europe. The socio-economic, demographic and cultural structures of the Turkish immigrants in Europe create the social image of the Turk. It is obvious that Europe regrets heavily the non-assimilability of the Turks even in at the turn of the 21st century. Although the new generations look for ways of conformation with the society, the elderly generations try to keep the ethnic family structure, community life style and especially the dominance of the religion as a control mechanism.

In Europe, Islamic fundamentalism has been considered as a severe threat and a new form of racism that can be called “Anti-Islamism” is spreading out. Although European countries claim to be sensitive about human rights issue, it is argued that they clearly discriminate between Christians and Muslims even in the legal system. As a result, authors acknowledge that a “disturbed relation” is created in the society.

The articles of different authors reveal that Turkish writers have great power to influence the image of the country. It is observed that the majority of the Danish-Flemish publishers locate Turkey in the Asian or more specifically Far East section. This is expressed as the scarce availability of translated Turkish literature to 19th and early 20th century. Europe recognized the Turkish literature in the form of legends and fairy tales. The World of the Thousand and One Nights, the Arabic World and the Islamic world were among the published and translated literature till 1990s in Dutch and were naturally classified under Turkey. Besides, figures like Keloğlan, Nasreddin Hodja were seen for entertainment and also for didactic and pedagogical purposes.

It is argued that all this keeps alive the traditional view of Turkish literature as pertaining to the realms of oriental magic, good and evil spirits, magic mirrors, and flying carpets. Incidentally, this opinion is reinforced by the works of a number of modern Turkish authors like Nazım Hikmet, Yaşar Kemal, Sadık Yemni and Bekir Yıldız who continue to be strongly influenced by the tradition of oriental fairy tales.

All this shows that in the past, the Turkish literary image was pre-eminently dominated by the oriental tradition of fairy tales and legends. In the 20th century, it is also observed that the publishers of Turkish literature pay little attention to the precise geographical location of Turkey. However, especially after the military coup of 1971, the topic of interest has shifted to political and social themes related to Turkey. Furthermore, especially small and left-oriented publishers preferred to focus on the work of the migrant Turkish writers who protest and condemn all aspects of Turkish society, which they are vehemently opposed to.

As a result, in the last quarter of the 20th Century, the image of modern Turkish literature has been one of crusade and protest. This is the result of the choice of the publishers who decide which authors are to be translated or not and their objectivity is rather questionable.

Burçoğlu (2000) pointed out that the main problems related to the negative image of Turkey were:

- Islamic Fundamentalism
- Lack of will to integrate or assimilate
- Chronic Instability of Turkish politics

- ❑ Violation of Human Rights
- ❑ Kurdish problem/Terrorism
- ❑ Cyprus issue
- ❑ Greek-Turkish dispute
- ❑ Armenian Genocide
- ❑ The death penalty

All those works point out that Turkey has not yet a strong image in Europe both related to the historical and religious issues. Furthermore, although the works of certain Turkish writers have been introduced in Europe, the pieces of modern literature don't help to change the historical legendary image and build a more realistic image of the current Turkey. Instead, in relation to the anti-propaganda actions a wrong, distorted and one-sided image of Turkey has been created in Europe.

2.7.2 THE IMAGE OF TURKEY FOR FOREIGN INVESTMENT

For the development of an economy the amount of the foreign investment attracted to that country and the willingness of the foreign investors to invest become an important phenomenon. In order to achieve this objective it is necessary that foreign businesspersons know about Turkey and the business environment in Turkey especially for the targeted sectors. However, when concrete information or experience doesn't exist, the image of the country may affect the decision of the investors.

The Investment Advisory Council Report for Turkey (April 1-5, 2002) pointed out that Turkey aims to distinguish itself as a trade and investment destination, since its location between Europe, the Middle East and Central Asia provides an economic gateway to regions with sizeable markets and purchasing power.

However, the study conducted by FIAS-Foreign direct Investment Advisory Service (February,2001) to understand the environment of the foreign direct investment in Turkey revealed that most of the investors were ignorant about Turkey. It is stated that the major strengths of Turkey, beside its geographical location, are its large domestic market and cost effective labor. Furthermore, because of its strategic location Turkey provides easy access to other markets. Geographically and culturally Turkey can function as a gateway to both the Middle East and the former Soviet Republics of Central Asia. However, although Turkey has a strategic location between Europe, Middle East and Central Asia, has never been able to attract the substantial FDI inflows as would be expected (FIAS, February 2001).

The survey of FIAS (June, 2001) reveals the problems foreseen by investors in Turkey. Turkey is considered as having a difficult investment environment by international investors. The importance of administrative barriers as having a dampening effect on competitiveness in Turkey is demonstrated by investors surveyed by the Global Competitiveness Report of the World Economic Forum, which ranked bureaucratic “red tape” as one of the leading competitive disadvantages of the Turkish business environment. Turkey ranked lower than many other countries in terms of competitiveness indicators, especially in the areas of administrative and procedural matters where Turkey was frequently ranked at the bottom.

The problem with cumbersome, unclear, informal and time-consuming administrative procedures is that they create an opaque and uncertain business environment, which raises costs for investors.

A recent perspective on investment conditions in Turkey is provided by the World Business Environment Survey (WBES). In the survey, investors suggested that inflation and policy instability and uncertainty are the leading constraints. Perhaps one of the most difficult aspects of the presence of inflation in Turkey is the lack of adjustment accounting, especially for taxation payments purposes.

Based on the survey's findings, administrative regulations were perceived as cumbersome in Turkey for a number of reasons: first, they are time-consuming; second, they are unpredictable and change frequently; and third, they lack transparency and consistency. The foreign investors state that the legislative reform of Turkey does not appear to be sufficiently reliable. Adopted laws are not often implemented on time.

It is suggested that Turkey can enhance the marketing of the country and develop a better image in the eyes of the international investors by establishing a focused and pro-active promotion institution according to international best practice that best suits Turkish promotional needs. The institution would also be a focal point to advocate improvements in the FDI environment (FIAS, February 2001).

Image building techniques include advertising in general and specialized media, participating in investment exhibitions; facilitating investment missions from source countries, and conducting general information seminars on investment opportunities.

These techniques set the stage, helping convince prospective foreign investors that a certain country may be a good place to invest. Although by themselves they will not generate a lot of additional investment, image building is useful when the reality in a country is better than the perception held by the international investment community. These activities must be based on truth. In addition, while the climate is improving, the agency could encourage investors to come in early (even while many issues still remain) ahead of the competition.

Image building, investment generation, and investor servicing can influence the amount, character and location of investment in different ways. In case of Turkey, investor servicing may need to be the focus in the early stages at least, while the investment environment still has deficiencies that impede investment implementation. If the reform program is successful and changes are made along the lines recommended in this report, image building will become increasingly important as a good story develops that may not be properly appreciated by the international investment community (FIAS, February,2001).

The survey of Investment Promotion Practices, presented at United Nations Conference on Trade and Development (2000) underlines the importance of Investment Promotion Agencies (IPAs). The survey highlights that investment promotion is a relatively new business, which grew rapidly in the 1980s and 1990s, together with the opening up of the world economy and the remarkable growth of FDI worldwide. A considerable number of IPAs are still relatively young, especially in developing countries and economies in transition.

Important factors behind the increased number of IPAs, especially in the 1990s, were the opening up of Eastern Europe and the Former Soviet-Union and the liberalization of FDI regimes throughout the developing world. There has also been a continuous increase in IPAs in OECD countries, especially at the sub-national level. The IPAs achieve different functions such as investor targeting, after care programs, consulting services, and promotion of privatization etc. according to the stage of development of the country.

The aide-memoire of YASED-the Organization for Foreign Direct Investment- (2002) also points out that there are certain critical factors to the success of a new investment promotion organization and it is very crucial the formulation of the right strategy and the adoption the right structure for the implementation of this strategy. YASED also strongly supports that conducting image building and investment-generating activities will encourage investment in Turkey (For the summary of all the above stated research, please see Appendix 3).

In her extensive research Oktay (1996) aimed at investigating the perceptions of foreign businesspersons living in Turkey as expatriates, about general economic, political, cultural and business environment of Turkey. In 1997, the author compared the perceptions of the 56 interviewed expatriates with those of Turkish businesspersons.

The studies introduce Turkey and Turkish business life/culture to potential foreign investors. The companies, which agreed to take part in the survey, were mostly the branches or subsidiaries of the world famous multinationals. The results show that foreign businesspersons who had an experience of living in Turkey have a generally positive image of the country.

In terms of geographical location of the country, being close both to Europe and Asia is found to be perfect. Furthermore, Turkey is considered to be neither as a Middle Eastern nor a European country. Nevertheless, being more open to the Western World, the Western part of Turkey especially is identified more with Europe. However, the country is considered neither as a developed nor an underdeveloped one.

The main problem on which there is a consensus is bureaucracy. It is stated that bureaucracy is an obsession in Turkey. It is almost a way to create jobs. It is frustratingly slow, because either the bureaucrats are not competent or have no authority.

The general opinion about Turkish people is positive. Turkish people are found to be smart, reliable and hardworking. There is high morality and enthusiasm in Turkish society. They generally stick to their words. Furthermore, Turkish people are friendly and helpful especially towards foreigners, but very emotional (Oktay,1996). They act with their emotions instead of their logic.

Foreign businesspersons observed that Turkish people were Muslims but not fanatics. Islam was felt in Turkish culture. However, most important of all, although it is deeply rooted in some basic ideas, religious rules do not effect business life.

It is stated that the Ottoman heritage is still very much felt in education, family and business life. Obedience to authority is very much dominating in every aspect of life. Hierarchical relations are still very important. People like to follow a leader.

Foreign managers also noted that Turkish people had a lot of national pride. They are proud because they have never been colonized. They have no minority or inferiority complex. On the other hand they always want to counter the image, which they believe the western people have about them. Therefore, they can be very defensive in their relationships with foreigners.

According to foreign businesspersons, short-term priorities of the country were defined as follows:

- With respect to political environment;
 - Political instability
 - Southeast problem
 - Democracy and human rights
 - Fundamentalist movements
 - Legal system

- With respect to the economic environment
 - Government involvement in the economy
 - Inflation rate
 - Tax laws
 - Bureaucracy
 - Privatization program
 - Regional disparities
 - Re-education of the existing workforce
 - Social security system

- With respect to the social environment;
 - Education system and the education gap
 - Social inequality in sharing of wealth
 - Emigration

As it can be observed, the issue of Foreign Direct Investment is one of the thoroughly investigated topics in Turkey. Especially certain professional organizations such as YASED, work hard to create a better business environment in Turkey in order to attract more foreign investment to the country. In doing so, several foreign examples are investigated and many studies, reports have been prepared to evaluate the current business environment of Turkey.

The perceptions of the foreign managers living in Turkey also indicate that there are several problems related to the business environment in Turkey. However acknowledging also the big potential of the country, the general expectations about the future are positive. It is also observed that certain distorted image issues coming from history related to religion, living style etc. are perceived well by the people who can observe the Turkish reality. Therefore it becomes more important to identify those distorted points and try to change them by only reflecting the real picture of Turkey.

In terms of FDI the task of IPAs will be of crucial importance. Acknowledging this fact, supported by the government, the Investment Promotion Agency of Turkey is about to be established. As also pointed out by the Prime Minister of Turkey, Mr. Erdoğan, in Washington (January 27th, 2004), the aim of the Investment Promotion Agency will be “to operate like the other practices in the world, in the fields of developing country's

image, bringing solutions to the problems faced by foreign investors and directing savings of our citizens living abroad to our country. The agency will encourage long term direct foreign investment flow instead of short term capital movements” (Please see Appendix 3 for the summary of the related part of the speech).

2.7.3 TOURISM IMAGE AND STRATEGY OF TURKEY

Tourism is one of the driving sectors of the economy. Turkey as a result of its rich historical/cultural sites and natural resources is a strong candidate to be one of the leading tourist attractions. The price/quality relationship of the offer and the efforts of the travel agents play an important role to make a country attractive enough for the visitors. However, the image of a country is also perceived to be one of most important variables affecting the choice of potential visitors (Gunn, 1972; Gartner, 1993; Goodrich, 1978; Woodside and Lysonski; Um and Crompton, 1990).

The example given by Kotler et al. (1993) clearly points out the importance of image as a major influencer on buyer’s choice. The authors ask what come to one’s mind when he/she hears about Turkey. They state that for those who have seen the film “Midnight Express”, Turkey’s image is of a country that violates human rights, is pro-drugs, and is poor and dirty. While many Americans have this negative image of Turkey as a result of its portrayal in the film industry, most people have little or no image of Turkey as a travel and investment site. Few travelers think of Turkey as a potential vacation destination because it rarely appears in the mix of potential choices. Kotler et al.(1993) argue that although Turkey’s coasts are longer, and its water is unpolluted Greece still outdraws Turkey for tourists and the image of this Islamic country remains clouded at best.

In her study Göker (1988) aimed to conceptualize the country, product and touristic image of Turkey as perceived by French people. Two previous studies carried out in France before this research have also been examined . The first one is published in the daily national newspaper “Cumhuriyet” at 9.8.1986 in an article of Sina Koloğlu. This was a research conducted by SOFRES (one of the most important marketing firms in France) in 1986.

The results of the study reveal that 27% of respondents stated positive opinions whereas 73% stated negative opinions about Turkey. The reasons influencing these negative opinions were as follows:

- 66% stated that there was an authoritarian régime
- 43% stated that there was not security
- 20% stated that the influence of the movie “Midnight Express”

The second study is published in “ACTION” (Publication of Chambre of Commerce of France in Turkey – 1987). The results indicated that 90% of respondents could correctly situate the geographical location of Turkey and that media largely influenced the image of Turkey. The themes, which made people think about Turkey, were politics (68%), tourism (55%), people (50%), culture (45%), economy (18%). The answer to the question whether Turkey could be a member of EU was mainly negative (no: 41%, not in the near future: 18%, may be but with difficulty:23% and yes: 9%).

The research of Göker (1988) revealed that the main factor affecting the choice of Turkey as a vacation destination was its historical richness and natural beauties. The major information source appeared to be friends and relatives. Among the main competitors in

terms of vacation destination are Egypt, Greece, Morocco and Italy. Among the principal Turkish products preferred to be bought textile and leather products are stated (for a summary of the main results please see Appendix 4).

The study of Baloğlu and Mangaloğlu (2001) aimed at identifying the images of four Mediterranean destinations namely, Turkey, Egypt, Italy and Greece, as perceived by US-based travel intermediaries. One of the conclusions of the study was that the images of a country would influence both the potential tourists and the tour operators organizing the itineraries. The results indicate also that travel intermediaries are not likely to promote a destination for which they have a negative or weak image.

In the research, Turkey's unique characteristics appeared to be "mysterious, mystic, and intriguing". The study provides marketing implications for all four countries in managing their images. Turkey's main strength appears to be a "good value" destination that would be emphasized in communication strategy, provided that the destination improves in terms of infrastructure, cleanliness, and entertainment.

Tourism is an important part of the national economy. Therefore, the objectives of Turkey's development plans are to utilize tourism resources in a way that increases contributions to national economy and the foreign currency earnings; to provide a larger portion of the population with holiday possibilities; and to maintain a balance between the utilization and protection of tourism resources (Tarhan, 1995).

Furthermore, Turkey's tourism policy aims to create an efficient tourism sector which has a high international competitive power; to meet the needs of both domestic and

international tourists; to ensure the continuity of natural and cultural assets while a steady growth in the tourism revenues is achieved; and to develop social tourism facilities which extend the economic benefits to the whole population (Pirnar, 1996). However, although it is pointed out that Turkey has experienced large scale development in tourism in the past 30 years (Türsab, 1996) and that the policies used have already resulted in increasing Turkey's share in this very competitive tourism market (Pirnar-Tavmergen and Oral, 1998) no academic research about the image of Turkey in different countries has been evidenced.

The most important problem limiting our ability to compete effectively vis-a-vis our competitors is stated as the instability which results from Turkey's geographical position. The document also pointed out that Turkey might face image problems regarding the security issue. Therefore, investigating the image of Turkey in various countries, and understanding the problems resulting from the image and implementing strategies to change the negative aspects of the image become of crucial help for the development of the tourism sector.

Having acknowledged the importance of the sector and Turkey's unique characteristics in terms of cultural, historical and natural resources, the Ministry of Tourism defines Turkey's tourism marketing strategy and implement programs (please see the Appendix 5 about the objective of the 2001 tourism marketing strategy of Turkey, and the main competitors defined. The summary document also contains the list of different slogans used in different countries). After the "Go with the Rhythm" campaign, the campaign of "Embrace Diversity" has been used in different countries. Recently, the Ministry of Tourism and Culture, initiated a campaign called "Our smile is waiting for you" (2004).

3. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The first step on the research was a thorough literature review with the objective of understanding the nature of the topic, examining its constituents and consequently developing a theoretical framework. The literature review consisted of all the topics found related to country image, and also the studies carried out by different nations related to their own country image to provide examples for the case of Turkey.

Although a massive work related to country of origin effect and especially tourism image has been carried out, the general image of the countries, more precisely that of Turkey has not been found thoroughly investigated. Therefore, with the objective of identifying the antecedents of country image and their effects on the consequences of the country image, the researcher developed a theoretical framework.

In order to explore the robustness of the conceptual model and to understand whether all the dimensions are incorporated, as a next step an exploratory qualitative study has been carried out. According to the results of the qualitative study, first the model has been created and in the light of the findings of the literature review hypotheses have been derived.

The next step of the research was identifying the relationships among the variables and testing the hypotheses. As described by Sekaran (2002), this part of the research is a hypothesis-testing, correlational and cross-sectional study.

A structured questionnaire is created by the researcher to collect the data. To find out about the country image of Turkey the research is carried out abroad with foreigners living in their home country.

In the beginning, three different European countries have been chosen namely; Italy, Germany and United Kingdom. The countries have been identified according to their geographical locations (one from Southern, one from Middle and the other from Northern Europe), and their relations with Turkey namely, as Germany the biggest trading country with Turkey with many Turkish immigrants, Italy second biggest trade partner of Turkey, and one of the major competitors in tourism sector, and finally, United Kingdom with developing trade and tourism relationships (Please see Appendix 6 for the trade relationships of Turkey with the above stated countries and Appendix 7 for the tourist data related to those countries).

However, later on, taking into consideration that the existence of many Turkish workers in Germany would have a significant effect on the image of Turkey and this data could distort the general findings, the researcher has decided to carry out the research in United Kingdom and Italy, suggesting the investigation of the image of Turkey in Germany as a topic for further research.

As the research was to be carried out in two different countries, the questionnaire has been prepared both in English and in Italian. Several pilot studies have been carried out to test and refine the questionnaire and its translation. After the necessary modifications have been made, the final questionnaire has been used in collecting the data.

In the next sections, the methodology used for data collection and sampling of the qualitative and quantitative parts of the study are presented.

3.2 QUALITATIVE STUDY

3.2.1 PURPOSE

As the study is of an exploratory nature, to fine-tune and determine the variables to be incorporated in the model, a qualitative study has been conducted. As no other similar model is found in the literature and furthermore the topic is of a multi-dimensional nature, it was necessary to investigate through a qualitative study the validity of the variables to be included in the model and check whether there were other ones to be added. Therefore, one of the major objectives of the exploratory research was to define the dependent and independent variables constituting the theoretical framework.

Another important aim of the exploratory research was to derive new scales for the quantitative part of the study. It was also important to select the items to be included in the scales for various dimensions of the model. Consequently, the researcher has created eight new scales to measure different dimensions of country image.

As the research would be carried out in two different countries, through a preliminary qualitative research it was also possible to identify the cultural differences if there were any. Therefore, another objective was to determine whether there was a significant divergence among Italians and British, related to the country image and specifically on the image of Turkey.

3.2.2 QUALITATIVE RESEARCH DESIGN AND DATA COLLECTION

Although the quantitative research would be carried out with foreigners in their home country, for qualitative study, the foreigners living in Turkey or visiting Turkey, as well as the ones who have never been, were interviewed for convenience. It is believed that their previous exposure to Turkey would not create a problem because the main topic to be investigated was the important factors affecting a country's image in general. The discussions about the image of Turkey have been evaluated separately, taking into consideration the respondents' previous experiences with Turkey, if they had any (for the Interview guideline please see Appendix 8).

A series of in-depth interviews with a convenience sample of Italian and British people living in or visiting Turkey have been conducted. The demographic characteristics such as age and gender have also been taken into consideration in choosing the respondents.

In general, interviews were carried in the native language of the individuals. When it was not possible, they had been carried out in English and been tape recorded.

In total sixteen in-depth interviews have been realized. In the tables below, the characteristics of the respondents are given in more detail.

Table 3.1 Characteristics of the British Respondents

BRITISH RESPONDENTS	AGE	OCCUPATION
Male respondent	Early 30s	High level Officer
Female respondent	Late 40s	Teacher
Male respondent	Early 60s	Top manager
Male respondent	Early 40s	Self-employed
Female respondent	Early 40s	Housewife
Male respondent	Early 50s	Self-employed
Female respondent	Early 30s	Teacher
Female respondent	Early 30s	Teacher

Table 3.2 Characteristics of the Italian Respondents

ITALIAN RESPONDENTS	AGE	OCCUPATION
Male respondent	Early 40s	Middle manager
Female respondent	Late 30s	Clerical
Male respondent	Early 50s	Top manager
Male respondent	Late 40s	Top manager
Female respondent	Early 40s	Clerical
Female respondent	Early 30s	Lower manager
Male respondent	Late 30s	Middle manager
Male respondent	Late 30s	Lower manager

The respondents have been pre-screened to have a variety of gender and age in the groups interviewed. One Italian and one British respondent had just started to work in Turkey. In the Italian sample, all other respondents have been working in Turkey for more than a year. Whereas, in the British sample, two of the respondents had never been in Turkey, one of the respondents is doing business in Turkey, and the remaining four are working in Turkey.

As there were many issues to be covered, the interviews lasted generally quite long, between ninety minutes and two hours. The answers of the respondents have been evaluated taking into consideration their acquaintance with Turkey, their age, gender and also occupation.

3.2.3 DATA ANALYSIS

For data analysis the ethnographic summary method is mainly used. As specified by Morgan (1988), ethnographic summary is a technique that relies on direct quotations from the text and is also used to analyze the data derived from the interviews. In this study, to examine the factors affecting the image of a country the ethnographic analysis have been used. The results of the ethnographic analysis led to rich information supporting the factors thought to be incorporated in the model, but also contributing in terms of adding new variables. Furthermore the image of Turkey has been investigated.

The ethnographic analysis has also contributed to the creation of a scale to measure the country image, specifically that of Turkey in this research (Please see Appendix 9 for the questionnaires in English and Italian). Furthermore, as in depth interviews provided

thorough information about the perception of the respondents, the ethnographic analysis had been also useful in interpreting the results of the quantitative study.

Another contribution of the ethnographic analysis was enabling the researcher to demonstrate the differences between Italians and British, in terms of their cultural background.

Section 3.2.4 provides a summary of the general comments related to the factors found important for the formation of the country image.

3.2.4 FINDINGS FROM THE ETHNOGRAPHIC ANALYSIS

3.2.4.1 Important Factors: Antecedents of the Country Image

All of the respondents have been asked about their opinion related to the factors, which are important for the formation of the image of a country. The list of the themes stated by British and Italian respondents are presented below.

- Relationship between the countries past and present
- History
- Education system/schools
- Religion
- Natural Resources
- Historical resources
- Cultural Factors

- Geographical location
- Proximity of the countries
- Economy
- Politics
- Media
- Word-of-Mouth
- Friends/Relatives
- Movies
- Sports
- Art
- Possibility of contacts with people/Direct Contact
- Experience with the country in question/Personal experience
- Possibility of exposure to the products of the country
- Lobbying groups

The list is comprehensive in terms of topics to be incorporated in the model.

3.2.4.2 Geographical Location and Physical Proximity

The respondents stated that for countries closer to each other it is easier to find contacts and learn about them. They generally claimed that the geographic location of Turkey was vague for many of the Italians and British.

“For countries closer to each other it is easier to find contacts and learn about them. For far countries I develop my own image from what I hear only when I go there I can see how they really are.” (Italian Respondent)

“People form blocks in their mind and each country belongs to a specific block (geographical and cultural).” (Italian Respondent)

“The geographical location of Turkey is not well understood, it is vague for the majority.” (British Respondent)

“It is a country that you know its existence but you really don’t understand the place.” (British Respondent)

“When I decided to come to Turkey I thought I would finally meet Arabic people.” (Italian Respondent)

“As I visited the south of Spain I was expecting Turkey to be very much linked to Arabic culture. Anyway, the mosques for us directly connote the Arabic culture.” (Italian Respondent)

“Many people think that the climate in Turkey is always warm like all Asian countries. It is obviously in Asia.” (British Respondent)

“It is at the edge of Europe rather than Asia.” (British Respondent)

“It is seen in the Middle Eastern block rather than European” (Italian Respondent)

3.2.4.3 Experience with the Country and its People

As previously stated, the majority of the respondents have been either living for work in Turkey or had the opportunity to visit the country.

All of the respondents agree on the importance of meeting a country's people to learn about the country. As the prototypes are created from what they have seen in movies and on the media, they had a different expectation about the appearance of Turkish people.

"Knowing people is the most effective way to learn about a country." (British Respondent)

"After having done business in Turkey, I can define people in general: honest, nice, friendly and trustworthy, and Turkey as modernized, with nice architecture and good food." (British Respondent)

"I expected Turkish people with much darker skin, however, there are many with pale skin." (Italian Respondent)

"I imagine the physical appearance of the Turk in line with what I have seen in Midnight Express: a man with a moustache, with dark skin, greasy hair, and sweaty with dark clothes." (British Respondent)

The respondents emphasized that the image of the people met from a country affects the overall image of the country in question. Therefore, Turkish people already working,

living abroad and also the people that Turkish governmental agencies send abroad for different purposes have a crucial impact on the creation of the country image.

“It depends which people you meet: the Turkish people living in Germany are less modernized than their relatives living in Turkey.” (Italian Respondent)

“People you export abroad also help to the creation of the image of a country.” (British Respondent)

Some of the British and Italian respondents also stated the image of the Turkish people as: *“Turkish people are courageous and proud”*.

3.2.4.4 History

All of the respondents stated that historical links, commerce, wars between countries play an important role in shaping the image of a country. However, it is clearly observed that Italians having more historical links with the Turks in the past, emphasized this effect more, whereas British defined that as they don't know much about the past they can judge more about the present. However, all the respondents claimed that they did not have enough information about the history of Turkey and the Turks.

*“My generation, as a result of our education system, learned a lot about **Byzantine Empire and Istanbul as Constantinople**. However, we did not receive much information about Ottoman Empire. However, Ottoman was the Turk for us”. (Italian Respondent)*

“At school, we are not provided with information about the history of Turkey. People in United Kingdom do not know about Turkish history.” (British respondent)

“I heard about Genghis Khan, Atilla Khan.” (British Respondent)

Among Italians also it was possible to distinguish a difference: the Southern and Eastern Italians knew more about the historical link between Turkey and Italy whereas the Northern Italians had less information about Turkey’s history and relationships with Italy in the past.

Many expressions related to Turks exist in the Italian culture resulting from the image of the Turk from the history. The same expressions appeared also in the qualitative sections of the questionnaire.

Especially in Italian culture, Turks have been presented as the ones having bad attributes:

Fumare come un Turco: To smoke like a Turk

Bestemmiare come un Turco: To curse like a Turk

Mamma li turchi!: An expression of great fear

Che parli, il turco? : What do you speak, Turkish? An unidentifiable, strange language

I Turchi sono furbi: Turks are very clever in selling, be careful, they can cheat easily.

(Italian Respondents)

“As a result of certain expressions left from old generations Turkish people are thought to be destroyers and to be afraid of. They were considered as barbarians.” (Italian Respondent)

“Ottoman, mainly the Turk has always been the one feared of, doing invasions, not caring about culture and art; uncivilized; aggressive and cruel.” (Italian Respondent)

“It was a far away country that was not known by the Europeans in general. Even the language was supposed to be the strangest one.” (Italian Respondent)

As a result of this general perception in the society, in the history for Italians Ottomans were the same with Turks. However, for the British who did not have much connection with Ottomans and not learned about the history it was not the case.

“I don’t know about Ottomans and don’t think Ottoman and Turk are the same.” (British Respondent)

On the other hand, only one British respondent came with an old British expression related to the Turks.

“Where the hoe of a Turkish horse hits the ground, no grass will grow’: People know Turks in the history as rough, uncivilized and also as the destroyer of everything which is good.” (British Respondent)

And as a result of the strong connection of the Ottoman Empire with Islam, although they did not know about the Ottoman, the Turk was the representative of Islam in the history.

“We learned about Crusades. We heard about Turks as being Muslim, related to religious reasons.” (British Respondent)

Related to Italy there was another specific issue: the refugees. In the Italian shores it has been a big problem related to the ships coming from Turkey full of Kurdish people asking for a right for boarding.

“History taught us that Turks are poor people: the refugees are coming to find a shelter by boats. We did not know that they were Kurdish, we thought them to be Turks.” (Italian Respondent)

Furthermore, the respondents stated that the components always promoted such as mosques, bally dancing, lokum etc. increase the confusion of Turkey with Arabic countries.

“When I think about Turkey I was thinking of the Turkish bath, the way to dress in an oriental way.” (Italian Respondent)

“I expected Istanbul to be more oriental because of the images of the mosques, the women with scarves, men in the coffee rooms that I have seen.” (Italian Respondent)

“Everybody in Italy expects the Grand Bazaar to be like an Arabic suc.” (Italian Respondent)

“When I think about Turkey I think about Sultans, harem, and dervishes.” (British Respondent)

However, all of the respondents, whether they had a knowledge about the history or not, concluded that, today it is easier to learn about countries through different means and the image of a country is formed according to its current achievements and standing.

“However, the past is not very relevant today. Nowadays, the world wide communication, internet is somehow giving the possibility to better learn about the countries.” (Italian Respondent)

“Although history is important in terms of cultural heritage, it can not shape alone what you are expecting from a country.” (Italian Respondent)

“Ottomans were in the past, now it is a new country, Turkey. They are not at all the same.” (British Respondent)

The majority of the respondents claimed to have heard about Atatürk but also added that all he has done are not very well promoted in Europe.

“The ones who know about Atatürk appreciate him a lot” (British Respondent)

3.2.4.5 Cultural/Historical Heritage

The Italian respondents who had a classical high school education have stated that they studied the history of certain civilizations like Troy, Hitites, or stories about Noe etc. but they don't know that these places were in the territory of Turkey.

“In the high school we learned about Asia Minor, Hitites, Troy etc. but I did not know that they were in Turkey.” (Italian Respondent)

“I can not recall any specific ancient civilization related to Turkish territory.” (British Respondent)

“People think that Ephesus is not Turkish and anyway even if it was Turks wouldn't spend money to preserve it.” (British Respondent)

“Turkey does not embrace the trace of the ancient civilization as its own history and does not promote it.” (British Respondent)

3.2.4.6 Religion

The respondents stated that for most of the European people the differences in religion were not a problem before. However, especially after the 11th of September 2001, the perception has changed.

In line with the findings of Burçoğlu, (1999) it is stated that the rigidity in certain Islamic circles and their resistance to adopt to the new age create a fear.

“Religious issues can create barriers because the worry is that Christainity is getting more liberal while Islam is getting more conservative. This can be seen as a threat.”

(British and Italian Respondents)

It is also specified that how the religion is practiced in Turkey was not known, therefore people had doubts about it. They were not sure even about the secularism of the country.

*“People don’t know that Turkey is a secular country.” **(Italian Respondent)***

*“Before coming in Turkey, because of the religion, I was expecting the life style and, the situation of the women to be different from Europe. However I got surprised when I came here.” **(Italian Respondent)***

*“Before visiting Turkey, I had no idea about how religion was practiced there.” **(British Respondent)***

*“People wonder how Islam is experienced in daily life in Turkey.” **(British Respondent)***

It is also observed that the ones who had visited stated that Turkey was different from Arabic and other Muslim countries. Furthermore, a respondent who has not even been to Turkey stated her trust in Turkey in terms of security, positioning it completely different from other Muslim countries.

“After having visited, I observed that Turkey is completely different from Arabic countries. Turkey is more westernized.” (British Respondent)

“I would worry about visiting any Muslim country but not Turkey because I believe it is different.” (British Respondent-one who has never been to Turkey)

Turkey is perceived to be different from other Muslim countries in many aspects. However, especially related to its entry to EU, it is said that not the religion itself but whether Turkey’s perception of religion is becoming more liberal or conservative, will play an important role.

“Turkey is a Muslim country but never close to Arab countries. It is also more developed than the other Muslim countries such as Malaysia, Indonesia etc.” (British Respondent)

“The religion is not a minor issue. It depends on the behavior of Turkey related to getting more liberal or get conservative?” (Italian and British Respondents)

“Lobbying groups emphasize the issues according to their own interest: they state that Turkey is not a part of Europe in any means.” (Italian and British Respondents)

3.2.4.7 The Places Known /Natural Scenery

The respondents who are living in Turkey had the opportunity of visiting different parts of Turkey. Especially the ones who have not been to Turkey, or for only business purposes were only aware about a few places and the natural surroundings of Turkey.

The most frequently mentioned places are Istanbul and Bosphorus. Italians mentioned Dardanelles and Cappadocia, whereas Blue Voyage (recently) and the southern coasts of Turkey are mentioned by all. One of the British respondents doing business in Russia through Turkey mentioned also the Black Sea among the known places.

Taking into consideration the sample interviewed, it is observed that all of the Italians are fascinated by the beauties of Istanbul and Turkey. However, the British who had the opportunity of seeing Istanbul and Turkey did not express as much enthusiasm as the Italians.

3.2.4.8 Competitive Country Positioning

The respondents were asked with which countries they would put Turkey in the same group in terms of tourism, Turkey is perceived to be in the same cluster with Greece, Egypt, Morocco, Tunisia, Portugal and Spain.

As stated in the article of Bodur and Kabasakal (2002) Turkey, Morocco and Egypt were found to be in the same cluster, namely "Arab" according to the Globe survey. According to their results, those countries are found to have many commonalities in their societal norms and practices that derive from their religious, economic, social, political and historical characteristics. As it can be seen, the statements of the respondents also support those findings in terms of competitive country positioning as they put those three countries in the same group. It is also logical that the two countries, Spain and Portugal, which have also been in close contact with the Arab culture and are at the other edge of

Europe, are put in the same group with Turkey. However, the respondents state that Spain is more developed and more expensive compared to Turkey.

“Turkey is much cheaper than Europe but the service quality has to be improved.”

(British Respondent)

Another interesting point is that, although one of the respondents grouped Turkey together with Morocco and Egypt, she does not consider it to be in the Arabic nor Middle Eastern cluster, but rather closer to Europe, namely Greece.

“Turkey is not Arabic at all, not Middle Eastern either, to me it is more like Greece (one who has never visited Turkey).” ***(British Respondent)***

3.2.4.9 Importance of Sports

It is always stated that the achievements in sports, and art help a lot to learn about a country. Therefore mainly football and basketball are stated as sports, which contributed to bringing the name of Turkey ahead.

“When I came to Turkey after 20 years, I was already expecting a much modern country than before because watching football I had the chance to see the Turkish people. Sports help you to learn about a country. The stadium is a mirror.” ***(Italian Respondent)***

“Football is a very immediate way to make a country known, because the audience is very large and from all over the world.” ***(British Respondent)***

“The achievements of the Turkish national team in the World cup, the successes of Galatasaray, the Turkish football players playing in European countries, the successful Turkish trainers in Europe help a lot to create an image about Turkey”. **(Italian Respondent)**

“The image of the football players that you see on TV affects your image including their hair style, behavior etc. and the exchange of trainers, players help to increase the awareness about a country” **(British Respondent)**

But it is also admitted that the sport could also convey negative messages such as hooliganism, cruelty etc. Therefore, it was important to use this important vehicle for the formation of a positive image.

3.2.4.10 Writers

The Turkish **writers** are not generally known, but rarely mentioned ones are: Orhan Pamuk, and Nazim Hikmet.

“I know Orhan Pamuk. He made a lot of publicity in United Kingdom.” **(British Respondent)**

“After the film of Özpetek, I learned about Nazim Hikmet and loved his poems.” **(Italian Respondent)**

On the other hand, tales such as “Ali Baba and the forty Thieves” and “1001 Arabian Nights” are known as Turkish tales. The image formed for Turkey from those tales is like a Arabic, romantic, and exotic country.

The majority of the respondents stated that they don’t recall any Turkish artist/writer.

3.2.4.11 Music

The ones who had an acquaintance with Turkish music think that it is a very good way to communicate Turkish culture.

“Everybody expected Turkish music to be like Arabic but when they listen to it they got surprised (the songs of Tarkan and Aşkın Nur Yengi).” (Italian Respondent)

“Many people stopped me to ask whose music it was. They expected the Islamic sound and they were surprised when I told them that it was Turkish.” (Italian Respondent)

On the other hand, the respondents who have not come or lived in Turkey did not have any knowledge about any kind of Turkish music.

3.2.4.12 Movies

When the country is far away and people can not visit or have personal contacts, the movies, similar to media help the creation of an image.

Midnight Express is still recalled by many and created a very bad image about Turkey. It is also observed and stated that this film of around 30 years is still frequently aired in BBC.

Films recalled about Turkey are: James Bond (Kız Kulesi), Midnight Express, and Topkapı (Kaşıkçı Diamond).

“Midnight Express is a very memorable film. Even though we saw it 25 years ago, it still affects the image :It created a very bad image about Turkey. It makes us think- Turkey is not a safe place where I can be arrested by the police without any reason. Therefore, I would not like to visit Turkey.” (British Respondent)

“In the films, the drug dealers are always Turkish.” (British Respondent)

“When making judgements, we have to think that not only Europe but also all countries are changing, developing. Therefore, movies like Midnight Express seem to belong to an old age. I was sure to find a different country because it passed thirty years.” (British Respondent)

“Kaşıkçı Diamond film created a curiosity and an exotic image about the country (Harem, palace).” (Italian Respondent)

3.2.4.13 The Sectors/Companies/Brands Turkey is Known by

The sectors/products that both the British and Italian respondents could associate with Turkey are textile and carpets. Italian respondents mentioned the tourism sector whereas the British stated the garments, Turkish Delight and the tulipe.

However, no specific company or brand could be stated by any of the respondents.

“No brands can be associated with Turkey. You don’t have any shops, brands well-known in the world.” (British and Italian Respondents)

Only one respondent mentioned that Turkish cotton has a very good image in the United Kingdom.

“Turkish cotton is considered to be the best quality and products made by Turkish cotton are promoting this issue in United Kingdom” (British Respondent)

3.2.4.14 The Impact of Media as an Information Source

All of the respondents mentioned media as having a crucial effect on the formation of a country’s image.

However, media may have different interests and may reflect whatever they prefer about a country. Ger (1988) stated that when an individual does not have enough information about a country he/she creates his/her own image. In this process, the influence of the

media is very high and the media generally concentrates on sensational issues and dramatizes the news.

There is a common agreement that the media is a very important source of information. Therefore, it has to be used to reinforce/change the image.

“Media has crucial effects on the image. However, it generally reflects whatever it prefers in a tragic way, mainly the negative issues.” (Italian Respondent)

“Very little news appears on the British media related to Turkey. What appears tends to be negative in general.” (British Respondent)

However all of the respondents knew the nature of media and added that the news should be evaluated with caution.

“What is learned from media is not enough to really know a country. It has to be supported by other means.” (Italian Respondent)

“Logical people know that they have to judge news according to their own experience and knowledge.” (British Respondent)

“Although the majority of the news related to Turkey is negative, Italian media sometimes reflects very positive things about Turkey.” (Italian Respondent)

The issues that are recalled to take place in Italian and British media about Turkey are as follows:

Table 3.3 Issues in Italian and British Media Related to Turkey

Issues in Italian Media	Issues in British Media
Ocalan case	Earthquake
PKK issues and attempt to kill the Pope	Kurdish Issue
Earthquake	The economy of Turkey (on Financial Times, Times)
Refugees issue	Key role for Iraq/bases

“As Turkey is not a threat to the United Kingdom, in British media Turkey is presented as a best friend.” (British Respondent)

Beside printed media, TV is still considered to be one of the most effective medium to influence the masses. Internet, books and films are also found to be among important sources of information.

3.2.4.15 The Impact of the Close Environment and Other Sources of Information

The respondents stated that in case they don't have a personal experience, the close environment, friends and relatives are the most credible source of information to learn about a country.

“If I can not visit the country myself, I can learn about it from my close environment. People are the best source of information.” (Italian Respondent)

“The evaluation of the people you trust is very important to help you to form an image.”

(British Respondent)

*“We heard from our friends that, contrary to its image, Turkey was a very safe place to go and we followed their advice.” **(Italian Respondent)***

*“When I a job position in Turkey I asked my friends who have been to Turkey before and got positive information. However, all my friends who have not been in Turkey were worried when they heard that I was going to Turkey to work, because they had a wrong image.” **(Italian Respondent)***

Not only visiting the country but doing business there is also stated as a very important way to learn about a country.

The actions of the lobbying groups are also mentioned as a variable influencing the image of a country.

*“ The general public does not know about the Armenian issue, the Cyprus issue etc. The lobbying groups are promoting those issues for their own sake.” **(British Respondent)***

3.2.4.16 Tourism and Intention to Visit

The respondents claimed that especially for **tourism** the image of Turkey was “*cheap, moderately comfortable, definitely poor, but safe and oriental country where you can be exposed to different traditions*”.

They also added that it is the travel agents who promote Turkey in that way

*“Travel Agents generally promote Turkey as a **poor and cheap** country, where you won’t spend a lot.” (British and Italian Respondents)*

In the advertisements related to Turkey, the elements mainly promoted are listed as follows:

- Istanbul
- Beaches: vacation place
- Grand Bazaar
- Mosques
- The golf courses/resorts (only British respondents mentioned to have seen the ads and know people who have already been there)

Italians are fascinated by the beauties of Istanbul, whereas some British do not find Istanbul or Turkey exotic enough to attract them.

*“Istanbul is impressive: the **Bosphorus**. It has a unique charm, beauty. It is impossible not to get involved in that city.” (Italian Respondent)*

“The impressive thing is that Istanbul is a mix of historical and modern. This is unique.” (Italian Respondent)

“Paris with all its historical sights is modern and is for tourism. Athens is small, you see everything in two days and is much more similar to our culture. However, in Istanbul the

things to be seen are so diverse and rich. Istanbul is a very striking city. “**(Italian Respondent)**

“I would prefer to come to Turkey instead of Greece because it is more charming and has maintained some traditions.” **(Italian Respondent)**

“Istanbul is not second neither to Madrid nor London in terms of social and business life.” **(Italian Respondent)**

“For many people Istanbul is the capital of Turkey. Not everyone knows Ankara.” **(British Respondent)**

“From the advertisements I have seen that there were golf courses in Turkey and I got surprised”. **(British Respondent)**

“Nobody talks about the bridge but it is so astonishing for us to see that two continents are linked. It is a charming and very impressive thing for us.” **(Italian Respondent)**

“When I think about Turkey, I think about the belly dancers and the Turkish bath.” **(British Respondent)**

“Turkey is not an exotic country, it is similar to other Mediterranean countries. For vacation I prefer more exotic and relaxing places like the Far East.” **(British Respondent)**

Especially the British have an image about Turkey as being always hot.

“I would expect Turkey to be dry, hot, sunny with nice beaches. I do not have a clear idea whether it can be among my vacation alternatives or not.” (British Respondent)

For the ones who don't know the natural sights of Turkey, Turkey does not seem to be appealing.

“I travel more in United Kingdom and like more natural sights such as mountains, and lakes.” (British Respondent)

“I am not interested in historical sites, I prefer to go places where there are less tourists and more local people, in the nature. However, I would consider seeing Istanbul.”
(British Respondent)

There were certain comments about the service quality. The safety is another issue that is considered to be reassured.

“The service quality is not at a good level.” (British Respondent)

“I have never heard about a security problem in Turkey, however, this issue has to be reassured.” (Italian Respondent)

3.2.4.17 Intention to Buy

As presented in the previous sections, there is no specific product directly associated with Turkey. However, Turkish products are expected to be cheap with low level of quality.

“The unbranded products, manufactured in Turkey are expected to be cheap and of low quality (therefore the intention to buy is expected to be low).” (British Respondent)

“My mother in law asked me to buy fabrics from Turkey because in a TV program on the state channel they have shown several products from Turkey. She was expecting to get cheap and low quality products.” (Italian Respondent)

“People were surprised to see that Turkey does not only have carpets. However, as they have never been exposed to those products, they expect them to be cheap.” (Italian Respondent)

The respondents stated that the country of origin effect in a globalized world is not the determinant of choice, but rather the quality of the product is.

“In a global market rather than the country of origin the quality of the product is important.” (British Respondent)

“Country of origin only provides information. My intention to buy depends on the brand and the shop. For an unbranded product my perception of the product and its price is

important but it would not make a difference if it is produced in China, Greece or Turkey.” (Italian Respondent)

3.2.4.18 Intention to Live and to Work

Turkey and its working and living conditions are not well known by foreigners. Therefore many foreigners were reluctant to come for work in Turkey. However, once they come they love being here and do not want to go back.

“It is not easy to convince people to come to Turkey to live for work because they do not know the country and expect something very different from Europe.” (British Respondent)

“When I was offered a job as a woman, even my company managers did not know whether a woman could work in Turkey. They had to check and confirm that there was no problem.” (Italian Respondent)

“ I expected to find less freedom for women but on the contrary I have seen that women may have better positions than they can have in Italy. In that sense may be we are more Islamic than you are!” (Italian Respondent)

“Istanbul is my second city and Turkey is my second nation. By now, I will always have a connection with Turkey.” (Italian Respondent)

3.2.4.19 Intention to Do Business

It is also admitted by the respondents that the image of a country business wise, is very important for creating business and the creation of business contributes to the development of the country.

The intention to do business is naturally very much related with the economic and political systems of a country. Therefore, different issues related to business life in Turkey have also been mentioned by the respondents.

Some of the respondents (four of the Italians and three of the British) had already experience in doing business in Turkey. Therefore, they had concrete comments about the business environment in Turkey. On the other hand, the ones who did not have this opportunity, did not have any idea about the business environment in Turkey but were positive to do business if the necessary conditions are provided.

“Through business one may have personal contacts and may learn more and promote a country.” (British Respondent)

Similar to the findings of Oktay (1996) in this research carried out with foreign businesspersons living in Turkey, the interviewed respondents stated the major issues related to doing business in Turkey as follows:

- *The business systems should work well to facilitate business creation.*
- *Regulations must be done and applied.*
- *The big population of Turkey is an asset.*

- *Although there are economical problems now, the long term expectations about Turkey are very positive.*
- *High inflation, red tape and corruption make it difficult for foreigners to work.*
- *For production other countries are trying harder to attract foreigners with low wages and other sources of incentives.*
- *Turkey is a country with very high inflation. This creates a barrier to the companies who are not experienced in working in high inflation countries.*
- *You are very good in adapting yourselves to changes but as a result of the uncertainty there is a short- term mentality in Turkey.*
- *The main problem is attracting foreign investment. Turkey is not the first priority for foreign investors. Eastern Europe is more successful in attracting FDI.*
- *The sudden changes in the fiscal policy, in the taxation policy are sending very negative images to foreign businesspersons.*

3.2.4.20 The Membership of Turkey to the European Union

The respondents who have been in Turkey as well as the ones who had not been, were positive about the membership of Turkey to the European Union.

“Turkey should open itself to Europe. Even the will of Turkey to enter EU is a very important sign that confirms its willingness for modernization“ (British Respondent)

“If Turkey can meet the standards of EU can be a member” (British Respondent)

“We also can learn many things from the Turkish culture, and tradition.” (Italian Respondent)

Although geographical proximity was put as an important element, it was not welcome by all the respondents.

“Geographical proximity is not enough to be a member because, before half of the Germany, Romania, etc. were not considered to be in Europe.” (British Respondent)

“The main issue of EU is whether to enlarge or not. Therefore, the situation of Turkey is not different from the other candidates.” (Italian Respondent)

As also specified in the “religion” section, although not pronounced implicitly, especially after the 11th of September events, being the only Muslim candidate country have created different views in Europe. However, the issue is always presented to have more of an economic and political nature.

“The issue of membership is more economical and then political.” (British Respondent)

“True for all countries, if Turkey can be in line with the rules of the European Union can join EU.” (Italian Respondent)

“For sure, this country is different but it is welcome. In Europe also there are differences. For example Spain is different from France.” (Italian Respondent)

Among the problems to be resolved for entry to the European Union are economic issues such as high inflation, tax collection, fiscal policy, and currency conversion and political issues including red tape and all types of corruption.

3.2.4.21 General Image of Turkey

About the general image of Turkey, respondents who have already been in Turkey preferred to answer as how they think their own citizens see Turkey. They say that this is the general image of Turkey in their own country and many people did not know much about Turkey. The following list presents the responses on the general image of Turkey

- Middle Eastern country
- Poor
- Exotic
- To be visited but not to be lived
- Has economic problems
- Not too democratic
- Not safe
- Cheap
- Oriental
- Not European
- Strong military -democracy but backed up by military regime
- Conservative
- Traditional
- With young population
- Developing country

- With high inflation
- With less freedom because of religion
- Against minorities

3.2.4.22 General Problematic Issues

The respondents were also asked their opinion about the issues that create a negative image related to Turkey. The mentioned issues are listed below:

- Human Rights
- Image related to Drug Dealership
- Lack of Liberty
- The fear of being arrested by the police (the image created by the film *Midnight Express*)
- Not safe: especially for women
- Kurdish issue
- Armenian issue
- Always in economic crisis
- Too much bureaucracy
- Islamic fundamentalism
- Terrorism
- Has to develop in technology, communication, and the accommodation facilities.

Taking into consideration the issues raised in the qualitative study, the model and the questionnaire has been revised.

3.3 CONCEPTUAL MODEL OF THE STUDY

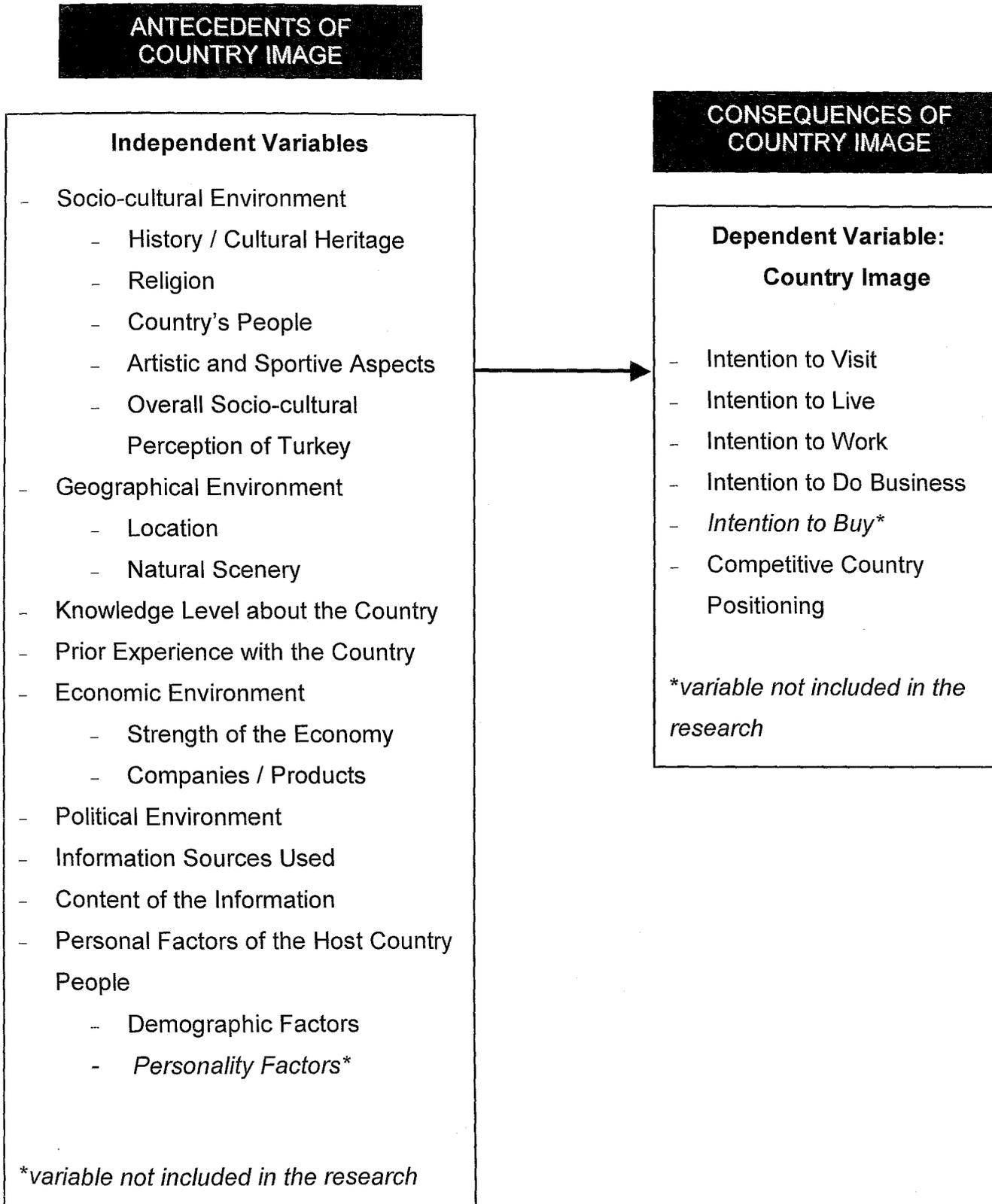
3.3.1 THE CONCEPTUAL MODEL

The theoretical model on which the research is based examines the antecedents and the consequences of the country image. One of the main objectives of the research is to create a scale in order to operationalize the country image in a macro sense and also to observe the size of the effect of socio-cultural, economic, political and other variables on the consequences of the country image.

As the literature review highlighted, a model about the macro level determination of the country image has not been available. Throughout this study, in the example of Turkey, the major constituents of the image of a country, and how they are related to the dependent variables will be tested. The research is expected to contribute to the marketing literature in terms of the creation of a scale of country image. For this purpose a conceptual model as seen below has been developed.

The variables included in the model and their operationalization are explained in detail in the following sections.

Figure 3.1 - THEORETICAL FRAMEWORK



3.3.2 THE VARIABLES INCLUDED IN THE MODEL

The dependent variable is the country image. The consequences of the country image are defined as (1) Intention to visit (2) Intention to live (3) Intention to work (4) Intention to do business with that country (5) Intention to buy products/services of that country* and (6) Competitive country positioning.

The independent variables included in the model are:

- Socio-cultural Environment: History/Cultural heritage, religion, country's people, artistic and sportive aspects, the overall socio-cultural perception.
- Geographical Environment: Geographic location of the country, natural scenery of the country
- Level of knowledge about the country
- Prior experience with the country
- Economic Environment: Strength of the economy, companies/products of that country
- Political Environment: Any issue related to the political environment of the country
- Information sources used
- The content of the information received
- Personal factors of the host country's people:
 - Demographic
 - Personality factors of the host country's people*: Ethnocentric behavior, self-image, stereotyping, open-mindedness.

**the variables not included in the research*

Image is a very comprehensive and multi-dimensional construct. Therefore the researcher has decided to include the most important factors in the questionnaire leaving certain

variables out to be investigated in further research, to be able make the questionnaire as compact as possible. Furthermore, the main objective of the study is the creation of the model including all possible variables, however it is not possible to test all variables through one survey.

Among the independent variables the personality characteristics of the respondent, such as ethnocentric behavior, self-image, open-mindedness, are not measured through the survey. As known, each of the personality characteristics mentioned above have their own comprehensive measurement scale. Therefore, the inclusion of those variables would render the survey too long to focus on for the respondents.

The intention to buy is one of the consequences of the country image. However, as the factors affecting the intention to buy are also numerous, they are proposed to be investigated in further research. Therefore, one independent variable, namely “the personality factors of the respondent”, and one dependent variable, namely “the intention to buy”, are not included in the survey.

3.4 A SURVEY ON COUNTRY IMAGE

In this section the methodology used in the quantitative study is reviewed. In the first part, the research hypotheses are presented. Following, the research design, the data collection method, and the data analysis methods used in the study are reviewed.

3.4.1 RESEARCH HYPOTHESES

In this section the research hypotheses derived from the literature and the qualitative analysis are presented. As the issues investigated and incorporated into the questionnaire related to country image are numerous, taking also into consideration that the research has been carried out in two different countries, it was possible to derive many other hypotheses. However, the researcher preferred to focus only on the variables, which are expected to have a relationship with the dependent variables.

3.4.1.1 Hypotheses on Satisfaction Index (1)

Hypothesis 1a: There is a relationship between an individual's satisfaction level with his/her prior visit/s to Turkey (satisfaction index) and the intention to visit.

Hypothesis 1b: There is a relationship between an individual's satisfaction level with his/her prior visit/s to Turkey (satisfaction index) and the intention to live.

Hypothesis 1c: There is a relationship between an individual's satisfaction level with his/her prior visit/s to Turkey (satisfaction index) and the intention to work.

Hypothesis 1d: There is a relationship between an individual's satisfaction level with his/her prior visit/s to Turkey (satisfaction index) and the intention to do business.

Hypothesis 1e: There is a relationship between an individual's satisfaction level with his/her prior visit/s to Turkey (satisfaction index) and competitive positioning of the country.

3.4.1.2 Hypotheses on People Index (2)

Hypothesis 2a: There is a relationship between an individual's perception of the people of Turkey (people index) and the intention to visit.

Hypothesis 2b: There is a relationship between an individual's perception of the people of Turkey (people index) and the intention to live.

Hypothesis 2c: There is a relationship between an individual's perception of the people of Turkey (people index) and the intention to work.

Hypothesis 2d: There is a relationship between an individual's perception of the people of Turkey (people index) and the intention to do business.

Hypothesis 2e: There is a relationship between an individual's perception of the people of Turkey (people index) and the competitive positioning of the country.

3.4.1.3 Hypotheses on Civilization Index (3)

Hypothesis 3a: There is a relationship between an individual's knowledge about the ancient civilizations of Turkey (civilization index) and the intention to visit.

Hypothesis 3b: There is a relationship between an individual's knowledge about the ancient civilizations of Turkey (civilization index) and the intention to live.

Hypothesis 3c: There is a relationship between an individual's knowledge about the ancient civilizations of Turkey (civilization index) and the competitive positioning of the country.

As the researcher believes that it is not logical to expect any relationship between the knowledge about the ancient civilizations and the intention to work and to do business, these two dependent variables are not included.

3.4.1.4 Hypotheses on History Index (4)

Hypothesis 4a: There is a relationship between an individual's perception related to the historical image of Turkey (history index) and the intention to visit.

Hypothesis 4b: There is a relationship between an individual's perception related to the historical image of Turkey (history index) and the intention to live.

Hypothesis 4c: There is a relationship between an individual's perception related to the historical image of Turkey (history index) and the competitive positioning of the country.

As the researcher believes that it is not logical to expect any relationship between an individual's perception related to the historical image of Turkey (history index) and the intention to work and to do business, these two dependent variables are not included.

3.4.1.5 Hypotheses on Natural Scenery Index (5)

Hypothesis 5a: There is a relationship between an individual's knowledge about the natural/holiday and sports features of Turkey (natural scenery index) and the intention to visit.

Hypothesis 5b: There is a relationship between an individual's knowledge about the natural/holiday and sports features of Turkey (natural scenery index) and the intention to live.

Hypothesis 5c: There is a relationship between an individual's knowledge about the natural/holiday and sports features of Turkey (natural scenery index) and the intention to work.

Hypothesis 5d: There is a relationship between an individual's knowledge about the natural/holiday and sports features of Turkey (natural scenery index) and the intention to do business.

Hypothesis 5e: There is a relationship between an individual's knowledge about the natural/holiday and sports features of Turkey (natural scenery index) and the competitive positioning of the country.

3.4.1.6 Hypotheses on Economy Index (6)

Hypothesis 6a: There is a relationship between an individual's perception of the economy of Turkey (economy index) and the intention to visit.

Hypothesis 6b: There is a relationship between an individual's perception of the economy of Turkey (economy index) and the intention to live.

Hypothesis 6c: There is a relationship between an individual's perception of the economy of Turkey (economy index) and the intention to work.

Hypothesis 6d: There is a relationship between an individual's perception of the economy of Turkey (economy index) and the intention to do business.

Hypothesis 6e: There is a relationship between an individual's perception of the economy of Turkey (economy index) and the competitive positioning of the country.

3.4.1.7 Hypotheses on Politics Index (7)

Hypothesis 7a: There is a relationship between an individual's perception of the politics of Turkey (politics index) and the intention to visit.

Hypothesis 7b: There is a relationship between an individual's perception of the politics of Turkey (politics index) and the intention to live.

Hypothesis 7c: There is a relationship between an individual's perception of the politics of Turkey (politics index) and the intention to work.

Hypothesis 7d: There is a relationship between an individual's perception of the politics of Turkey (politics index) and the intention to do business.

Hypothesis 7e: There is a relationship between an individual's perception of the politics of Turkey (politics index) and the competitive positioning of the country.

3.4.1.8 Hypotheses on Overall Socio-Cultural Perception: Turkey Index (8)

Hypothesis 8a: There is a relationship between an individual's overall socio-cultural perception of Turkey (Turkey index) and the intention to visit.

Hypothesis 8b: There is a relationship between an individual's overall socio-cultural perception of Turkey (Turkey index) and the intention to live.

Hypothesis 8c: There is a relationship between an individual's overall socio-cultural perception of Turkey (Turkey index) and the intention to work.

Hypothesis 8d: There is a relationship between an individual's overall socio-cultural perception of Turkey (Turkey index) and the intention to do business.

Hypothesis 8e: There is a relationship between an individual's overall socio-cultural perception of Turkey (Turkey index) and the competitive positioning of the country.

3.4.1.9 Hypotheses on the Level of Knowledge about Turkey (9)

Hypothesis 9a: There is a relationship between the level of knowledge about Turkey and the intention to visit.

Hypothesis 9b: There is a relationship between the level of knowledge about Turkey and the intention to live.

Hypothesis 9c: There is a relationship between the level of knowledge about Turkey and the intention to work.

Hypothesis 9d: There is a relationship between the level of knowledge about Turkey and the intention to do business.

Hypothesis 9e: There is a relationship between the level of knowledge about Turkey and the competitive positioning of the country.

3.4.1.10 Hypotheses on the Clarity of the Geographic Location of Turkey (10)

Hypothesis 10a: There is a relationship between the fact that an individual is clear about the geographic location of Turkey and the intention to visit.

Hypothesis 10b: There is a relationship between the fact that an individual is clear about the geographic location of Turkey and the intention to live.

Hypothesis 10c: There is a relationship between the fact that an individual is clear about the geographic location of Turkey and the intention to work.

Hypothesis 10d: There is a relationship between the fact that an individual is clear about the geographic location of Turkey and the intention to do business.

Hypothesis 10e: There is a relationship between the fact that an individual is clear about the geographic location of Turkey and the competitive positioning of the country.

3.4.1.11 Hypotheses on the Number of Information Sources Used (11)

Hypothesis 11a: There is a relationship between the number of information sources used and the intention to visit.

Hypothesis 11b: There is a relationship between the number of information sources used and the intention to live.

Hypothesis 11c: There is a relationship between the number of information sources used and the intention to work.

Hypothesis 11d: There is a relationship between the number of information sources used and the intention to do business.

Hypothesis 11e: There is a relationship between the number of information sources used and the competitive positioning of the country.

3.4.1.12 Hypotheses on Visiting Status (12)

Hypothesis 12a: There is a difference in the intention to visit with respect to visiting status.

Hypothesis 12b: There is a difference in the intention to live with respect to visiting status.

Hypothesis 12c: There is a difference in the intention to work with respect to visiting status.

Hypothesis 12d: There is a difference in the intention to do business with respect to visiting status.

Hypothesis 12e: There is a difference in the competitive positioning of the country with respect to visiting status.

3.4.1.13 Hypotheses on Entry of Turkey to the European Union (13)

Hypothesis 13a: There is difference in the intention to visit with respect to the opinion of an individual related to the entry of Turkey to EU.

Hypothesis 13b: There is difference in the intention to live with respect to the opinion of an individual related to the entry of Turkey to EU.

Hypothesis 13c: There is difference in the intention to work with respect to the opinion of an individual related to the entry of Turkey to EU.

Hypothesis 13d: There is difference in the intention to do business with respect to the opinion of an individual related to the entry of Turkey to EU.

Hypothesis 13e: There is difference in the competitive positioning of the country with respect to the opinion of an individual related to the entry of Turkey to EU.

3.4.2 DATA COLLECTION METHOD

Data for survey was collected through a structured questionnaire. After the qualitative part is concluded, and the model and variables are fine-tuned, a questionnaire to test the theoretical model and the hypotheses has been designed.

3.4.2.1 The Survey Instrument

The questionnaire consists of different sections aiming to measure different dimensions related to the image of Turkey (Please see Appendix 9 for the questionnaire). In order not to guide or bias the respondent, specific attention was paid to the question sequence.

In the questionnaire, the researcher has created eight different scales each aiming to measure a different aspect related to the image of Turkey.

Satisfaction Index: This scale is aiming to measure the satisfaction level of the respondents who have visited Turkey, about different aspects of their visit. The index consists of ten items, the tenth focusing on the overall satisfaction related to the visit (Question 3).

People Index: This index aims at measuring the overall opinion about Turkish people. It consists of eight adjectives that the researcher found worth investigating (Question 7).

Civilization Index: The civilization index is prepared to evaluate the knowledge of the respondents related to the existence of certain important historical civilizations within the current territory of Turkey and the certainty level of the respondents. It consists of 7 items (Question 16).

History Index: The history index consists of nine statements focusing on the issues related to the history, historical relationships and the effects of the history in general and assesses the level of agreement of the respondents about those statements (Question 18).

Natural Scenery Index: The natural scenery index investigates the knowledge related to the natural, holiday and sports features of Turkey. Ten items have been selected by the researcher to be included in this index (Question 23).

Economy Index: Twelve statements related to the economic issues have been used to understand the level of agreement of the respondents with the statements (Question 31).

Politics Index: In this index, six statements related to the political environment of Turkey have been used and the level of agreement of the respondents is asked (Question 32).

Turkey Index: The Turkey index consists of ten items for the overall assessment of the socio-cultural perception of Turkey (Question 39).

Beside these sections, the following issues have been investigated through different questions:

- The prior experience of the respondent with Turkey and Turkish people, if there was any (Question 1,2,4,5,6).
- The clarity of the geographical location of Turkey and the geographical cluster that the respondents associate Turkey with (Question 8,9).
- Their level of knowledge about the religion of Turkey (Question 10).
- The effects of religion on grouping Turkey geographically and on the intention to visit Turkey, live in Turkey, work in Turkey, and do business in Turkey (Question 11,24).
- The level of knowledge and the favorability of opinion related to four countries including Turkey (Question 12,13).
- The knowledge about different Turkish arts (Question 19).
- The occasions on the achievement in sports (Question 21).
- The knowledge about different Turkish authors (Question 22).

- The kind and frequency of information/news they have been exposed about Turkey (Question 26).
- The tone of the issue heard (Question 27).
- The main sources of information being exposed and their relative importance (Question 28,29).
- The intention of the respondent
 - To visit Turkey
 - To live in Turkey
 - To work in Turkey
 - To do business in Turkey (Question 33,34,35,36).
- Their opinion about the membership of Turkey to European Union and the issues to be resolved to facilitate the entry (Question 37,38).
- The demographic information (Question 40-47).

In addition to the above stated issues, the open-ended questions related to

- the words, expressions, names, places and/or adjectives etc. that come to their mind when they think of Turkey and Turks (Question 14,15) ; and
- the sectors/ companies/ products/ brands that can be associated with Turkey (Question 30).

have been investigated qualitatively in depth after all answers have been listed and categorized.

3.4.2.2 The Language and Pilot Studies

As the research was to be conducted in United Kingdom and in Italy, the questionnaire had to be prepared in both languages. The fact that the researcher was fluent in both languages was important to exert control over the translations.

To test the proposed methodology, and refine the questionnaires, pilot studies are carried out with the foreign people who have or have not been in Turkey, in different occasions. The pilot study is conducted among a small group of individuals representing the main sample for the primary research.

Firstly, the questionnaire has been prepared in English. Afterwards, it has been given to three British native persons (two of them being English teachers in a private school) to check whether the questions were clear enough. After they filled in the questionnaires, thorough discussions have been carried out with them and the necessary modifications have been done.

When the questionnaire is finalized in English the researcher translated it to Italian. The first check has been done with a Turkish person who has an extensive knowledge about Italian. The second check is carried out with an Italian living in Turkey for six years, teaching Italian but also speaking English and Turkish. After the grammatical modifications have been done, pilot tests with four native Italians have been carried out. They were asked to fill in the questionnaire and later on, each item has been discussed with them in order to understand whether the Italian version was the same with the English one and also to check whether there was any ambiguity.

3.4.2.3 Operationalization of the Variables

In Table 3.4 the information about the variables and their measurement is summarized. The scales utilized, their type and sources as well as the number of items included are presented. For more detailed information about the wording of the items in the questions, please refer to the questionnaire (see Appendix 9).

Table 3.4 Summary of the Variables and their Measurement

VARIABLES	TYPE OF SCALE	SOURCE	NO. OF ITEMS	QUESTION NUMBER
Dependent Variables				
Intention to Visit	4-point Rating	Created by the researcher from the literature and qualitative study	1	33
Intention to Live	4-point Rating	Created by the researcher from the literature and qualitative study	1	34
Intention to Work	4-point Rating	Created by the researcher from the literature and qualitative study	1	35
Intention to Do Business	4-point Rating	Created by the researcher from the literature and qualitative study	1	36
Competitive Country Positioning	4-point Rating	Created by the researcher from the literature and qualitative study	5	13
Independent Variables				
Socio-Cultural Environment				
History Index	4-point Rating	Created by the researcher from the literature and qualitative study	9	18

VARIABLES	TYPE OF SCALE	SOURCE	NO. OF ITEMS	QUESTION NUMBER
Civilization Index	4-point Rating	Created by the researcher from the literature and qualitative study	7	16
Knowledge about the religion of the majority	7-point semantic differential		6	10
The effect of religion on the intentions related to Turkey	4-point Rating		4	24
Information about meeting Turkish people (occasion and time)	Dichotomous and open-ended			4,5,6
People Index	7-point semantic differential	Created by the researcher from the literature and qualitative study	8	7
Information about the sportive successes of Turkey	4-point Rating		6	20
Information about the arts associated with Turkey	Multichotomous		6	19
Information about the Turkish writers known	Multichotomous		7	22
Turkey Index	7-point semantic differential	Created by the researcher from the literature and qualitative study	10	39
Connotations for Turkey and Turks	Open-ended			14,15
Geographical Environment				
The clarity of the geographic location of Turkey	7-point semantic differential			8
The geographic cluster associated with Turkey	Multichotomous		7	9
Effect of religion on geographically locating Turkey	7-point semantic differential			11
Natural Scenery Index	4-point Rating	Created by the researcher from the literature and qualitative study	10	23
Knowledge about the country	4-point Rating		5	12
Prior experience of the country				
Visiting Status	Dichotomous		1	1

VARIABLES	TYPE OF SCALE	SOURCE	NO. OF ITEMS	QUESTION NUMBER
Information about the visits (date, duration, purpose of the visits)	Open-ended and multichotomous		3	2
Satisfaction Index	4-point Rating	Created by the researcher from the literature and qualitative study	10	3
Economic Environment				
Economy Index	4-point Rating	Created by the researcher from the literature and qualitative study	12	31
Knowledge related to the sectors, companies, products, brands associated with Turkey	Open-ended			30
Political Environment				
Politics Index	4-point Rating	Created by the researcher from the literature and qualitative study	6	32
Information Sources				
Information Sources Used	Multichotomous		11	28
The ranking of importance of the information sources	Ordinal		3	29
Demographic Factors				
Gender	Dichotomous		1	40
Age	Multichotomous		1	41
Education	Multichotomous		1	45
Marital status	Multichotomous		1	42
Years of marriage	Ratio		1	42
Number of children	Ratio		1	43
Age of the youngest child)	Ratio		1	44
Occupation	Multichotomous		1	47

3.4.3 SAMPLING PROCEDURE

The information about the sampling method and sample size is presented in this section.

3.4.3.1 Population and the Sampling Method

The population of the study consists of British and Italian people having access to Internet and living in their home country. A mixture of non-random techniques has been chosen for reaching the targeted sample.

As the respondents were reached in their home country, the questionnaires have been sent by e-mail and the respondents were asked to send it back to the researcher through e-mail again. Therefore, it was crucial that the respondent had an e-mail address. The researcher made a judgemental choice and has mainly contacted working people with Internet access.

None of the respondents have been chosen from foreigners already living in Turkey.

Furthermore, none of the respondents knew the researcher in any way.

To distribute the questionnaire the key informants from the country of research have been identified from different companies and associations. Each person receiving the questionnaire was also asked to send it to other persons that he/she knew. As a result, a snowball effect has been created, increasing the sample size. The key informants used

to reach the Italian sample were all Italian. On the other hand, there was a mixture of Turkish and British people in terms of the intermediaries who have distributed the questionnaires in United Kingdom.

Special attention has been paid to reach as many people as possible from different companies. Furthermore, certain associations such as “Italian Businesspersons Association”, and “British Institute of Directors “ have been contacted and have been asked to distribute the questionnaires among their members to provide heterogeneity.

The questionnaires have been collected in a short period of time like five months despite the fact that the collection was also including the summer period (June 2003-October 2003). This result can be interpreted such that the right key informants have been reached and they contributed to the immediate and full response.

Although the questionnaire was a long one, 85% of the sampled respondents filled in the whole questionnaire. As the questionnaire has been returned through e-mail, a second approach has been made by the researcher to the remaining 15%, kindly asking them to complete the missing parts. As the result of this follow-up only 20 questionnaires (7% of the total) found to be invalid and have not been included in the analysis.

3.4.3.2 Sample Size

According to Churchill and Iacobucci (2001) where the dependent variable is a 4 points scale, the variance of the population can be taken as 0,7.

The confidence and the precision level sought will be 95% and +0.1 respectively.

According to the formula:

$$n = z^2 * \alpha^2 / H^2 = (1.96)^2 (0.7)^2 / (0.1)^2 = 268 \quad \text{where H = half precision level}$$

Table 3.5 Number of Questionnaires

	UK	Italy
Total Number of Questionnaires Collected	140	138
Invalid Questionnaires	11	9
Total Number of Valid Questionnaires	129	129

In total, the researcher has collected 278 questionnaires. However, as 20 of them have been eliminated, the total number of valid questionnaires is 258, 129 being from United Kingdom and 129 from Italy. A total of 258 valid questionnaires collected is thought to be sufficient to meet the minimum sample size requirement.

3.4.4 DATA ANALYSIS

The data is analyzed using SPSS 11.0 for Windows Statistical Package

The analyses performed are:

- The reliability of the scales used in the research is tested through Cronbach's Alpha.

- Frequency analysis is used to determine the profile of the sample, and the distribution and means of the dependent and the independent variables.
- T-tests, Analysis of Variance (One way Anova), Pearson's correlation and Chi-square tests are used to determine the relationship among the dependent and independent variables.
- Multiple regression analysis is used to determine the predictive capabilities of the model and to investigate the independent variables having more effect on the dependent variables.

3.5 LIMITATIONS OF THE STUDY

There are certain limitations of the research that have to be considered when interpreting the findings.

First of all, the questionnaire is sent to the respondents through e-mail for convenience purposes. Therefore, only the people with the Internet access could take part in the research. As it can be observed, the sample consists of mainly working people with a high level of education. Actually, this was a desirable situation to observe the perception of the educated segment of the population, which is expected to have more knowledge and also more possibility to travel.

Another limitation of the research can be considered as the difference among the key informants in the two countries. As explained before, specific attention has been paid that none of the respondents had contact with the researcher, and the questionnaires have been distributed through key informants. However, although the key informants selected in

Italy were all Italian, for United Kingdom a mixture of British and Turkish key informants have been used. As a consequence, compared to Italian sample, the British sample consisted of more respondents who had already been in contact with Turkish people.

It is also important to note that the study did not take into consideration the personality characteristics of the respondents, which can have a significant effect on the country image development. Another variable, which has not been investigated is “the intention to buy”, which is included in the model as an important consequence of the country image.

Another limitation of the model is that, it focuses only on the country, considering all outside developments constant. For example, the bombing of the twin towers, created an impact on the perception of Islam. Therefore, it has to be taken into consideration that the developments in any place in the world, independent of the country whose image is investigated, may also have effects on the image of that country.

4 FINDINGS OF THE SURVEY

In this chapter, the findings of the survey are presented. There are six main parts related to the findings. In the first section, the findings related to the reliabilities of the scales are reviewed. In the second section, the profile of the sample is presented. In section three, general findings related to the scales and all of the variables in the survey are examined. In the fourth section, the qualitative analysis of the open-ended questions of the survey are presented. In the fifth section, the findings obtained from the testing of the research hypotheses are examined. In the final section, the determinants of country image have been investigated through a regression analysis and the model created has been revised.

4.1. FINDINGS RELATED TO THE RELIABILITY OF THE SCALES

In this part of the study the reliabilities of the scales used in the research are examined. In the questionnaire, the researcher has created eight different scales, namely, Satisfaction Index, People Index, Civilizations Index, History Index, Natural Scenery Index, Economy Index, Politics Index and Turkey Index (for the details of the scales please refer to Section 3.3.2). Each index is aiming to measure a different aspect related to the image of Turkey.

All the scales used in the questionnaire have been created by the researcher in line with information gathered from the literature and in-depth interviews carried out. Therefore, it has to be noted that there was no previous data to compare the following reliability figures.

As shown below on the summary table, each scale has been named accordingly. Table 4.1 demonstrates the reliabilities (Cronbach's Alpha), the significance of the scales (Hotelling's T-square) and also the items that can be deleted to improve the reliability figure.

Table 4.1 Findings Related to the Scales

<i>Index</i>	<i>Cronbach's Alpha</i>	<i>Anova F</i>	<i>Hotelling's T-squ sig.</i>	<i>Item that may be deleted to improve alpha</i>	<i>Improved C. Alpha</i>
Satisfaction	.8420	47.23	.000	-	-
People	.8627	27.44	.000	Modest – Proud (v34)	.8805
Civilizations	.8173	57.41	.000	Persian (v53)	.8240
History	.6362	78.06	.000	Image of Arab & Turk (v64)	.6877
Natural Scenery	.7695	327.62	.000	-	-
Economy	.7771	16.02	.000	-	-
Politics	.7326	28.40	.000	Turkey is a secular country (v145)	.7560
Turkey	.8010	67.62	.000	Expensive – Inexpensive (v171)	.8192

The standardized cronbach's alpha figures indicate that all the scales have high reliability and they are all significant as the probability of Hotelling's T-square is equal to .000 for all indices.

The scale with relatively lower reliability compared to other scales is the History Index (Cronbach's Alpha= .6362). Although this is also an acceptable level (Hair et al., 1998) to continue with the analysis, this comparatively lower number can be explained by the need of the increasing the number of items included in the scale as history is a multi-dimensional and comprehensive construct to measure.

The items that can be deleted to improve the reliability measures of the related scales have also been indicated in the summary table.

In the People Index, the elimination of the "Modest-Proud" item could improve the reliability but the researcher has examined that the adjective "proud" is one of the most commonly mentioned words for the Turkish people as appeared in the qualitative parts of the study. Therefore, she is not in favor of eliminating this item. The items suggested to be deleted for other indices also make a very small difference in order to improve the reliability of the scales, therefore they are all kept by the researcher for further analysis.

As the scales are found reliable and no items have been deleted the means and standard deviations of the indices are examined. Table 4.2 shows the summary information about the means and standard deviations related to the indices.

Table 4.2 Descriptives on Indices

	n	Min.	Max.	Mean	Std. Deviation
SATISFACTION	258	2.00	4.00	3.2240	.28198
PEOPLE	258	1.38	7.00	4.9786	.91244
CIVILIZATIONS	258	1.14	4.00	2.5957	.62980
HISTORY	258	1.56	3.64	2.7840	.31765
NATURAL SCENERY	258	1.00	3.90	2.2333	.51618
ECONOMY	258	1.67	3.33	2.6355	.40645
POLITICS	258	1.17	3.33	2.4174	.72771
TURKEY	258	2.20	5.90	4.0372	.67206

The scale for each index will be discussed in relevant sections.

4.2 SAMPLE PROFILE

The demographic characteristics of the sample are presented in this section. The gender, age group, marital status, years of marriage, information about children, the education and finally the occupation of the 258 respondents are described below.

4.2.1. GENDER

In this section, the gender of the respondents are examined.

Table 4.3 Gender of the Respondents

		Frequency	Percent
Valid	Male	159	61.6
	Female	99	38.4
Total		258	100.0

It is observed that there is a higher percentage of males (61.6%) compared to females (38.4%) in the sample.

4.2.2. AGE GROUP

Table 4.4 shows the age distribution of the respondents.

Table 4.4 Age Distribution of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 25	13	5.0	5.1	5.1
	Between 26 and 35	103	39.9	40.7	45.8
	Between 36 and 45	67	26.0	26.5	72.3
	between 46 and 55	41	15.9	16.2	88.5
	Between 56 and 65	24	9.3	9.5	98.0
	More than 65	5	1.9	2.0	100.0
	Total	253	98.1	100.0	
Missing	System	5	1.9		
Total		258	100.0		

It is observed that 45.8% of the respondents are younger than 35 and 42.7 % of the respondents are between 36 and 55 age brackets.

4.2.3. MARITAL STATUS

In this section it is examined the marital status of the people constituting the sample.

Table 4.5 Marital Status of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	100	38.8	39.7	39.7
	Married	129	50.0	51.2	90.9
	Divorced	18	7.0	7.1	98.0
	Widowed	5	1.9	2.0	100.0
	Total	252	97.7	100.0	
Missing	System	6	2.3		
Total		258	100.0		

Table 4.5 reveals that 39.7% of the sample is single, whereas 51.2% is still married.

4.2.4. YEARS OF MARRIAGE

The years of marriage of the respondents are also examined .Tables 4.6 and 4.7 illustrate the information related to the years of marriage of the respondents.

Table 4.6 Number of Years of Marriage

	n	Min.	Max.	Mean	Std. Deviation
Number of years of marriage	120	.3	45.0	15.510	12.1234

Table 4.7 Cumulative Percentage of the Years of Marriage of the Respondents

\leq	Cumulative Percentage (all sample)
2 years	17.2
5 years	27.5
10 years	47.5
25 years	75.0
Total	100

In the sample, more than half of the respondents have been married for more than 10 years. It has to be observed that the mean of the sample, for the years of marriage is 15 years, because 25% of the total sample has been married for more than 25 years, pushing up the average.

4.2.5. INFORMATION ABOUT CHILDREN

The number of children and the age of the youngest child of the respondents are investigated in this section.

Table 4.8 Number of Children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	37	14.3	26.1	26.1
	1	36	14.0	25.4	51.4
	2	53	20.5	37.3	88.7
	3	10	3.9	7.0	95.8
	4 and more	6	2.3	4.2	100.0
	Total	142	55.0	100.0	
Missing	System	116	45.0		
Total		258	100.0		

Table 4.8 reveals that 73.9% of the married respondents have children.

The age of the youngest child of the respondents has been examined in order to understand whether they have dependent children or not. It is observed that the average of the youngest child of the respondents is around 13.

Table 4.9 Age of the Youngest Child

	n	Min.	Max.	Mean	Std. Deviation
Age of the youngest child	102	.3	39.0	13.261	10.3106

The children below the age 21 are considered as being dependent to their family. As a result, it is observed that 75.5 of the respondents have children who are still dependent to them.

Table 4.10 Percentage of the Age Distribution of the Youngest Child

Less than;	Cumulative Percentage (all sample)
3 years	25.5
6 years	34.3
14 years	57.8
21 years	75.5
Total	100

4.2.6. EDUCATION

The education level of the respondents are examined in this section.

Table 4.11 The Education Level of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	55	21.3	22.3	22.3
	Undergraduate	151	58.5	61.1	83.4
	Post Graduate	41	15.9	16.6	100.0
	Total	247	95.7	100.0	
Missing	System	11	4.3		
Total		258	100.0		

It is observed that 61.1% of the respondents have an undergraduate degree, while 16.6% have a post graduate degree. Only 22.3% of the sample has a degree equal or less to high school. It is clear that the general educational level of the sample is high. As it is the first time that the survey is conducted, this is a desirable situation for the researcher in order to understand the perception of a more educated group of both of the populations under investigation.

Table 4.12 Level of Education by Nationality

		Level of education					Total
		High school or less %	University %	Master %	Doctorate %	Other %	
Respondent's Country	English	22.0	58.5	12.2	5.7	1.6	123
	Italian	22.6	55.6	11.3	4.0	6.5	124

It is also observed that there is no divergence in terms of distribution related to education between British and Italian respondents.

4.2.7. OCCUPATION

In this section the occupation of the respondents are examined.

Table 4.13 Occupation of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee	67	26.0	27.5	27.5
	Lower/Middle management	84	32.6	34.4	61.9
	Top management	39	15.1	16.0	77.9
	Self-employed	25	9.7	10.2	88.1
	Student	5	1.9	2.0	90.2
	Academician	11	4.3	4.5	94.7
	Unemployed	2	.8	.8	95.5
	Retired	11	4.3	4.5	100.0
	Total	244	94.6	100.0	
Missing	System	14	5.4		
Total		258	100.0		

Although the lower/middle management group has a higher percentage than the others, it can be stated that there is enough number of respondents representing also the lower management, top management and also the “self-employed” categories.

4.3 GENERAL FINDINGS

The results on the general findings of the study related to the Indices and the variables included in the questionnaire are discussed in this section.

4.3.1 VISITS TO TURKEY

To be able to determine the differences in the opinions and perceptions, it was important to know whether the respondents had ever visited Turkey or not. The researcher also aimed at understanding the satisfaction level of the visit(s) for the ones who have ever been in Turkey. Therefore in this section, whether the respondents had visited Turkey or not and the information about the visit for the ones who came, have been investigated.

4.3.1.1 Visiting Status

To assess the image of Turkey related to different variables included in the model, the fact that whether the respondent has visited Turkey or not, is expected to have an important effect on the perception related to Turkey . Therefore, the distribution of the respondents related to their visit to Turkey is found especially important in order to interpret the further analysis.

The total number of the respondents is 258, and as it can be observed from the below table 130 of them visited Turkey, whereas 128 did not.

When the distribution for two different countries' respondents is examined, it can be seen also that in both countries' samples almost half of the respondents have already visited Turkey.

Therefore, the results of the analysis will represent equally the perception of the ones who have visited Turkey as well the ones who did not, both at the total sample and individual country levels.

Table 4.14 Distribution of the Respondents Related to Visiting Turkey

		Frequency	Percentage
English	Visited	64	49.6
	Not visited	65	50.4
Italian	Visited	66	51.2
	Not visited	63	48.8
Total	Visited	130	50.4
	Not visited	128	49.6

4.3.1.2 Duration of Visits

The durations of the first and the last two visits have been examined to understand the average length of a stay and the total weeks of stays. As the first visit is generally for

vacation purposes it is longer, whereas the last visit is either for business or for a stay related to work, therefore is shorter.

Table 4.15 General Information about the Duration of the Visits (weeks)

	n	Min.	Max.	Mean	Std. Deviation
First Visit	125	.2	260.0	7.801	31.4810
Second Visit	57	.3	20.0	1.453	2.6324
Third Visit	34	.2	520.0	16.410	88.9856

When the total duration of the visits are examined, the Table 4.16 indicates that around 77% of the total sample has stayed one month or less in Turkey and 50% remained two weeks or less in Turkey.

Table 4.16 Total Duration of the Visits

≤	Cumulative Percentage (all sample)
1 week	27.4
2 weeks	50.0
1 month	77.4
6 months	93.5
1 year	94.4
Total	100

As shown in Table 4.17, in terms of the total number of days of visits there is no significant difference between British and Italians respondents (nine respondents who stayed more than 99 days are not included in the analysis).

Table 4.17 Differences in the Total Duration of the Visit by Nationality (days)

Variable	t*	p	Mean		n	
			UK	Italy	UK	Italy
Total number of days of visits	1.806	.074	22.83	16.39	54	61

It is also examined whether there was a difference among the respondents according to their total days of visit (between the ones who stayed less than 15 days and the ones who stayed between 15 and 90 days) in terms of indexes. However, no significant difference between categories of number of days of visit in terms of any index used is observed.

4.3.1.3 Date of Visits

The date of the visit has been asked to be able to observe whether the last visit especially was a recent or old one. The date of the visit has been operationalized by deducting it from the base date, which is taken as October 2003.

** Although sample sizes for UK and Italy exceed 30, in this study "t" statistics will be reported as for comparison of means in SPSS is given by "t" values. Furthermore, a "t" value approximates a "z" value with sample sizes greater than 30 (Churchill and Iacobucci, 2001).*

Table 4.18 Date of the Visit (Months Ago)

	n	Min.	Max.	Mean	Std. Deviation
Date of the visit 1	120	1	471	110.37	99.847
Date of the visit 2	55	4	327	62.65	62.209
Date of the visit 3	34	1	229	45.26	53.840

It is observed that for the total sample, the mean of the third visit is around 45 months, which can be considered as moderately recent. Whereas, for the first visit the mean is around 110 months, around 10 years ago.

4.3.1.4 Purpose of Visits

When the purposes of the first two and the last visits have been analyzed it is observed that the major motive of visit is vacation (63%). Business purposes have a share of 29% in the total motives being the second most frequently mentioned reason.

Table 4.19 Purpose of Visits

	Purpose	Frequency	Percent	Valid Percent	Cumulative Percent
	Vacation	138	53.4	62.7	62.7
	Business	63	24.5	28.6	91.4
	Education	2	.8	.9	92.3
	Family / Friends	16	6.2	7.3	99.5
	Other	1	.4	.45	100.0
	Total	220	48.8	100.0	
Total		258	100.0		

4.3.1.5 Total Number of Visits

When the total number of visits have been examined, it is observed that the British sample had the opportunity of visiting Turkey for 2.58 times on the average; whereas, the Italian sample had visited Turkey for 1.74 times on the average.

Table 4.20 Total Number of the Visits

Number of Visits	Total			English	Italian
	Frequency	Percent	Cumulative Percent	Frequency	Frequency
0	128	49.6	49.6	65	63
1	70	27.1	76.7	29	41
2	22	8.5	85.3	9	13
3	9	3.5	88.8	4	5
4	6	2.3	91.1	4	2
5 or more	23	8.9	100.0	18	5
Total	258	100.0		129	129

4.21 Differences in the Number of Visits by Nationality

	t	p	Mean			Std. Dev.		
			UK	Italy	Total	UK	Italy	Total
Number of Visits	3.180	.002	2.58	1.74	2.15	1.735	1.207	1.542

The table 4.21 demonstrates that in the total sample of the study, British had significantly visited Turkey more often compared to the Italians.

4.3.2 SATISFACTION INDEX

The level of the satisfaction related to different attributes of their visits is assessed through the Satisfaction index.

4.3.2.1 Descriptives on Satisfaction Index

The level of satisfaction related to physical conditions, service at the accommodation facilities, quality of the food, ease of travel, attitude of people, cultural/historical sites of Turkey, hygiene conditions, feeling of being secure, natural beauties and visit in general has been asked to the respondents who have visited Turkey.

When the means of the items shown in Table 4.22 are examined it is observed that the items which are mostly found very satisfactory are “Cultural/Historical sites” and “Natural Beauties”, with a satisfaction score of 3.61 over 4 and 3.62 over 4, respectively.

Except hygiene, ease of travel and the feeling of being secure all other items also have scores above “Somewhat Satisfied”.

The results reveal that hygiene with the lowest score of satisfaction (2.65) and issues related to the ease of travel and security have to be improved. (Please note that the data collection was completed before the bombing events, which took place in November 2003, in Istanbul.)

Despite those factors, the level of satisfaction about the visit in general has been scored to be between “Somewhat Satisfied” and “Very Satisfied”.

It can be deducted that although there are certain factors that should be improved, once Turkey is visited the satisfaction level with the visit is high.

Table 4.22 Descriptives on Satisfaction Index

	n	Min.	Max.	Mean	Std. Deviation
Physical conditions	124	2	4	3.36	.589
Service	125	2	4	3.36	.574
Quality of the food	128	1	4	3.26	.690
Ease of travel	116	1	4	2.91	.741
Attitude of people	124	1	4	3.32	.606
Cultural/ Historical sites	124	1	4	3.61	.594
Hygiene	125	1	4	2.65	.721
Feeling of being secure	124	1	4	2.92	.750
Natural beauties	126	1	4	3.62	.564
Visit in general	128	2	4	3.49	.547

*Scale: 1: Not satisfied at all 4: Very satisfied
Overall Mean:3.224 St.dev: .281

4.3.2.2. Differences in Satisfaction Index by Nationality

The analysis is conducted to see if there are significant differences among Italian and English respondents related to the satisfaction level and the Table 4.23 shows the summary of the results.

Table 4.23 Differences in Satisfaction Index by Nationality

Variable	t	p	Mean		n	
			UK	Italy	UK	Italy
Quality of the food	2.626	.010	3.42	3.11	62	66
Ease of travel	2.055	.042	3.05	2.77	59	57
Attitude of people*	4.304	.000	3.55	3.11	60	64
Feeling of being secure	2.168	.032	3.07	2.78	61	63
Visit in general	2.468	.015	3.61	3.38	62	66

*Levene statistics is significant for Attitude of people (p:.000).

When the equality of variances in two groups is checked, it is observed that the assumption of the equality of variances is not met. In this case the values for significance are taken for “equal variances not assumed” which is also found to be p: .000.

The Table 4.23 shows the items on which there are significant differences between the responses of English and Italian respondents.

On the items related to the level of satisfaction for the quality of the food, ease of travel, attitude of people, feeling of being secure and visit in general, the English respondents have significantly rated their level of satisfaction higher. Especially for the ease of travel and the feeling of being secure it is observed that the Italian respondents have been less satisfied.

4.3.2.3. Differences in Satisfaction Index by Age

It is observed that the higher the age of the respondent the higher is the feeling of being secure.

Table 4.24 Differences in Satisfaction Index by Age

Satisfaction Variables	t	p	Mean		n	
			≤ 35	>35	≤ 35	>35
Feeling of being secure	2.066	.041	2.73	3.01	44	77

4.3.2.4. Differences in Satisfaction Index by Gender

The t-test for gender has revealed that there are no significant differences for the satisfaction index in terms of gender. Exceptions are: “Ease of travel” and “Feeling of being secure”, with .056 and .074 significance levels respectively. The female

respondents rated the ease of travel higher, whereas the male respondents rated higher in terms of the feeling of being secure.

4.3.2.5 Differences in Satisfaction Index by Education

The Oneway ANOVA for education has revealed that there are no significant differences for the satisfaction index in terms of education (F: .482 p: .618)

4.3.2.6 Differences in Satisfaction Index by Number of Information Sources Used

Another t-test for satisfaction index is conducted to observe whether there was a statistically significant difference according to more or less sources of information (for cut point : 3) used. However, no significant difference is found (t: 1.016 p: .311)

4.3.3 MEETING TURKISH PEOPLE

4.3.3.1 Descriptives on Meeting Turkish People

It is investigated whether the respondent(s) had the opportunity of meeting Turkish people. As shown in Table 4.25, 71.3 % of the respondents had the opportunity of meeting Turkish people.

Table 4.25 Distribution of “Having Met a Turkish Person”

		Frequency	Percent
Valid	Yes	184	71.3
	No	74	28.7
	Total	258	100.0

As the Table 4.26 shows, 95% of all the English respondents have met a Turkish person, whereas only 47% of the Italian respondents have met a Turk. In total 67% of all who claimed to meet a Turkish person consists of English people.

This result also is meaningful because in Italy all the questionnaires have been distributed through Italian people, whereas in the United Kingdom, both Turkish and British people helped in the distribution of the questionnaire. Therefore, it was expected that the British would have scored higher than Italians in terms of the Turkish people met. As also shown in Table 4.26, the relation is statistically significant.

It has also be noted that certain respondents who have already been in Turkey and had contact with the hotel staff etc. did not consider themselves as “met any Turkish person” and answered as “no” to this question.

Table 4.26 Distribution of "Having Met a Turkish Person" by Nationality

			Ever met any Turkish people		Total
			Yes	No	
Respondent's Country	English	Count	123	6	129
		% within Respondent's Country	95.3%	4.7%	100.0%
		% within Met any Turkish	66.8%	8.1%	50.0%
		% of Total	47.7%	2.3%	50.0%
	Italian	Count	61	68	129
		% within Respondent's Country	47.3%	52.7%	100.0%
		% within Met any Turkish	33.2%	91.9%	50.0%
		% of Total	23.6%	26.4%	50.0%
Total		Count	184	74	258
		% within Respondent's Country	71.3%	28.7%	100.0%
		% within Met any Turkish	100.0%	100.0%	100.0%
		% of Total	71.3%	28.7%	100.0%

Chi_Square: 72.837 df:1 p:.000

Phi: .531 (p: .000)

0 cells (.0%) have expected count less than 5. The minimum expected count is 37.00.

4.3.3.2 Meeting Occasion

The occasion on which the respondent(s) met any Turkish people is also investigated.

Table 4.27 Meeting Occasion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vacation in Turkey	33	12.8	18.1	18.1
	Business	87	33.7	47.8	65.9
	During education abroad	12	4.7	6.6	72.5
	Social occasions	38	14.7	20.9	93.4
	Many occasions	12	4.7	6.6	100.0
	Total	182	70.5	100.0	
Total		258	100.0		

The analysis reveals that the major occasion to meet Turkish people is business. As it was also pointed out in the previous section, especially the British sample was expected to know more Turkish people from the business environment. This expectation is also confirmed by the following table, demonstrating that 71% of the business occasions are realized by the British. The relation is also statistically significant.

Table 4.28 Meeting Occasion by Nationality

			Occasion which you met					Total
			Vacation in Turkey	Business	During education abroad	Social occasions	Many occasions	
Respondent's Country	English	Count	15	62	8	24	12	121
		% within Respondent 's Country	12.4%	51.2%	6.6%	19.8%	9.9%	100.0%
		% within Occasion which you met	45.5%	71.3%	66.7%	63.2%	100.0%	66.5%
		% of Total	8.2%	34.1%	4.4%	13.2%	6.6%	66.5%
	Italian	Count	18	25	4	14		61
		% within Respondent 's Country	29.5%	41.0%	6.6%	23.0%		100.0%
		% within Occasion which you met	54.5%	28.7%	33.3%	36.8%		33.5%
		% of Total	9.9%	13.7%	2.2%	7.7%		33.5%
Total		Count	33	87	12	38	12	182
		% within Respondent 's Country	18.1%	47.8%	6.6%	20.9%	6.6%	100.0%
		% within Occasion which you met	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	18.1%	47.8%	6.6%	20.9%	6.6%	100.0%

Chi_Square: 13.680 df:4 p:.008

Cramer's V: .274 (p: .000)

2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.02.

Briefly overviewing the occasion on which the Turkish person has been met, business for both British and Italians is the most frequent occasion, followed by the vacation and social occasions. 54.5% of the ones who met Turks during vacation are Italian, whereas 71.3% who met Turks for business purposes are British.

4.3.3.3 Time

The last time the respondents met a Turkish person is investigated in order to understand whether a time lag could have any influence on the perceptions related to people's index.

This variable is also operationalized by deducting from the base date October 2003.

Table 4.29 The Last Time of Meeting a Turkish Person

Less than	Cumulative Percentages (all sample)
1 month	37.1
3 months	42.9
6 months	54.7
1 year	64.1
2 year	76.5
6 year	90.6
Total	100

From Table 4.29, it observed that more than 50% of the respondents had met a Turk recently (less than 6 months ago) and more than 75% can also be considered to have contact in the near past (less than 2 years ago).

Table 4.30 The Last Time of Meeting a Turkish Person by Nationality (Months Ago)

	t	p	Mean		Std. Dev.	
			UK	Italy	UK	Italy
Last time you met a Turkish Person	3.3712	.000	13.74	47.33	38.89	63.46

Another observation in line with the previous findings is that, British had the opportunity of seeing Turks more recently which can also be attributed to the assumption that they know them from the work environment.

4.3.4 PEOPLE INDEX

How Turkish people is perceived by the respondents is measured through the People index.

4.3.4.1 Descriptives on People Index

In this section the respondents are asked to indicate their opinion in general about Turkish people, whether they have met any or not.

Around 90% of the respondents have answered the question. The remaining 10% percent claimed either they didn't meet any Turkish person, and they could not answer or they knew a few and they could not generalize.

In this section, the People Index has been used to learn about the general image of the Turkish people.

Table 4.31 Descriptives on People Index

Variables	n	Min.	Max.	Mean	Std. Deviation
Unfriendly-Friendly	237	1	7	5.48	1.297
Dishonest-Honest	237	1	7	5.00	1.382
Rigid-Flexible	227	1	7	4.42	1.378
Untrustworthy-Trustworthy	230	1	7	4.77	1.431
Aggressive- Gentle	232	1	7	4.67	1.464
Uneducated-Educated	231	1	7	5.00	1.239
Modest-Proud	232	1	7	5.44	1.257
Lazy-Hardworking	231	1	7	5.03	1.295

* Scale: 1:Unfriendly 7:Friendly

Overall Mean:4.98 St.dev: .912

As it can be observed for all the items the mean values are higher than the mid value of 4.

The two adjectives with the highest mean scores are “friendly” and “proud” which also appeared frequently in the qualitative analysis of the open-ended questions about the

words related to Turkish people, and also in face-to-face interviews. Especially, the English sample defined Turks being very friendly in several occasions.

Another important aspect to be noted is related to the items such as educated, hardworking and honest. As stated by the respondents in the qualitative parts of the study, Turks known from business are found to be very hardworking, educated and honest, whereas the average Turk is not assumed to be as strong on those attributes.

4.3.4.2 Differences in People Index by Nationality

The differences of opinion between British and Italian respondents related to the people Index are examined in this section of the study.

Table 4.32 Differences in People Index by Nationality

Variables	t	p	Mean		n	
			UK	Italy	UK	Italy
Unfriendly-Friendly*	5.069	.000	5.88	5.06	121	116
Dishonest – Honest	3.715	.000	5.33	4.68	118	119
Rigid - Flexible	6.465	.000	4.96	3.88	114	113
Untrustworthy – Trustworthy*	5.458	.000	5.25	4.28	116	114
Uneducated – Educated	2.305	.022	5.19	4.82	117	114
Lazy - Hardworking	5.623	.000	5.48	4.58	116	115

*Levene is significant for “Unfriendly-Friendly” (p: .031) and “Untrustworthy-Trustworthy” (p: .048).

In all items except gentle and proud, English respondents rated the qualities of the Turkish people higher. This difference can also be attributed to their acquaintance of Turkish people in the business environment. The adjective “proud” is the one which received the highest score from the British (mean:5.51) and also from the Italian sample (mean:5.38). As it was already stated in the qualitative analysis and the analysis of the open-ended questions, “proud” is an adjective highly attributed to Turkish people.

4.3.4.3 Differences in People Index by Visiting Status

As it can be seen from the Table 4.33, the ones who have visited Turkey find Turkish people more friendly, more gentle, more educated and more hardworking that the ones who did not visit.

Table 4.33 Differences in People Index by Visiting Status

Variables	t	p	Mean		n	
			Visited		Visited	
			Yes	No	Yes	No
Unfriendly-Friendly	3.261	.001	5.73	5.19	124	113
Aggressive – Gentle	4.245	.000	5.05	4.26	121	111
Uneducated – Educated	2.637	.009	5.20	4.78	122	109
Lazy – Hardworking*	2.117	.035	5.21	4.85	121	110

*Levene is significant for “Lazy-Hardworking” (p: .03).

4.3.4.4 Differences in People Index by Age

The t-test for age groups has revealed that the older respondents in the group, consider Turks being more honest and gentle compared to the younger group

Table 4.34 Differences in People Index by Age

Variable	t	p	Mean		n	
			≤ 35	>35	≤ 35	>35
Dishonest – Honest	1.995	.047	4.82	5.18	109	123
Aggressive - Gentle	2.644	.009	4.42	4.93	106	121

4.3.4.5 Differences in People Index by Gender

The analysis reveal that the male respondents consider Turkish people to be more proud compared to women.

Table 4.35 Differences in People Index by Gender

Variable	t	p	Mean		n	
			Male	Female	Male	Female
Modest - Proud	2.172	.031	5.58	5.20	146	81

4.3.4.6 Differences in People Index by Education

The Oneway ANOVA for education has revealed that there are no significant differences for People index in terms of education (F: .013 p: .902)

4.3.4.7 Differences in People Index by Number of Information Sources Used

The t-test for number of info source used has revealed that there are no significant differences for People index (t: .434 p: .665)

4.3.5. PERCEPTION OF THE GEOGRAPHIC LOCATION OF TURKEY

This section assesses how clear the geographic location of Turkey is to the respondents.

4.3.5.1. Descriptives on Clarity of the Geographic Location of Turkey

As the analysis reveals, the geographic location of Turkey is very clear for 81% of the respondents (mean: 6.28).

4.36 Clarity of the Geographic Location of Turkey

		Frequency	Percent	Cumulative Percent
Valid	1	3	1.2	1.2
	2	3	1.2	2.4
	3	6	2.3	4.7
	4	13	5.0	9.8
	5	20	7.8	17.7
	6	46	17.8	35.8
	7	163	63.2	100.0
	Total	254	98.4	
Total		258	100.0	

* Scale: 1: Vague 7: Clear
 Mean: 6.28 Std. Dev.: 1.244

4.3.5.2 Differences in the Perception of Geographical Location by Nationality

No significant differences have been observed between English and Italian respondents related to the clarity of the geographic location of Turkey (t: 1.488 p: .138)

4.3.5.3 Differences in the Perception of Geographical Location by Visiting Status

However, as it would be expected significant differences have been observed between the respondents who have visited and the ones who have not, related to the clarity of the geographic location of Turkey.

Table 4.37 Differences in the Clarity of Geographical Location by Visiting Status

Variable	t	p	Mean		n	
			Visited		Visited	
			Yes	No	Yes	No
Clarity of geographic location	2.826	.005	6.50	6.06	128	126

*Levene is significant (p: .00).

For the ones who have visited Turkey's location is clearer. However, it has to be noted that the score given by non-visitors is also high (6.06).

4.3.5.4 Geographic Cluster Associated with Turkey

The geographic cluster to which they would include Turkey is asked to the respondents.

Table 4.38 Geographic Cluster Associated with Turkey

		Frequency	Percent	Cumulative Percent
	Arabic	11	4.3	4.3
	Asian	11	4.3	8.6
	European	35	13.6	22.3
	Middle Eastern	35	13.6	35.9
	Both European and Asian	157	60.9	97.3
	More than one answer	7	2.7	100.0
	Total	256	99.2	
Total		258	100.0	

It is observed that 61% of the respondents stated that Turkey is geographically both European and Asian. 14 % located Turkey in Middle Eastern cluster and 4% in Arabic and another 4% in the Asian geographical cluster. Another 14% placed Turkey in the European cluster.

4.3.6 KNOWLEDGE ABOUT THE RELIGION

The knowledge about the religion of the majority of Turks is investigated in this section of the questionnaire.

4.3.6.1 Descriptives on the Knowledge about the Religion of the Majority

Table 4.39 Knowledge about Religion of the Majority

		Frequency	Percent
Valid	Christian	3	1.2
	Muslim	252	97.7
	Total	255	98.8
Missing	System	3	1.2
Total		258	100.0

The analysis reveal that 98% of the respondents are aware that the majority of Turkish citizens are Muslim.

4.3.6.2 The Effect of Religion on the Geographic Allocation

The extent to which the religion of Turkey affects the opinion related to its geographic allocation is investigated.

Table 4.40 The Effect of Religion on the Geographic Allocation

		Frequency	Percent
Valid	1	128	49.6
	2	30	11.6
	3	13	5.0
	4	30	11.6
	5	23	8.9
	6	19	7.4
	7	11	4.3
	Total	254	98.4
Missing	System	4	1.6
Total		258	100.0

1: Does not affect at all 7: Affects highly
Overall Mean: 2.57 Std. Dev.: 1.952

As shown in the Table 4.40, 66.2% of the respondents have claimed of not being affected by the fact that Turkey is a Muslim country in geographically positioning the country. Anyway, after seeing that 61% of the respondents located Turkey in both European and Asian cluster in the previous question, this result would be expected.

It is observed that 20% have been affected by the religion in geographically positioning the country (≥ 5). More than half of the respondents who placed Turkey in the Arabic cluster is from that group. However, further analysis reveals that more than 60% of all those who claimed to be affected by the religion for geographical positioning (53 respondents) still placed Turkey in the European and Asian geographical cluster.

4.3.7 KNOWLEDGE ABOUT TURKEY, GREECE, SPAIN, MOROCCO AND EGYPT

The knowledge level (the familiarity with) of the respondents about the given countries is asked in this section.

4.3.7.1 Descriptives on the Knowledge Level about the Countries

As it is observed in the table below, Spain is the country about which the respondents have more knowledge. Another European country, namely Greece is following Spain. Whereas Turkey, Egypt and Morocco have received comparatively lower scores.

Table 4.41 Descriptives on the Knowledge Level about the Countries

	n	Min.	Max.	Mean	Std. Deviation
Knowledge of Greece	258	1	4	2.64	.705
Knowledge of Egypt	258	1	4	2.20	.747
Knowledge of Turkey	258	1	4	2.30	.780
Knowledge of Spain	258	1	4	2.95	.747
Knowledge of Morocco	258	1	4	1.80	.735

1: I know nothing about 4: I know very well

The paired differences between the other countries and Turkey are also investigated.

Table 4.42 Paired Samples Test for Knowledge Level about the Countries

		Paired Difference			t	df	p (2-tailed)
		Mean	Std. Deviation	Std. Error Mean			
Pair 1	Knowledge of Turkey - Knowledge of Greece	-.33	.867	.054	6.173	257	.000
Pair 2	Knowledge of Turkey - Knowledge of Egypt	.10	.941	.059	-1.721	257	.086
Pair 3	Knowledge of Turkey - Knowledge of Spain	-.64	.996	.062	-10.371	257	.000
Pair 4	Knowledge of Turkey - Knowledge of Morocco	.50	.955	.059	8.408	257	.000

It is observed that the knowledge about Greece and Spain is significantly better compared with the knowledge about Turkey. On the other hand, the knowledge about Turkey is significantly better compared to knowledge about Morocco.

4.3.7.2 Differences in Knowledge by Nationality

The t-tests reveal that Italians know more about Greece compared to the British. On the other hand, the knowledge of the British about Turkey is more than that of the Italians.

Table 4.43 Differences in Knowledge by Nationality

Variable	t	p	Mean		n	
			UK	Italy	UK	Italy
Knowledge of Greece	2.681	.008	2.52	2.75	129	129
Knowledge of Turkey	2.416	.016	2.42	2.19	129	129

4.3.7.3 Differences in Knowledge by Visiting Status

It is examined that the ones who visited Turkey have more knowledge about both Greece and Turkey compared to the ones who never came to Turkey.

Table 4. 44 Differences in Knowledge by Visiting Status

Variable	t	p	Mean		n	
			Visited		Visited	
			Yes	No	Yes	No
Knowledge of Greece	2.200	.029	2.73	2.54	130	128
Knowledge of Turkey*	8.884	.000	2.68	1.92	130	128

*Levene is significant for Turkey (p: .000).

4.3.7.4 Differences in Knowledge by Age

The t-test for age groups has revealed that the higher the age of the respondent the better his knowledge about Turkey.

Table 4.45 Differences in Knowledge by Age

Variable	t	p	Mean		n	
			≤ 35	>35	≤ 35	>35
Knowledge about Turkey*	2.842	.005	2.16	2.44	116	137

*Levene is significant for knowledge about Turkey (p: .008)

4.3.7.5 Differences in Knowledge by Gender

The analysis reveals that male respondents have claimed to have statistically more knowledge about Spain and Morocco, compared to female respondents.

Table 4.46 Differences in Knowledge by Gender

Variable	T	p	Mean		n	
			Male	Female	Male	Female
Knowledge of Spain*	2.103	.037	3.02	2.81	157	96
Knowledge of Morocco	2.062	.040	1.87	1.68	157	96

*Levene is significant for Spain (p: .040).

4.3.7.6 Differences in Knowledge by Education

It is investigated whether the level of education is a differentiating variable related to the knowledge about the countries listed.

Table 4.47 Differences in Knowledge by Education

	1		2		3		F	p
	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.		
Knowledge of Turkey	2.29	.74	2.28	.77	2.46	.87	.883	.415
Knowledge of Greece	2.44	.69	2.67	.69	2.80	.68	3.722	.026
Knowledge of Spain	2.80	.68	2.93	.74	3.29	.75	5.755	.004
Knowledge of Morocco	1.49	.66	1.88	.76	1.93	.61	6.767	.001
Knowledge of Egypt	2.15	.83	2.23	.73	2.17	.63	.320	.727

1: High school or less

2: Undergraduate

3: Graduate

Table 4.48 Scheffe Tests for Knowledge by Education

Variable	Education	p	Mean		n	
	Pair (a -b)		a	b	a	b
Knowledge of Greece	1 - 3	.036	2.44	2.80	55	41
	1 - 3	.005	2.80	3.29	55	41
Knowledge of Spain	2 - 3	.018	2.93	3.29	151	41
	1 - 2	.003	1.49	1.88	55	151
Knowledge of Morocco	1 - 3	.014	1.49	1.93	55	41

The pairwise analysis reveals especially significant results for the knowledge of Spain and Morocco related to education. The higher the level of education among the respondents the higher the level of knowledge about Spain and Morocco.

4.3.7.7 Differences in Knowledge by Number Information Sources Used

It is observed that the respondents who have stated to use more information sources have more information about both Turkey and Greece compared to the ones who use less sources of information.

Table 4.49 Differences in Knowledge by Number Information Sources Used

Variable	t	p	Mean		n	
			Less	More	Less	More
Knowledge of Greece*	1.977	.051	2.60	2.80	208	50
Knowledge of Turkey	2.422	.016	2.25	2.54	208	50

*Levene is significant for Greece (p: .014).

4.3.8 FAVORABILITY OF THE OPINION ABOUT TURKEY, GREECE, SPAIN, MOROCCO AND EGYPT

To assess the competitive positioning of Turkey relative to Greece, Spain, Egypt and Morocco, the favorability of the opinion of the respondents about the mentioned countries is asked.

4.3.8.1 Descriptives on the Favorability of the Opinion about the Countries

When the favorability of the opinion about the listed countries is examined it is observed that Spain is the country which received the highest score in terms of favorability followed by Greece and Turkey.

Table 4.50 Favorability of the Opinion about the Countries

	n	Min.	Max.	Mean	Std. Deviation
Opinion about Greece	256	1	4	3.12	.642
Opinion about Egypt	252	1	4	2.75	.641
Opinion about Turkey	255	1	4	3.08	.641
Opinion about Spain	256	1	4	3.41	.613
Opinion about Morocco	254	1	4	2.63	.670
Valid N (listwise)	251				

1: Highly Unfavorable

4: Highly Favorable

The paired differences between Turkey and the other countries in the list have also been investigated.

Table 4.51 Paired Samples Test for the Favorability of Opinion about the Countries

		Paired Differences			t	df	P (2-tailed)
		Mean	Std. Deviation	Std. Error Mean			
Pair 1	Opinion about Turkey - Morocco	.45	.793	.050	9.104	253	.000
Pair 2	Opinion about Turkey-Egypt	.33	.757	.048	-6.911	251	.000
Pair 3	Opinion about Turkey-Greece	.04	.790	.049	.872	254	.384
Pair 4	Opinion about Turkey - Spain	-.33	.794	.050	-6.621	254	.000

The paired samples test shows that the opinion about Turkey is significantly more favorable compared to Morocco and Egypt, that there is no significant difference between Greece and Turkey in terms of favorability of opinions and Spain is considered more favorably than Turkey by the respondents.

4.3.8.2 Differences in Opinion by Nationality

As Table 4.52 indicates, the significant differences are only found related to the opinions on Morocco andn Egypt. It is observed that Italians have rated both Egypt and Morocco more favorably than British.

Table 4.52 Differences in Opinion by Nationality

Variable	t	p	Mean		n	
			UK	Italy	UK	Italy
Opinion about Egypt*	3.515	.001	2.61	2.89	129	129
Opinion about Morocco*	3.275	.001	2.49	2.76	129	129

*Levene is significant for Egypt (p: .000) and Morocco (p: .000).

4.3.8.3 Differences in Opinion by Visiting Status

The analysis reveals that the opinion about Turkey is significantly rated more favorably by the ones who have already visited Turkey.

Table 4.53 Differences in Opinion by Visiting Status

Variable	t	p	Mean		n	
			Visited		Visited	
			Yes	No	Yes	No
Opinion about Turkey*	6.752	.000	3.33	2.83	129	126

*Levene is significant for Turkey (p: .036)

4.3.8.4 Differences in Opinion by Age

There is a significant difference between younger and older respondents related to the opinions about Turkey, Egypt and Morocco: The respondents older than 35 years old have a more favorable opinion about Turkey. However, for the case of Egypt and Morocco the scenario is different: the younger respondents (below and equal to 35) hold a more favorable opinion about those two countries compared to older respondents.

Table 4.54 Differences in Opinion by Age

Variable	t	p	Mean		n	
			≤ 35	>35	≤ 35	>35
Opinion about Turkey	2.414	.017	2.97	3.17	115	135
Opinion about Egypt*	-2.703	.007	2.87	2.65	113	134
Opinion about Morocco	-2.560	.011	2.74	2.52	115	134

*Levene is significant for opinion about Egypt (p: .022)

4.3.8.5 Differences in Opinion by Gender

The t-test for gender did not reveal any significant difference between male and female respondents for Turkey. Female respondents have a more favorable opinion about Egypt compared to male respondents.

Table 4.55 Differences in Opinion by Gender

Variable	t	p	Mean		n	
			Male	Female	Male	Female
Opinion about Egypt	2.518	.012	2.67	2.88	155	92

4.3.8.6 Differences in Opinion by Education

The Oneway ANOVA for education has revealed that there are no significant differences for the opinion about Turkey in terms of education (F: .348 p: .707) Only for Spain it can be noted that as the education gets higher, the favorability of the country also gets higher (F: 3.251 p: .040).

4.3.8.7 Differences in Opinion by Number of Information Sources Used

The t-tests for the number of information sources used have revealed that there are no significant differences related to the opinion about the countries.

4.3.9 CIVILIZATION INDEX

The knowledge related to the civilizations that existed in the current territory of Turkey has been investigated by the Civilization index.

4.3.9.1 Descriptives on Civilization Index

The respondents are asked to specify the extent to which they were certain about the existence of the below stated civilizations in the current territory of Turkey.

Table 4.56 Descriptives on Civilization Index

	n	Min.	Max.	Mean	Std. Deviation
Hittite	258	1	4	2.03	1.110
Troy	258	1	4	2.50	1.239
Babylon	256	1	4	1.72	.897
Persian	256	1	4	2.00	1.019
Seljuk	257	1	4	1.97	1.130
Byzantine	256	1	4	2.97	1.174
Ephesus	257	1	4	2.42	1.260
Valid N (listwise)	253				

1: Not certain at all 4: Definitely certain

Overall Mean:2.596 St.dev: .630

The results of the analysis demonstrate that Byzantine, Troy and Ephesus are the ancient civilizations that the respondents specified that they were more certain about their existence in Turkey compared to the other civilizations in the list. The mean score for those variables is in between “somewhat uncertain” and “somewhat certain”.

4.3.9.2 Differences in Civilization Index by Nationality

The only variable that shows a significant difference between the two nations is “Troy”. The Italian respondents stated to be more certain that Troy civilization existed within the territory of Turkey.

Table 4.57 Differences in Civilization Index by Nationality

Variable	t	p	Mean		n	
			UK	Italy	UK	Italy
Troy	3.170	.02	2.26	2.74	129	129

4.3.9.3 Differences in Civilization Index by Visiting Status

As shown in Table 4.58, the analysis reveals that the variables Hittite, Troy, Seljuk, Byzantine and Ephesus are known better to be in Turkey by the ones who have visited. Actually, the other two variables namely Persian and Babylon were tricky variables, were

put to understand the real knowledge of the respondents. The fact that only these two misleading variables are not included in the list, is a positive sign showing that the respondents did not associate them with Turkey.

Table 4.58 Differences in Civilization Index by Visiting Status

Variable	t	p	Mean		n	
			Visited		Visited	
			Yes	No	Yes	No
Hittite	3.375	.001	2.26	1.80	130	128
Troy	3.761	.000	2.78	2.21	130	128
Seljuk*	4.283	.000	2.26	1.68	129	128
Byzantine*	4.764	.000	3.30	2.63	129	127
Ephesus*	6.301	.000	2.88	1.95	129	128

*Levene is significant for Seljuk (p: .004). Byzantine (p: .000), and Ephesus (p: .003).

4.3.9.4 Differences in Civilization Index by Age

The t-tests for age groups have revealed that the older respondents have more knowledge about the civilizations that existed in the territory of Turkey for all items.

Table 4.59 Differences in Civilization Index by Age

Variable	t	p	Mean		n	
			≤ 35	>35	≤ 35	>35
Hittite*	2.294	.023	1.86	2.18	116	137
Troy	2.786	.006	2.25	2.68	116	137
Seljuk*	2.966	.003	1.75	2.16	116	137
Byzantine	2.488	.0013	2.77	3.13	116	135
Ephesus*	3.911	.000	2.09	2.69	116	137

*Levene is significant for Hittite (p: .000), Seljuk (p: .003) and Ephesus (p: .001)

4.3.9.5 Differences in Civilization Index by Education

The analyses reveal that significant difference in terms of education is found for the items Troy, Byzantine and Ephesus.

As seen in Tables 4.60 and 4.61, it can be stated that for the variables above, namely, Ephesus, Byzantine and Troy, the higher the education level the higher is the certainty about their existence in the territory of Turkey.

Table 4.60 Differences in Civilization Index by Education

	1		2		3		F	p
	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.		
Hittite	2.00	1.11	2.04	1.09	2.02	1.13	.27	.974
Troy	2.00	1.22	2.58	1.21	2.80	1.21	6.343	.002
Babylon	3.37	.92	3.30	.87	3.07	.91	1.426	.242
Persian	3.02	1.05	3.04	.99	2.83	1.1	.699	.498
Seljuk	1.78	1.03	1.95	1.15	2.22	1.13	1.805	.167
Byzantine	2.44	1.24	3.09	1.10	3.24	1.22	8.087	.000
Ephesus	2.05	1.22	2.47	1.24	2.71	1.31	3.576	.029

1: High school or less

2: Undergraduate

3: Graduate

Table 4.61 Scheffe Tests for Civilization Index by Education

Variable	Education	p	Mean		n	
	Pair (a - b)		a	b	a	b
Ephesus	1 - 3	.042	2.05	2.71	55	41
Troy	1 - 2	.01	2.00	2.58	55	150
	1 - 3	.006	2.00	2.80	55	41
Byzantine	1 - 2	.001	2.44	3.09	55	150
	1 - 3	.042	2.05	2.71	55	41

4.3.9.6 Differences in Civilization Index by Number of Information Sources Used

As Table 4.62 indicates, it is observed that the ones who claimed to use more information sources about Turkey, are more certain that Troy and Byzantine were in the current territory of Turkey. However, the ones who said they knew that Persian civilization was in the territory of Turkey, which is wrong, are the ones who use less sources of information (The same conclusion is true for Babylon, with $p: .056$).

Table 4.62 Differences in Civilization Index by Number of Information Sources Used

Variable	t	p	Mean		n	
			Less	More	Less	More
Troy	2.333	.020	2.41	2.86	208	50
Persian	3.674	.000	3.12	2.54	206	50
Byzantine*	2.888	.005	2.88	3.34	206	50

*Levene is significant for Byzantine ($p: .003$).

4.3.10 HISTORY INDEX

The issues related to the history and the comparative image of Turks related to their historical image is examined through History index.

4.3.10.1 Descriptives on History Index

Before asking about their opinion related to the image of the Ottomans and Turks, it is asked whether they have ever heard about the Ottoman Empire. In Table 4.64 it is observed that although 98% of the Italians had heard about Ottomans, only 87% of the British had never heard about them. In total, only 7.8% of the total respondents stated that they had never heard about the Ottoman Empire.

Table 4.63 Frequency: "Heard of Ottoman Empire"

		Frequency	Percent
Valid	Yes	238	92.2
	No	20	7.8
	Total	258	100.0

Table 4.64 "Heard of Ottoman Empire" by Nationality

			Respondent's Country		Total	
			English	Italian		
Ever heard of Ottoman Empire	Yes	Count	112	126	238	
		% within had heard of Ottoman Empire	47.1%	52.9%	100.0%	
		% within Respondent's Country	86.8%	97.7%	92.2%	
	No	% of Total		43.4%	48.8%	92.2%
			Count	17	3	20
			% within neverheard of Ottoman Empire	85.0%	15.0%	100.0%
		% within Respondent's Country		13.2%	2.3%	7.8%
			% of Total	6.6%	1.2%	7.8%
			Total	Count	129	129

Chi_Square: 10.624 df:1 p:.001

Phi: .203 (p: .001)

0 cells (.0%) have expected count less than 5. The minimum expected count is 10.00.

Table 4.65 indicates that among all variables "The Ottoman Empire was a powerful and glorious civilization", "The Turkish Republic founded by Atatürk is completely different from the Ottoman Empire", and "Turkey is closer to Europe in terms of life style compared to other Muslim countries" have received the highest scores, followed by

“Turkish soldiers are brave”. The respondents strongly state that they did not receive sufficient information about history of Turkey during their education. It is also stated that the image of the image of the Turk is different from that of the Ottoman and also that of the Arab (for the whole of the statements please refer to the questionnaire in Appendix 9).

Table 4.65 Descriptives on History index

	n	Min.	Max.	Mean	Std. Deviation
Sufficient knowledge through education	248	1	4	1.80	.788
Historical relationships between TR and UK/Italy are important	247	1	4	2.57	.903
Image of Turk = Image of the Ottoman	233	1	4	2.00	.701
Ottoman Empire = Glorious, powerful	228	1	4	3.07	.683
Turkish Republic founded by Ataturk is different from Ottoman Empire	216	1	4	3.10	.798
Ottoman Empire brought prosperity	213	1	4	2.66	.706
Image of the Arab = Image of the Turk	244	1	4	1.84	.761
Turkey is closer to Europe than other muslim countries	240	1	4	2.96	.764
Turkish soldiers are brave	203	1	4	2.74	.733
Valid N (listwise)	182				

1: Strongly Disagree 4: Strongly Agree
Overall Mean:2.784 St.dev: .318

4.3.10.2 Differences in History Index by Nationality

When the significant differences between countries are examined it is observed that although both countries respondents have stated they did not have sufficient knowledge about Turkey during their education, Italians rated higher this item compared to British. Italians have also a stronger belief that historical relationships play an important role for the formation of the image. Both countries' respondents disagree that the image of the Turk is the same with the image of the Ottoman. However, British more strongly disagree on the issue. British significantly believe more than Italians that the Turkish soldiers are brave.

Table 4.66 Differences in History Index by Nationality

Variable	t	p	Mean		n	
			UK	Italy	UK	Italy
Sufficient knowledge through education *	2.155	.032	1.69	1.91	120	128
Historical relationships between TR and UK/Italy are important	2.422	.016	2.42	2.70	120	127
Image of Turk = Image of Ottoman*	3.298	.001	1.67	2.02	126	126
Turkish soldiers are brave*	3.151	.002	2.90	2.58	102	101

*Levene is significant for Education (p: .030), Image (p: .000), and Soldiers (p: .001).

4.3.10.3 Differences in History Index by Visiting Status

The ones who have visited Turkey believe more strongly that Turkey is different from the Ottoman Empire, has more positive perception of the Ottoman Empire and state more that Turkish soldiers are brave, compared to the ones who did not visit.

Table 4.67 Differences in History Index by Visiting Status

Variable	t	p	Mean		n	
			Visited		Visited	
			Yes	No	Yes	No
Turkish Republic founded by Ataturk is different from Ottoman Empire	3.290	.001	3.07	2.58	127	108
Ottoman Empire brought prosperity	2.029	.044	2.57	2.31	121	111
Turkish soldiers are brave	1.952	.052	2.84	2.64	102	101

*Levene is significant for "Turkey founded by Atatürk is different from the Ottoman Empire" (p: .005).

4.3.10.4 Differences in History Index by Age

The t-test for age groups has revealed that there are no significant differences for History index (t: .517 p: .605)

4.3.10.5 Differences in History Index by Gender

Female respondents find the image of the Arabs closer to the image of the Turks, however it has to be noted that the score is still below 2 (somewhat disagree).

Table 4.68 Differences in History Index by Gender

Variable	t	p	Mean		n	
			Male	Female	Male	Female
Image of Arab = Image of Turk	2.510	.013	1.74	1.99	151	88

4.3.10.6 Differences in History Index by Education

The one way Anova results show that the higher the education level, the more different Turkey is found to be from the Ottoman Empire (F: 3.696 p: .027)

Table 4.69 Scheffe Tests for History Index by Education

Variable	Education	p	Mean		n	
	Pair (a -b)		a	b	a	b
Turkish Republic founded by Atatürk is different from Ottoman Empire	1 - 3	.031	2.92	3.39	38	38

4.3.10.7 Differences in History Index by Number of Information Sources Used

As shown in Table 4.70, the respondents who use more sources of information significantly find Turkey closer to Europe than other Muslim countries.

Table 4.70 Differences in History Index by Number of Information Sources Used

Variable	t	p	Mean		n	
			Less	More	Less	More
Turkey is closer to Europe than other Muslim countries	2.563	.011	2.90	3.21	192	48

4.3.11 KNOWLEDGE ABOUT THE DIFFERENT TYPES OF TURKISH ARTS

The knowledge of the respondents related to different Turkish arts is investigated. As “carpet” is stated by several respondents in the “other” section of the same question, this item has also been individually investigated in the list of the arts mentioned.

4.3.11.1 Descriptives on Turkish Arts Known

Architecture is the most frequently mentioned art associated with Turkey followed by the art of tile. Calligraphy and miniature are also among the mentioned arts.

Table 4.71 Descriptives on Turkish Arts Known

	No. of people who know	Percent
Architecture	199	77.1
Calligraphy	44	17.1
Miniature	41	15.9
Art of Tile	109	42.2
Painting	19	7.4
Carpet	9	3.5
Other	9	3.5

4.3.11.2 Total Number of Mentioned Arts

As shown below, on the average each respondent associated more than one type of art with Turkey.

Table 4.72 Total Number of Mentioned Arts

		Frequency	Percent	Cumulative Percent
Valid	0	29	11.2	11.2
	1	98	38.0	49.2
	2	76	29.5	78.7
	3	42	16.3	95.0
	4	12	4.7	99.6
	5	1	.4	100.0
	Total	258	100.0	

Mean:1.66 Stand. Dev.: 1.051

4.3.12 KNOWLEDGE ABOUT TURKISH SPORTS

In this section, the different sports in which Turkey is known with are investigated.

4.3.12.1 Descriptives on Knowledge about Turkish Sports

Football is the most frequently heard sports related to Turkey, with a mean score of close to “heard frequently”. All other sports are rated between “did not hear at all” and “heard rarely”.

Table 4.73 Descriptives on Knowledge about Turkish Sports

	n	Min.	Max.	Mean	Std. Deviation
Success of Turkey in Football	258	1	5	2.77	1.104
Success of Turkey in Basketball	256	1	5	1.54	.898
Success of Turkey in Wrestling	253	1	5	1.79	.992
Success of Turkey in Athletics	255	1	5	1.44	.654
Success of Turkey in Weight lifting	255	1	5	1.91	1.027
Success of Turkey in Boxing	254	1	5	1.35	.647
Valid N (listwise)	252				

1: Did not hear at all – 5: Heard very frequently

4.3.12.2 Occasions of Achievements

This was an open-ended question, therefore the respondents wrote themselves the occasions of sports through which they heard about Turkey. Below is the list of the occasions mentioned by the respondents.

Table 4.74 Occasions of Achievements

	Frequency	Percent
Football: European Cup/Championships	86	33.3
Football: World Cup	128	49.6
Basketball: Europe / World Champs	18	7.0
Athletics: Europe / World Champs	15	5.8
Olympics	68	26.4
Violence related to sport	10	3.9

Remaining 53 people stated that they had no interest in sports!

The results show that Turkey made its name heard by football especially in the World Cup (50%) and then through the successes of the Turkish teams in European cups and championships (33%). The achievements in the Olympics were stated as another mean, which helped to broadcast the fame of Turkey in sports.

4.3.13 KNOWLEDGE ABOUT TURKISH WRITERS

The respondents were asked whether they have heard about the stated Turkish writers/philosophers.

4.3.13.1 Descriptives on Knowledge about Turkish Writers

As demonstrated in Table 4.75, the Turkish writers are not known neither by Italians nor by British. 80% of the respondents revealed that they did not know neither the writers cited nor any other Turkish writer.

Table 4.75 Descriptives on Knowledge about Turkish Writers

	No. of people who know	Percent
Orhan Pamuk	13	5.1
Nazım Hikmet	30	11.8
Yaşar Kemal	13	5.1
Yunus Emre	8	3.1
Mevlana	13	5.1
Aziz Nesin	4	1.6

It is also examined by which country's respondents Nazim Hikmet –the writer who received higher recognition- was marked.

Table 4.76 Recognition of Nazım Hikmet by Nationality

		Nazım Hikmet		Total	
		Marked	Unmarked		
Respondent's Country	English	Count	7	119	126
	Italian	Count	23	106	129

Nazım Hikmet is more known by Italians than English. 78% of the ones who marked Nazım Hikmet are Italian. No difference for other writers is found.

4.3.13.2 Total Number of Mentions for Turkish Writers

It is observed that the average number of mentions for the Turkish writers is 0.31 which is very low.

Table 4.77 Total Number of Mentions for Turkish Writers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	206	79.8	80.8	80.8
	1	29	11.2	11.4	92.2
	2	11	4.3	4.3	96.5
	3	8	3.1	3.1	99.6
	4	1	.4	.4	100.0
	Total	255	98.8	100.0	
Missing	System	3	1.2		
Total		258	100.0		

Mean: 0.31 Std. Deviation: .733

4.3.13.3 Differences in the Knowledge about the Turkish Writers by Nationality

Although the mentions of the Italians also are very low, in terms of total mentioned writers they significantly scored higher than the British.

Table 4.78 Differences in the Knowledge about the Turkish Writers by Nationality

Variable	t	p	Mean		n	
			UK	Italy	UK	Italy
Total number of mentions	1.902	.058	.22	.40	126	129

4.3.14 KNOWLEDGE ABOUT THE NATURAL/HOLIDAY AND SPORTS

FEATURES OF TURKEY: NATURAL SCENERY INDEX

The knowledge about the natural, holiday and sports features of Turkey is measured through the Natural Scenery Index.

4.3.14.1 Descriptives on Natural Scenery Index

As it can be observed from Table 4.79, Istanbul is the most recognized place of Turkey followed by Bosphorus. It is also investigated how many respondents marked “heard frequently” and “heard very frequently” per Istanbul and how many among them did not know about Bosphorus.

The analysis revealed that among 246 respondents who heard frequently or very frequently about Istanbul, 52 of them (30 British, 22 Italian) heard rarely or did not hear at all about Bosphorus. The Mediterranean and Aegean Turkish coasts also are among the heard places.

Table 4.79 Descriptives on Natural Scenery Index

	n	Min.	Max.	Mean	Std. Deviation
Bosphorus	255	1	4	3.04	1.066
Istanbul	257	1	4	3.66	.598
Gallipoli	257	1	4	2.25	1.169
Cappadocia	256	1	4	2.52	1.233
Mediterranean Turkish Coast	257	1	4	2.93	1.041
Aegean Turkish Coast	257	1	4	2.79	1.073
Nemrut Mountain	257	1	4	1.34	.717
Skiing Resorts in Turkey	257	1	4	1.28	.618
Golf Courses in Turkey	257	1	4	1.25	.613
Rivers/Rafting	257	1	4	1.28	.591
Valid N (listwise)	254				

1: Did not hear at all – 4: Heard very frequently

Overall Mean:2.233 St.dev: .516

4.3.14.2 Differences in Natural Scenery Index by Nationality

The results of the t-tests reveal that the British noted more knowledge related to Gallipoli, Mediterranean and Aegean Turkish coasts and skiing and rafting places compared to Italians. On the other hand, the Italians had heard significantly more about Cappadocia. However, it has to be noted that both samples did not hear much about skiing and rafting places existing in Turkey.

Table 4.80 Differences in Natural Scenery Index by Nationality

Variable	t	p	Mean		n	
			UK	Italy	UK	Italy
Gallipoli	12.650	.000	2.98	1.53	128	129
Cappadocia*	7.479	.000	1.99	3.04	127	129
Mediterranean Turkish Coast*	4.136	.000	3.19	2.67	128	129
Aegean Turkish Coast*	4.843	.000	3.10	2.48	128	129
Skiing resorts*	3.101	.002	1.40	1.16	128	129
Rivers / rafting*	3.813	.000	1.41	1.14	128	129

*Levene is significant for Cappadocia (p: .01), Mediterranean Turkish Coast (p: .00), Aegean Turkish Coast (p: .00), Skiing resorts (p: .00), and Rivers / rafting (p: .00).

4.3.14.3 Differences in Natural Scenery Index by Visiting Status

Except for Gallipoli, the ones who visited Turkey claimed to have heard more about all the above mentioned features, compared to the ones who did not visit Turkey.

Table 4.81 Differences in Natural Scenery Index by Visiting Status

Variable	t	p	Mean		n	
			Visited		Visited	
			Yes	No	Yes	No
Bosphorus*	6.353	.000	3.43	2.64	129	126
Istanbul*	4.071	.000	3.81	3.51	130	127
Gallipoli*	1.853	.060	2.38	2.11	130	127
Cappadocia*	6.690	.000	2.99	2.04	129	127
Mediterranean Turkish Coast*	4.818	.000	3.22	2.62	130	127
Aegean Turkish Coast*	5.427	.000	3.13	2.44	130	127
Nemrut Mountain	3.961	.000	1.51	1.17	130	127
Skiing resorts*	3.005	.003	1.39	1.17	130	127
Golf Courses in Turkey	1.977	.049	1.32	1.17	130	127
Rivers / rafting*	2.372	.019	1.36	1.19	130	127

*Levene is significant for all, except for Cappadocia (p: .447), Bosphorus (p: .00), Istanbul (p: .00), Gallipoli (p: .006), Mediterranean Turkish Coast (p: .042), Aegean Turkish Coast (p: .009), Skiing resorts (p: .00), and Rivers / rafting (p: .00).

4.3.14.4 Differences in Natural Scenery Index by Age

The t-tests for age groups have revealed that the older respondents have more knowledge about the natural features of Turkey.

Table 4.82 Differences in Natural Scenery Index by Age

Variable	t	p	Mean		n	
			≤35	>35	≤35	>35
Bosphorus*	3.079	.002	2.83	3.25	115	137
Gallipoli	2.299	.022	2.08	2.42	115	137
Cappadocia	2.457	.015	2.30	2.68	114	137
Aegean Turkish Coast	3.591	.000	2.53	3.01	115	135
Skiing resorts*	3.066	.002	1.16	1.39	115	137

*Levene is significant for Bosphorus (p: .000) and skiing resorts (p: .000)

4.3.14.5 Differences in Natural Scenery Index by Education

The Oneway ANOVA for education has revealed that there are no significant differences for Natural Scenery Index (F: .663 p: .516).

4.3.14.6 Differences in Natural Scenery Index by Number of Information Sources Used

It is observed that the ones who use more sources of information have more knowledge about Gallipoli and the Mediterranean coast of Turkey.

**Table 4.83 Differences in Natural Scenery Index
by Number of Information Sources Used**

Variable	t	p	Mean		n	
			Less	More	Less	More
Gallipoli	4.103	.000	2.11	2.84	207	50
Mediterranean Turkish Coast*	2.601	.011	2.86	3.22	207	50

*Levene is significant for Mediterranean Turkish Coast (p: .043).

4.3.15 EFFECT OF RELIGION ON THE INTENTIONS RELATED TO TURKEY

The respondents were asked about effect of the religion on their intentions to visit, to live in, to work in and to do business in Turkey.

4.3.15.1 Descriptives on the Effect of Religion on the Intentions Related to Turkey

The respondents were asked whether the fact that Turkey is a Muslim country would affect their intentions related to visiting, living, working, and doing business in Turkey. It is observed that religion has the highest effect on the intention to live in Turkey, whereas lowest on the intention to visit.

Table 4.84 Descriptives on the Effect of Religion on the Intentions Related to Turkey

	n	Min.	Max.	Mean	Std. Deviation
Intention to visit Turkey	256	1	4	1.46	.791
Intention to live in Turkey	252	1	4	2.24	1.122
Intention to work in Turkey	252	1	4	2.01	.986
Intention to do business in Turkey	252	1	4	1.69	.889
Valid N (listwise)	251				

1: Definitely will not affect 4: Definitely will affect

4.3.15.2 Differences in the Effect of Religion by Nationality

Italians significantly stated that the effect of religion on their decision to live, to work and to do business with Turkey is higher compared to British. For the effect of religion on the intention to visit there is no significant differences between two countries.

Table 4.85 Differences in the Effect of Religion by Nationality

Variable	t	p	Mean		n	
			UK	Italy	UK	Italy
Intention to live*	2.940	.004	2.03	2.44	125	127
Intention to work*	1.928	.055	1.89	2.13	125	127
Intention to do business*	3.401	.001	1.50	1.87	126	126

*Levene is significant for Intention to Live (p: .011), Work (p: .020), and Do Business (p: .001)

4.3.15.3 Differences in the Effect of Religion by Visiting Status

The t-test has revealed that there are no significant differences by visiting status for the effect of religion on the intentions.

4.3.15.4 Differences in the Effect of Religion by Age

The t-test for age groups has revealed that there are no significant differences for the effect of religion on the intentions related to the age groups.

4.3.15.5 Differences in the Effect of Religion by Gender

The analysis shows that the effect of the religion on the intention to do business for female respondents is higher compared to male respondents.

Table 4.86 Differences in the Effect of Religion by Gender

Variable	t	p	Mean		n	
			Male	Female	Male	Female
Intention to do business in Turkey	2.645	.009	1.57	1.88	155	92

4.3.15.6 Differences in the Effect of Religion by Education

It is observed from Tables 4.87 and 4.88 that on the intentions to visit, live and work, the respondents with an undergraduate degree stated the effect to be higher compared to those with a high school degree. However, it has to be noted that the scores are not better than “probably will not affect”, except for the intention to live.

Table 4.87 Differences in the Effects of Religion by Education

	1		2		3		F	p
	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.		
Intention to visit	1.22	.57	1.56	.86	1.51	.78	3.797	.024
Intention to live	1.85	.98	2.36	1.16	2.37	1.1	4.506	.012
Intention to work	1.70	.86	2.09	.99	2.12	1.03	3.489	.032
Intention to do business	1.59	.90	1.75	.89	1.71	.93	.592	.554

Table 4.88 Scheffe Tests for the Effect of Religion by Education

Variable	Education	p	Mean		n	
	Pair (a -b)		a	b	a	b
Intention to visit	1 - 2	.025	1.22	1.56	55	150
Intention to live	1 - 2	.015	1.85	2.36	54	148
Intention to work	1 - 2	.043	1.70	2.09	54	148

4.3.15.7 Differences in the Effect of Religion by Number of Information Sources Used

The t-test for the number of information sources used has revealed that there are no significant differences for the effect of religion on the intentions.

4.3.16 KNOWLEDGE ABOUT THE NEWS RELATED TO TURKEY

In this section the respondents were asked to write the issues that they heard about Turkey, the frequency of hearing and the tone of the issues heard.

4.3.16.1 Descriptives on the Knowledge about the News Related to Turkey

The frequency of hearing news other than sports about Turkey is stated below. It is observed that only 67% of the respondents claimed to have heard news other than sports related to Turkey.

Table 4.89 The Frequency of Hearing News Other than Sports about Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	172	66.7	66.7	66.7
	No	86	33.3	33.3	100.0
	Total	258	100.0	100.0	

4.3.16.2 The Issues Mentioned

In this section of the questionnaire, the respondents were asked to identify the issues that they heard about Turkey, the frequency of hearing the issue and the tone of the issue heard. It was an open-ended question and the respondents were not prompted by any means.

4.3.16.2.1 Issue Heard and its Frequency of Hearing

When the subjects of the news for all the three issues are investigated, it is observed that the below stated issues are mentioned more and also the frequency of hearing about those issues is rated higher in the list: Economic/Financial issues, political issues, Kurdish issue, and the issues related to the membership to EU/Relations with EU. As the question was open-ended the issues mentioned are listed below but the mean and standard deviation figures are not reported.

Table 4. 90 Descriptives on Issue and its Frequency of Hearing

Issue	Heard very rarely	Heard rarely	Heard frequently	Heard very frequently	Total
Economic/Financial Issues	1	15	26	14	56
Political Issues	2	10	30	9	51
Social / Cultural Issue	0	4	8	0	12
Religion/ Fundamentalism/Laicism of the State	0	0	7	3	10
Human Rights	0	5	15	6	26
Kurdish Issue	0	7	36	16	59
Cyprus Issue / Relations with Greece	2	2	10	0	14
Membership to EU/Relations with EU	0	9	28	18	55
Tourism/Natural- historical Beauties Archeology	0	1	11	10	22
Natural disasters/ Earthquake	0	9	13	8	30
Wars/ in Iraq ; Gulf war/ Political	0	2	18	9	29
Legal system	0	1	3	0	4
Democracy	0	1	2	2	5
Other	0	2	8	5	15
Death Penalty	0	1	4	1	6

4.3.16.2.2 The Tone of the Issue Heard

Table 4.91 summarizes the tone of the issues heard by the respondents.

Table 4.91 The Tone of the Issue Heard

Issue	Very negative	Somewhat negative	Somewhat positive	Very positive	Total
Economic/Financial issues	10	29	15	1	55
Political issues	1	26	21	1	49
Social / Cultural issues	0	3	6	3	12
Religion/ Fundamentalism/Laicism of the State	1	6	3	0	10
Human Rights	19	6	0	1	26
Kurdish Issue	27	31	1	0	59
Cyprus Issue / Relations with Greece	2	10	2	0	14
Membership to EU/Relations with EU	0	19	33	1	53
Tourism/Natural- historical Beauties/Archeology	1	2	2	17	22
Natural disasters/ Earthquake	12	11	3	1	27
Wars/ in Irac ; Gulf war/ Political	6	15	8	0	29
Legal system	2	0	0	1	3
Democracy	1	4	0	0	5
Other	3	4	1	8	16
Death Penalty	5	1	0	0	6

When the tones of the issues are analyzed it is observed that for economic and political issues the tone varies between “somewhat negative” and “somewhat positive”. However, related to the Kurdish issue, it is observed the tone of the news is always negative (either “very negative” or “somewhat negative”). For the issues related to the membership of Turkey to EU, the tone varies between “somewhat negative” and “somewhat positive” but having more weight on the positive side.

The human right issue, is another one appearing with always a negative tone (either “very negative” or “somewhat negative”). As it can be expected, the tone of the news related to the earthquakes also is negative.

The only issue, appearing with a positive tone is about the tourism/Natural- historical Beauties of Turkey.

4.3.17 MAIN INFORMATION SOURCES EXPOSED ABOUT TURKEY

The respondents were asked the main information sources they were exposed to learn about Turkey.

4.3.17.1 Descriptives on Main Information Sources Exposed about Turkey

As it can be seen from the frequencies in Table 4.92, the printed media and television, followed by the family, friends and word-of-mouth are the mostly mentioned sources of

information. Mega events and the tour operators also constitute other important sources of information.

Table 4.92 Main Information Sources Being Exposed

	Frequency	Percentage
Printed Media	198	77
Television	199	77.4
Internet	48	18.7
Advertisements	22	8.7
Books	44	17.1
Fairs/Shows/Exhibitions/Congresses	9	3.5
Tour Operators/Travel Agents	79	30.7
Films	45	17.5
Family/Friends/ Word-of-mouth	112	43.6
Mega Events	82	31.9
Other	17	6.6

4.3.17.2 Total Number of Mentioned Information Sources

When the number of the information sources mentioned is investigated, it is observed that on the average the respondents mentioned around three sources of information.

Table 4.93 Total Number of Mentioned Information Sources

		Frequency	Valid Percent	Cumulative Percent
Valid	0	2	.8	.8
	1	18	7.0	7.8
	2	66	25.7	33.5
	3	66	25.7	59.1
	4	56	21.8	80.9
	5	24	9.3	90.3
	6	16	6.2	96.5
	7	7	2.7	99.2
	8	1	.4	99.6
	10	1	.4	100.0
	Total	257	100.0	

Mean: 3.33 Stand. Dev.:1.544

When the rank of importance is examined, among all of the information sources the printed media and television, followed by the family, friends and word-of-mouth have always been found at the top of the list.

4.3.17.3 Differences in the Mentioned Information Sources by Nationality

No significant difference is found between British and Italian respondents for the total number of mentioned sources of information (t:1.716 p: .087).

4.3.17.4 Differences in the Mentioned Information Sources by Visiting Status

No significant difference is found between the respondents who have been in Turkey and the ones who have not been for the information sources being exposed (t:1.827 p: .069).

4.3.17.5 Differences in the Mentioned Information Sources by Age and Gender

For age (t:1.451 p: .418) and gender (t: .302 p: .763) no statistically significant differences have been found between the groups.

4.3.17.6 Differences in the Mentioned Information Sources by Education

In terms of education no statistically significant differences have been found between groups (F: .471 p.: .625).

4.3.18 KNOWLEDGE ABOUT THE ECONOMICS OF TURKEY:

ECONOMY INDEX

The perception of the respondents related to the economy of Turkey has been measured through the Economy Index.

4.3.18.1 Descriptives on Knowledge about the Economics of Turkey: Economy

Index

The respondents rated their level of agreement on the 13 statement included in the Economy Index.

Table 4. 94 Descriptives on Economy Index

	Min.	Max.	Mean	Std. Deviation
Location of TR for investors	1	4	2.86	.652
More trading than industrial	1	4	2.23	.624
Lower labor costs in TR than Europe	2	4	3.32	.531
Turkey has a young labor force	1	4	3.16	.592
Unstable and fluctuating economy	1	4	1.87	.651
Public sector controlled economy	1	4	2.02	.649
Bureaucracy is a big problem in Turkey	1	3	1.73	.563
Turkish economy is a developing one	1	4	3.14	.598
Inflation rate in Turkey is low	1	4	2.63	1.153
Turkish Lira is convertible	1	4	2.54	.965
Strategic geographic position	1	4	3.15	.570
Mid/Long-term expectations are positive	1	4	2.98	.577

1: Strongly Disagree 4: Strongly Agree

Overall Mean:2.635 St.dev: .206

The major issues that are agreed on are that Turkey has a young labor force, the labor costs are low, the economy is developing one, Turkey has a strategic geographic location and the mid and long-term expectations about the country are positive. However, certain answers reveal that the respondents do not have much knowledge related to the economy of Turkey, but in general their perceptions are positive, even better than it really is.

4.3.18.2 Differences in Economy Index by Nationality

As observed in Table 4.95, the results reveal that British knew more about the Turkish economy in the sense that they rated higher stating that the labor costs are low. Whereas Italians strongly believe that the inflation rate is low in Turkey. For the mid and long term expectations it can be stated that Italians slightly scored higher than British.

Table 4.95 Differences in Economy Index by Nationality

Variable	t	p	Mean		n	
			UK	Italy	UK	Italy
Lower labor costs*	2.692	.008	3.41	3.23	111	111
Inflation rate is low	16.040	.000	1.66	3.49	70	79
M and LT expectations are positive	1.922	.056	2.90	3.07	94	90

*Levene is significant for Lower labor costs (p: .006).

4.3.18.3 Differences in Economy Index by Visiting Status

The results of the analysis reveal that those who visited Turkey rated higher for variables: location of Turkey for investors, lower labor costs, young labor force and strategic geographic position.

Table 4.96 Differences in Economy Index by Visiting Status

Variable	t	p	Mean		n	
			Visited		Visited	
			Yes	No	Yes	No
Location of TR for investors*	2.438	.016	2.97	2.75	100	99
Lower labor costs	2.801	.006	3.41	3.22	116	106
Young labor force*	3.451	.001	3.29	2.97	94	64
Strategic geographic position*	4.302	.000	3.30	2.98	115	101

*Levene is significant for Location of TR (p: .012), Young labor force (p: .004), and Strategic position (p: .002).

4.3.18.4 Differences in Economy Index by Age

The t-test for age groups has revealed that there are significant differences for three variables in Economy index, namely “Public sector controlled economy”, “Bureaucracy is a big problem in Turkey “ and “Inflation rate is low”. It is observed that older people agreed less with those statements.

Table 4.97 Differences in Economy Index by Age

Variable	t	p	Mean		n	
			≤35	>35	≤35	>35
Public sector controlled economy*	2.881	.004	4.18	3.79	136	114
Bureaucracy is a big problem in Turkey	3.096	.002	4.14	3.77	136	114
Inflation rate is low*	2.109	.036	3.80	3.41	135	115

*Levene is significant for Public sector controlled economy (p: .033) and Inflation rate is low (p: .007)

4.3.18.5 Differences in Economy Index by Education

Oneway ANOVA for Education level has revealed that there are no significant differences for Economy index (F:.670 p:.513)

4.3.18.6 Differences in Economy Index by Number of Information Sources Used

The t-test for number of information sources used has revealed that there are no significant differences for Economy index.

4.3.19 KNOWLEDGE ABOUT THE POLITICS OF TURKEY:

POLITICS INDEX

The perception of the respondents related to the political environment of Turkey has been measured through the Politics Index.

4.3.19.1 Descriptives on Knowledge about the Politics of Turkey: Politics Index

The respondents rated their level of agreement on the six statements included in the Politics Index.

Table 4.98 Descriptives on Politics Index

	Min.	Max.	Mean	Std. Deviation
Turkey is a secular country	1	4	2.55	.911
Turkey is a democratic republic	1	4	2.87	.727
Politicians are working hard to resolve problems	1	4	2.72	.690
There are frequent changes of government	1	4	2.14	.698
The laws are well implemented in Turkey	1	4	2.26	.714
The military does not intervene in Turkish politics	1	4	1.96	.679

1: Strongly Disagree 4: Strongly Agree
 Overall Mean:2.417 St.dev: .323

The results show that the respondents “somewhat agree” that Turkey is a democratic country and “somewhat disagree” that the military does not intervene in Turkish politics. Furthermore, they are uncertain as to whether Turkey is a secular country and also whether the laws are well implemented in Turkey.

4.3.19.2 Differences in Politics Index by Nationality

The British significantly rated higher in terms of their belief that Turkey is a secular country however the mean is still between “somewhat disagree” and “somewhat agree”.

Table 4.99 Differences in Politics Index by Nationality

Variable	t	p	Mean		n	
			UK	Italy	UK	Italy
Turkey is a secular country	3.598	.000	2.79	2.35	99	112

4.3.19.3 Differences in Politics Index by Visiting Status

The t-test has revealed that there are no significant differences for Politics index by visiting status.(t:1.017 p:.310)

4.3.19.4 Differences in Politics Index by Age

The t-test for age groups has revealed that there are no significant differences for Politics index.(t:1.013 p:.312)

4.3.19.5 Differences in Politics Index by Gender

The male respondents believe more than the female ones that Turkey is a secular country and the laws are well implemented in Turkey (but still being in the “somewhat disagree” side). Whereas the female respondents stated their stronger belief in the items “Turkish politicians are working hard to resolve problems” and “there are frequent changes of government”.

Table 4.100 Differences in Politics Index by Gender

Variable	t	p	Mean		n	
			Male	Female	Male	Female
Turkey is a secular country	3.514	.001	2.71	2.26	134	76
Politicians are working hard to resolve problems*	1.926	.056	2.66	2.86	119	56
There are frequent changes of government	2.418	.017	2.06	2.41	97	29
The laws are well implemented in Turkey	2.297	.023	2.36	2.03	87	34

*Levene is significant for Politicians (p: .000).

4.3.19.6 Differences in Politics Index by Education

Oneway ANOVA for Education level has revealed that there are no significant differences for Politics index (F: .641 p: .528).

4.3.19.7 Differences in Politics Index by Number of Information Sources Used

The t-test for number of information sources used has revealed that there are no significant differences for Politics index (t: .958 p: .339)

4.3.20 INTENTIONS RELATED TO TURKEY

In this section the intentions of the respondents about visiting, living in, working in and doing business in Turkey have been investigated.

4.3.20.1 Like to Visit Turkey

Ninety five percent of the respondents stated that they would definitely or probably like to visit Turkey. Only 4% stated that they would not probably like to visit Turkey and 3 respondents (1%) do not definitely want to visit Turkey.

Table 4.101 Intentions about Visiting Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely would like to visit	192	74.4	76.5	76.5
	Probably would like to visit	46	17.8	18.3	94.8
	Probably would not like to visit	10	3.9	4.0	98.8
	Definitely would not like to visit	3	1.2	1.2	100.0
	Total	251	97.3	100.0	
Missing	System	7	2.7		
Total		258	100.0		

1: Definitely would like to visit 4: Definitely would not like to visit
 Mean:1.30 Std. Dev.: .602

4.3.20.1.1 Reasons Related to visiting/not visiting Turkey

The respondents were also asked the reason behind their intention related to visiting Turkey. In this section, the reasons are classified under three main topics: (1) personal reasons: motives related to the personal situation of the respondent having nothing to do with Turkey (2) positive reasons related to Turkey: everything associated positively with Turkey shaping the decision related to the intention (3) negative reasons related to Turkey: everything associated negatively with Turkey shaping the decision related to the intention.

Table 4.102 Reasons Related to visiting/not visiting Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal reasons	45	17.4	24.9	24.9
	Positive factors related to Turkey	126	48.8	69.6	94.5
	Negative factors related to Turkey	7	2.7	3.9	98.3
	Both personal reasons and positive factors	3	1.2	1.7	100.0
	Total	181	70.2	100.0	
Missing	System	77	29.8		
Total		258	100.0		

When the reasons behind the responses are examined, 70% of the ones who responded that they would like to visit Turkey because of the positive factors related to Turkey.

Nearly 25% has his own personal motives to come or not to come however, 4% of the respondents do not wish to come because of the negative factors related to Turkey.

4.3.20.2 Like to Live in Turkey

When the intention to live is examined, it is observed that the score is not as high as the intention to visit. Only 34.7% of the respondents consider living in Turkey, in case an opportunity arises, whereas the remaining 65.3% does not consider Turkey for living.

Table 4.103 Intentions about Living in Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely would like to live	12	4.7	4.9	4.9
	Probably would like to live	73	28.3	29.8	34.7
	Probably would not like to live	107	41.5	43.7	78.4
	Definitely would not like to live	53	20.5	21.6	100.0
	Total	245	95.0	100.0	
Missing	System	13	5.0		
Total		258	100.0		

1: Definitely would like to live 4: Definitely would not like to live
 Mean:2.82 Std. Dev.: .825

4.3.20.2.1 Reasons Related to living/not living in Turkey

In addition to the reasons mentioned in the previous section a fourth motive, namely “cultural difference” is added among the reasons as it appeared here and also in the qualitative analysis frequently.

The results reveal that among the reasons the most frequent is the “personal reasons” which are related to the personal motives of the respondents, independent from Turkey. However, 23.6% of the ones responding that question claimed that the negative factors related Turkey made them not consider Turkey as a place to live. In this section, especially the female respondents raised the issue of “cultural difference”, believing that Turkey is culturally different from Europe to live in, especially for women.

Table 4.104 Reasons Related to living/not living in Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal reasons	97	37.6	54.5	54.5
	Positive factors related to Turkey	33	12.8	18.5	73.0
	Negative factors related to Turkey	42	16.3	23.6	96.6
	Cultural Difference	6	2.3	3.4	100.0
	Total	178	69.0	100.0	
Missing	System	80	31.0		
Total		258	100.0		

4.3.20.3 Like to Work in Turkey

The likelihood of the respondents to work in Turkey, if an opportunity arises has been investigated. As it is observed the intention to visit was very high however, there was a clear reluctance to live in Turkey. The scenario for working in Turkey is better compared to the desire for living. The analysis of the responses demonstrate that still, only half of the respondents consider working in Turkey in case of an opportunity.

Table 4.105 Intentions about Working in Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely would like to work	21	8.1	8.6	8.6
	Probably would like to work	107	41.5	43.9	52.5
	Probably would not like to work	91	35.3	37.3	89.8
	Definitely would not like to work	25	9.7	10.2	100.0
	Total	244	94.6	100.0	
Missing	System	14	5.4		
Total		258	100.0		

1: Definitely would like to work 4: Definitely would not like to work

Mean:2.49 Std. Dev.: .793

4.3.20.3.1 Reasons Related to working/not working in Turkey

As it can be observed from the Table 4.106, only 65.5% of the respondents stated their reason related whether work or not to work in Turkey and among them, 59% declared personal reasons for their decision. However, 18.3% pointed out the negative factors related Turkey and again 3.6% the cultural difference as a reason for not preferring to work in Turkey.

Table 4.106 Reasons Related to working/not working in Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal reasons	100	38.8	59.2	59.2
	Positive factors related to Turkey	32	12.4	18.9	78.1
	Negative factors related to Turkey	31	12.0	18.3	96.4
	Cultural Difference	6	2.3	3.6	100.0
	Total	169	65.5	100.0	
Missing	System	89	34.5		
Total		258	100.0		

4.3.20.4 Like to Do Business in Turkey

Table 4.107 Intentions about Doing Business in Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely would like to do	65	25.2	27.7	27.7
	Probably would like to do	112	43.4	47.7	75.3
	Probably would not like to do	41	15.9	17.4	92.8
	Definitely would not like to do	17	6.6	7.2	100.0
	Total	235	91.1	100.0	
Missing	System	23	8.9		
Total		258	100.0		

1: Definitely would like to do 4: Definitely would not like to do
 Mean:2.04 Std. Dev.: .861

Related to the intention to do business, 75% of the respondents are positive about doing business in Turkey. Only 7% stated that they would definitely not like to do business.

4.3.20.4.1 Reasons Related to doing/not doing Business in Turkey

The main reasons for the decision of the respondents are the personal ones and the positive factors related to Turkey in terms of its opportunities. Around 7% of the ones who answered think that business is business in all over the world.

Table 4.108 Reasons Related to doing/not doing Business in Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal reasons	62	24.0	42.8	42.8
	Positive factors related to Turkey	49	19.0	33.8	76.6
	Negative factors related to Turkey	16	6.2	11.0	87.6
	Cultural Difference	1	.4	.7	88.3
	Business is business	17	6.6	11.7	100.0
	Total	145	56.2	100.0	
Missing	System	113	43.8		
Total		258	100.0		

4.3.20.5 Differences in the Intentions Related to Turkey by Nationality

The results of the analysis reveal that Italians significantly stated more that they would like to visit Turkey. Related to like to work in Turkey although the Italians are scored better than the British the intention is still low with a mean of 2.35.

Table 4.109 Differences in the Intentions Related to Turkey by Nationality

Variable	t	p	Mean		n	
			UK	Italy	UK	Italy
Like to visit*	2.127	.034	1.38	1.22	127	124
Like to work	2.864	.005	2.64	2.35	121	123

*Levene is significant for Like to visit (p: .001).

4.3.20.6 Differences in the Intentions Related to Turkey by Visiting Status

As it can be seen from the summary Table 4.110, for all variables the difference between visitors and non-visitors is significant. For all items the visitors are always more positive.

Table 4.110 Differences in the Intentions Related to Turkey by Visiting Status

Variable	t	p	Mean		n	
			Visited		Visited	
			Yes	No	Yes	No
Like to visit*	-3.842	.000	1.16	1.44	127	124
Like to live*	-3.223	.001	2.66	2.99	126	119
Like to work	-2.524	.012	2.37	2.62	127	117
Like to do business	-1.858	.064	1.94	2.15	122	113

*Levene is significant for Like to visit (p: .000), and Like to live (p: .008).

4.3.20.7 Differences in the Intentions Related to Turkey by Gender

It can be noted that the female respondents have more intention to visit whereas the male respondents prefer to do business with Turkey more than women respondents.

Table 4.111 Differences in the Intentions Related to Turkey by Gender

Variable	t	p	Mean		n	
			Male	Female	Male	Female
Like to visit*	2.418	.016	1.37	1.19	155	95
Like to do business	3.750	.000	1.88	2.31	147	87

*Levene is significant for Like to Visit (p: .000).

4.3.20.8 Differences in the Intentions Related to Turkey by Age

The t-test for age groups has revealed that there are no significant differences for the intentions related to visit, live, work and to do business for the 2 age groups.

4.3.20.9 Differences in the Intentions Related to Turkey by Education

Oneway ANOVA for Education level has revealed that there are no significant differences related to the above stated intentions.

4.3.20.10 Differences in the Intentions Related to Turkey by Number of Information Sources Used

The t-test for number of information source used has revealed that there are no significant differences related to the above stated intentions.

4.3.21 OPINION ABOUT THE ENTRY OF TURKEY TO EU

In this section the respondents were asked their opinion about the membership of Turkey to the European Union.

4.3.21.1 Descriptives on Opinion about the Entry of Turkey to European Union

It is asked whether Turkey should be a member of the European Union or not.

In the total sample 8.5% of the respondents did not answer the question. However, among the ones who answered 70.8% stated that Turkey should be a member of the European Union.

Table 4.112 Opinion about Turkey's Entry to the European Union

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	167	64.7	70.8	70.8
	No	69	26.7	29.2	100.0
	Total	236	91.5	100.0	
Missing	System	22	8.5		
Total		258	100.0		

4.3.21.1.1 Opinion by Nationality

As seen in Table 4.113, 68% of the English and 73% of the Italian respondents who had responded to that question believe that Turkey should enter in the European Union.

Table 4.113 Opinion by Nationality

Respondent's Country			TR should be a member of the European Union		Total
			Yes	No	
English		Count	76	36	112
		% within Respondent's Country	67.9%	32.1%	100.0%
		% within TR should be a member of the European Union	45.5%	52.2%	47.5%
		% of Total	32.2%	15.3%	47.5%
		Count	91	33	124
Italian		% within Respondent's Country	73.4%	26.6%	100.0%
		% within TR should be a member of the European Union	54.5%	47.8%	52.5%
		% of Total	38.6%	14.0%	52.5%
		Count	167	69	236
		% within Respondent's Country	70.8%	29.2%	100.0%
Total		% within TR should be a member of the European Union	100.0%	100.0%	100.0%
		% of Total	70.8%	29.2%	100.0%

Chi_Square: .870 df:1 p:.351

Phi: .061 (.351)

0 cells (.0%) have expected count less than 5. The minimum expected count is 32.75.

4.3.21.1.2 Opinion by Visiting Status

It is considered important to see whether the breakdown of opinion related to the entry of Turkey to European Union between the respondents who have visited Turkey and the ones who have not.

Table 4. 114 Opinion by Visiting Status

		TR should be a member of the European Union		Total	
		Yes	No		
Visited Turkey	Yes	Count	82	39	121
		% within Visited Turkey	67.8%	32.2%	100.0%
	% within TR should be a member of the European Union	% of Total	49.1%	56.5%	51.3%
		% of Total	34.7%	16.5%	51.3%
No	No	Count	85	30	115
		% within Visited Turkey	73.9%	26.1%	100.0%
	% within TR should be a member of the European Union	% of Total	50.9%	43.5%	48.7%
		% of Total	36.0%	12.7%	48.7%
Total	Total	Count	167	69	236
		% within Visited Turkey	70.8%	29.2%	100.0%
	% within TR should be a member of the European Union	% of Total	100.0%	100.0%	100.0%
		% of Total	70.8%	29.2%	100.0%

Chi Square: 1.076 df:1 p: .300

Phi: .068 (.300)

0 cells (.0%) have expected count less than 5. The minimum expected count is 33.62.

There is no difference of opinion between respondents who have visited and those who did not visited Turkey in terms of their decision about Turkey and EU. 67% of the visitors, and 74% of non-visitors are positive about the entry of Turkey to EU.

4.3.21.1.3 Opinion about the Entry to EU and the Ratings for the Economy Index

The researcher desired to see whether the opinion related to the entry of Turkey to European Union was varying among the ones who rated differently the Economy Index.

Table 4.115 Opinion about the Entry to EU and the Ratings for the Economy Index

			TR should be a member of the European Union		Total
			Yes	No	
CATECON	1.00	Count	43	30	73
		% within CATECON	58.9%	41.1%	100.0%
		% within TR should be a member of the European Union	28.7%	46.2%	34.0%
		% of Total	20.0%	14.0%	34.0%
	2.00	Count	39	20	59
		% within CATECON	66.1%	33.9%	100.0%
		% within TR should be a member of the European Union	26.0%	30.8%	27.4%
		% of Total	18.1%	9.3%	27.4%
	3.00	Count	68	15	83
		% within CATECON	81.9%	18.1%	100.0%
		% within TR should be a member of the European Union	45.3%	23.1%	38.6%
		% of Total	31.6%	7.0%	38.6%
Total		Count	150	65	215
		% within CATECON	69.8%	30.2%	100.0%
		% within TR should be a member of the European Union	100.0%	100.0%	100.0%
		% of Total	69.8%	30.2%	100.0%

Chi_Square: 10.279 df:2 p:.006

Cramer's V: .219 (.006)

0 cells (.0%) have expected count less than 5. The minimum expected count is 17.84.

“Catecon” is the variable created to categorize the respondents in three groups, each consisting of 33% of the total respondents of the question: the first group consists of those who scored the lowest for the Economy Index , whereas the third consists of the respondents who rated higher the Economy Index.

As seen above, the respondents who rated Economy of Turkey better, namely the third group, are more supportive about the entry of Turkey to EU. It has to be noted that the relation is also statistically significant.

4.3.21.1.4 Opinion about the Entry to EU and the Ratings for the Politics Index

The researcher desired to see whether the opinion related to the entry of Turkey to European Union was varying also among the ones who rated the Politics Index differently.

“Catpoli” is the variable created to categorize the respondents in three groups, first 33% with the lowest , and the last 33% with the highest mean in rating for the Politics Index.

Table 4.116 Opinion about the Entry of Turkey to EU and the Ratings for the Politics Index

			TR should be a member of the European Union		Total
			Yes	No	
CATPOLI	1.00	Count	35	32	67
		% within CATPOLI	52.2%	47.8%	100.0%
		% within TR should be a member of the European Union	21.0%	46.4%	28.4%
		% of Total	14.8%	13.6%	28.4%
	2.00	Count	65	24	89
		% within CATPOLI	73.0%	27.0%	100.0%
		% within TR should be a member of the European Union	38.9%	34.8%	37.7%
		% of Total	27.5%	10.2%	37.7%
	3.00	Count	67	13	80
		% within CATPOLI	83.8%	16.3%	100.0%
		% within TR should be a member of the European Union	40.1%	18.8%	33.9%
		% of Total	28.4%	5.5%	33.9%
Total		Count	167	69	236
		% within CATPOLI	70.8%	29.2%	100.0%
		% within TR should be a member of the European Union	100.0%	100.0%	100.0%
		% of Total	70.8%	29.2%	100.0%

Chi_Square: 17.856 df:2 p:.000

Cramer's V: .275 (.000)

0 cells (.0%) have expected count less than 5. The minimum expected count is 19.59.

As seen above, the respondents who rated Politics of Turkey better are much more supportive about the entry of Turkey to EU. The relation is statistically significant.

4.3.21.2 The Main Issues to be Resolved

Below is the whole list of the answers of the respondents related to the issues that Turkey has to resolve to be eligible to enter the European Union.

Table 4.117 The Main Issues to be Resolved

	Frequency	Percent
Economic/Financial problems	82	31.8
Political problems	34	13.2
Social/ Cultural Issue/ Cultural Difference	13	5.0
Religion/ Fundamentalism/Laicism of the State	26	10.1
Human Rights	63	24.4
Kurdish Issue	43	16.7
Cyprus Issue / Relations with Greece	21	8.1
Membership to EU/Relations with EU	2	0.8
Tourism/Natural- historical Beauties/Archeology	1	0.4
Wars/ in Irag ; Gulf war/ Political	1	0.4
Meet European criterion	11	4.3
Improve image	3	1.2
Legal system	4	1.6
Democracy	21	8.1
Other	7	2.7
Geographic location issue	12	4.7
Death penalty	14	5.4

As it can be seen, the economic /financial problems have the highest frequency with 31.8% of share. This item is followed by the human right issues, the Kurdish issue and the political issues.

4.3.22 OVERALL SOCIO-CULTURAL PERCEPTION OF TURKEY: TURKEY INDEX

The general image of Turkey is measured through the Turkey Index.

4.3.22.1 Descriptives on Turkey Index

Table 4.118 Descriptives on Turkey Index

	n	Min.	Max.	Mean	Std. Deviation
Oriental-European	247	1	7	4.07	1.199
Poor-Rich	247	1	6	3.34	.883
Ordinary-Exotic	239	1	7	4.68	.978
Not democratic- Democratic	247	1	7	4.08	1.240
Unsafe-Safe	246	1	7	4.10	1.321
Developing- Developed	248	1	7	3.59	1.194
Dirty-Clean	244	1	7	3.86	1.198
Old fashioned-Modern	247	1	7	3.91	1.138
Expensive-Inexpensive	243	1	7	5.14	1.223
Conservative-Open minded	244	1	7	3.59	1.281
Valid N (listwise)	226				

1:Oriental 7: European

Overall Mean:4.038 St.dev: .672

When the general image of Turkey is asked, the results show that the answers are centered in the middle, around a value of 4. The only outstanding one is related to “expensive-inexpensive” item where Turkey is found to be closer to “inexpensive” side. Turkey is also considered to be closer to “poor” axis.

4.3.22.2 Differences in Turkey Index by Nationality

Table 4.119 Differences in Turkey Index by Nationality

Variable	t	p	Mean		n	
			UK	Italy	UK	Italy
Oriental-European	4.687	.000	4.41	3.72	125	122
Ordinary-Exotic	3.018	.003	4.86	4.49	124	115
Unsafe-Safe	2.120	.035	4.27	3.92	125	121
Old fashioned-Modern	2.077	.039	3.76	4.06	124	123
Expensive-Inexpensive	1.944	.053	5.30	4.99	122	121

The results of the t tests reveal that compared to the Italians, the British consider Turkey to be more European, more exotic, safer and more inexpensive. Whereas, Italians consider Turkey to be more modern compared to the British. However, it has to be noted that although significant differences have been found for the above stated items, the general means are still around a value of 4.

4.3.22.3 Differences in Turkey Index by Visiting Status

As it can be observed from Table 4.120, the respondents who have been in Turkey have rated Turkey better for the below stated items compared to the ones who have not been. However, it has also be noted that the ones who have already been in Turkey also did not give very high scores to Turkey on the stated items.

Table 4.120 Differences in Turkey Index by Visiting Status

Variable	t	p	Mean		n	
			Visited		Visited	
			Yes	No	Yes	No
Unsafe-Safe*	4.840	.000	4.48	3.70	125	121
Developing- Developed	2.178	.030	3.75	3.43	126	122
Dirty-Clean*	2.339	.020	4.04	3.69	123	121
Old fashioned-Modern	2.213	.028	4.06	3.75	125	122
Conservative-Open minded	2.361	.019	3.78	3.40	123	121

*Levene is significant for Unsafe - Safe (p: .001) and Dirty – Clean (p: .013).

4.3.22.4 Differences in Turkey Index by Age

The t-test for age groups has revealed that the older respondents see Turkey more developed and more modern compared to younger respondents.

Table 4.121 Differences in Turkey Index by Age

Variable	t	p	Mean		n	
			>35	≤35	>35	≤35
Developing- Developed	2.542	.0012	3.77	3.38	132	115
Old fashioned-Modern	2.069	.040	4.05	3.75	132	114

4.3.22.5 Differences in Turkey Index by Gender

According to the analysis, the male respondents consider Turkey to be more European and safer.

Table 4.122 Differences in Turkey Index by Gender

Variable	t	p	Mean		n	
			Male	Female	Male	Female
Oriental-European	2.664	.008	4.22	3.80	155	91
Unsafe-Safe	2.657	.008	4.26	3.80	154	91

4.3.22.6 Differences in Turkey Index by Education

Oneway ANOVA for Education level has revealed that there are no significant differences for Turkey index (F: .236 p:.790).

4.3.22.7 Differences in Turkey Index by Number of Information Sources Used

The t-test for number of information sources used has revealed that there are no significant differences for Turkey index (t: .140 p: .889).

4.4 QUALITATIVE ANALYSIS OF THE OPEN-ENDED QUESTIONS OF SURVEY

In the survey, there were several open-ended questions and the respondents were asked to answer. Among them, in questions 14 and 15, the respondents had the opportunity to use their own wordings in defining all connotations related to Turks and Turkey without any guidance. On the other hand, in question 30, the respondents had to site the sectors, companies, brands that they could associate with Turkey.

As they contained rich information, the questions 14,15 and 30 are examined separately to have a more detailed picture about the image of Turkey and Turks and also about the knowledge on the Turkish brands, sectors, and companies.

For the analysis, all of the 258 questionnaires have been reexamined and the data related to the questions mentioned has been recorded. Afterwards, each issue is evaluated and all the words used are listed to see the frequency and to be able to group the statements related to Turkey, Turks, people known etc. under different topics. For the Italian sample after the listings have been done they are also translated to English to see the similarities and divergences with the British sample.

4.4.1 ANALYSIS OF THE QUESTIONS ON RECOGNIZING TURKEY AND TURKS

In question 14 the respondents were asked about the words, expressions, names and/ or adjectives etc. that come to their mind when they think of Turkey. Whereas in question 15, they were asked about the persons, names, places and/ or adjectives etc. that come to mind when they think of Turks.

Examining the answers, the researcher has observed that generally the respondents answered one of the questions, mainly 14, writing all they think both for Turkey and Turks together. Therefore, the researcher has decided to analyze those two questions together.

Taking into consideration that the respondents had to think about a wide variety of issues including names, words, adjectives, expressions, people, and places it has to be noted that it was not probable to have high repetition for all issues. Therefore, although the mentions were not very high in number for certain issues, the researcher used her judgment by examining the general mentions in the group to choose the issues to be included in the below summary.

In total, the British stated 258 and Italians 303 different words that come to their mind when they think of Turkey and Turks. Below you will find the responses, which appeared

more frequently and are also found to be relevant by the researcher. The responses are grouped in different sections.

4.4.1.1 The Characteristics of the Turkish People

The most frequently stated adjectives for the Turkish people by **British** are as follows: Aggressive, courageous, friendly, generous, hard working, hospitable, passionate, and proud.

In the British sample the word “friendly” appeared very frequently (45) and is the most frequent attribute given to Turks.

Another interesting issue is that certain British respondents described Turkish people as hard working. It was already stated that some of the English respondents had the opportunity of knowing Turkish people from the work environment. As the Turkish people working in international companies are highly qualified people the above stated attribute for Turkish people is understandable.

Furthermore, the word “passionate” and “proud” (14) are the two attributes given to Turkish people which is also in line with the in-depth interviews carried out before the quantitative study.

It has also be noted that certain British female respondents had a very negative image related to Turkish men. They describe Turkish men as disturbing single women, uneducated, self-opinionated and bossy.

On the other hand, how the **Italians** see Turks is different from the British.. The main adjectives used are: Traders, determinated, available, smokers, cunning, educated, courteous, stubborn, traditional and proud.

However, none of the adjectives was as frequently mentioned as was "friendly" as in the case of British. The Italians have the belief coming from their culture that Turks are merchants and good negotiators, therefore one has to be careful dealing with Turks. The insisting approach of certain sellers and the negotiation habit experienced in Turkey increases this belief.

As it is also specified in the ethnographic analysis, Italians have certain expressions related to Turks coming from history. Turks are known as heavy smokers in the history. Therefore, some Italians still associates this attribute with Turks.

Among the few adjectives stated for Turkish people, "courteous" is interesting to note. There is even one female respondent who stated Turks to be "very respectful to women".

The only adjective in common between Italians and British is "proud" (11). Italians also thought about the word "proud" suitable for Turks.

4.4.1.2 The Perception of Turkey

The most frequently mentioned words by the **British** about Turkey are:

Ancient, beautiful, cultural sights, history/historical, natural beauties, good food, poor, cheap, hot, sunny, and with strong traditions.

Turkey is found to be an ancient country with rich cultural and historical sights (35) and also keeping its traditions. The natural beauties of Turkey have also been mentioned together with the climate which is thought to be hot and sunny (64) all the time. The food is found to be good but the country is described as “poor”. The findings of the ethnographic analysis had also revealed that Turkey is promoted as a “cheap” country, in line with the findings of this section.

It is also mentioned that Turkey is the place where East and West are meeting and also it is the bridge between Asia and Europe by both British and Italian samples.

On the other hand, the most frequently mentioned issues about Turkey the most frequently mentioned issues by **Italians** are:

Ancient, archeology, history, culture, fascinating, beautiful, wonderful warm, sun, colorful, mysterious, modern, muslim, oriental/the Orient, poor.

As it can be observed Italians also mentioned Turkey as being an historical –ancient – country, which reminds them ancient civilizations (22). The archeology also is among the frequently repeated words referring to the historical/cultural sights of Turkey.

Certain Italians defined Turkey as being beautiful, wonderful, and fascinating. Although the number of mentions are not high, it is interesting to note that in the responses of British such adjectives were not present.

Again not as frequent as those of British, Turkey is thought to be sunny and warm by certain Italians (15). This can again be related to the commercials about Turkey where sun and summer vacations are promoted.

Another divergence from the British sample was that Italians see Turkey more mysterious and oriental/ belonging to the Orient. Those words do not exist in the list of the British. However, the Italians also think the word of “modern” when they think of Turkey. The religion of Turkey is also mentioned by some of the respondents.

However, some of the Italian respondents also like British, mentioned the adjective “poor” in the list of the issues that come to their mind when they think about Turkey.

4.4.1.3 The Places and Images Remembered Concerning Turkey

The respondents generally recall the places they visited, or they have seen in the advertisements or media.

The places recalled in general are as follows:

Ankara, Antalya, Blue Mosque, Bosphorus, Constantinople, Ephesus, Gallipoli, Istanbul, Izmir, Cotton Castles, Santa Sophia, Topkapi, Bazaar, Turkish baths, mosques, sailing, beaches and blue sea.

As would be expected, Istanbul is the most frequent place that comes to the mind of the **British** respondents (57). It was also interesting that another group (10) called it still Constantinople. The Bosphorus is mentioned less (20) compared to Istanbul.

The image of the mosques, beaches and sailing is thought to be related to the advertisements of Turkey because in the in-depth interviews the respondents had already mentioned that those two figures were highly promoted.

Among the **Italians** the places mentioned were: Anatolia, Ankara, Antalya, Bosphorus, Bodrum, Cappadocia, Dardanelle, Constantinople, Ephesus, Istanbul, Cotton castles, Santa Sophia, Izmir, and Troy.

Certainly compared to the British, the Italians have remembered more different places in Turkey and mentioned more places and more frequently.

More than half of the Italian respondents mentioned Istanbul (71) and a few Constantinople (6). The Bosphorus also has been mentioned by many of the Italians (40).

The other images of Turkey that have been stated by Italians are:

Turkish bath, bazaar, hammam, harem, minarets, mosques, Sultan, kayik (gullet), and the sea.

As it can be observed the Oriental images of Turkey are high among Italians. There also images related to holiday like “kayik” and the sea.

4.4.1.4 The Turkish Persons Recalled

Obviously the first and only name, which comes to the mind of the British as well as Italian respondents, if they think about a Turkish person they know, is Ataturk (42 British, 43 Italian respondents). Not only his name, but also his achievements and what he brought to Turkey have been mentioned in this question by some of the British respondents.

Although they are mentioned only once by some of the **British**, certain names that appeared in the list are: the football players Alpay, and Hakan Şukur, the writer Orhan

Pamuk, the philosopher Mevlana Celaleddin-i Rumi, the prime minister of Turkey Tayyip Erdoğan, and the singers Sertab Erener, Sezen Aksu, and Tarkan..

The **Italian** sample mentioned the football players who played in the Italian league namely, Emre, Hakan Şükür, and Okan; Nazım Hikmet, Orhan Pamuk, Öcalan ,and Süleyman the Magnificent.

4.4.1.5 The Products Associated with Turkey

The most frequently mentioned Turkish product by the **British** respondents is “kebab” (20), followed by “Turkish delight” (17). Carpets are stated by few respondents.

Among the other rarely products mentioned are the agricultural products, “raki”, and interestingly the Turkish wine. Whereas the **Italian** sample mentioned coffee, kebab, narghile, spices and tea with the highest mention being kebab (15).

4.4.1.6 The Negative Images

Among the items mentioned, there were also certain issues related to the negative images about Turkey on human rights, Kurds and political problems. Among those, Kurds were the most frequently mentioned issue.

In the in-depth interviews this issue was brought more by the Italians as they had the refugee problems however, the British respondents did not touch upon this issue frequently. Whereas in the unprompted connotations, the issue of Kurds (17) appeared as well in the list of the **British** respondents.

The **Italian** respondents also put the word “Kurds” (18) frequently in their mentions and also the issue of “death penalty”, although not as frequently as the first one.

Another issue brought to the attention and sometimes in detail, by some of the British female respondents is about Turkish men. The image of the Turkish men is given as “uneducated, disturbing single women, self-opinionated and bossy”.

4.4.1.7 Other Issues

Among the other issues mentioned by both sample is the earthquake, which also found a place in the British and Italian media.

Football is another subject, which has been put in the list. Galatasaray is the only club, which is recalled and written by the **British** respondents with a high frequency (12). The violence related to football and hooliganism also found place in the answers of the respondents. In the **Italian** sample less frequently Besiktas (5) more frequently Galatasaray (12) have appeared.

Other two words, which frequently come to the mind of the British and Italian people related to Turks and Turkey are “the Ottomans” and “the Ottoman Empire” (28 and 22, respectively).

Although not very frequently the “Midnight Express” movie is incorporated in the list of the British, in line with the findings of the ethnographic analysis.

4.4.1.8 The Expressions in Italian Culture Related to Turks

As a result of their historical relationship with the Ottomans, several expressions related to Turks exist in the Italian culture. “The Turk” generally has negative attributes: the one who smokes, curses and frightens because is “a destroyer”. All the things that they could not understand were reflected again onto Turks: a language that can not be understood is Turkish, the complicated things difficult to figure out are again considered to be Turkish things.

The expressions in Italian and their meanings are listed below:

FUMARE COME UN TURCO:	To smoke like a Turk
COSE TURCHE:	Turkish things: things difficult to understand
COSA PARLI, IL TURCO?	What are you speaking, Turkish? Language difficult to understand
BESTEMMIARE COME UN TURCO:	To curse like a Turk

MAMMA GLI TURCHI:

Mummy the Turks:

An exclamation of horror

Certain Italian respondents also created their own expressions to define Turks:

ITALIANI TURCHI:STESSA FACCIA STESSA RAZZA!: Italians and Turks the same

race the same face

RAZZA FORTE:

Strong Race

TEDESCHI DEL MEDIO ORIENTE:

Germans of the Middle East

Hard working, successful people

4.4.2 ANALYSIS OF THE QUESTION ON RECOGNIZING SECTORS/COMPANIES/PRODUCTS/ BRANDS ASSOCIATED WITH TURKEY

In the question 30 the respondents were asked to state the sectors, companies, products, brands that they could associate with Turkey.

First of all, this is the question with the lowest response rate. More than the half of the respondents has left this question blank. The list of the answers also is very short for both of the samples.

It is observed that no Turkish brand and company was specifically associated with Turkey. The respondents who work in international companies either stated their own company, knowing that there was a branch in Turkey or rarely the competitors that they are in the same sector (i.e. Fiat Turkish, Aria). The only brand stated by the British sample is Galatasaray having the highest frequency of all (8). Koc, Sabanci and THY are among the few mentions.

In both samples, the most mentioned sector is the same, which is "tourism" (around 30 mentions for both). The sector, which is common for both is the "textile" with higher frequency in the Italian sample. Turkish restaurants also have been present in the list of both samples.

Among the sectors stated to be associated with Turkey by both British and Italian samples is "agriculture".

Italians associated clothing industry with Turkey, but it can not be judged whether they have been referring to textile industry or the ready wear clothing industry as they could not state any brand name. Actually, it is known that the Turkish firms provide many materials for the Italian ready wear companies. In the list of the Italians there was also "leather industry and products" associated with Turkey.

Related to products, one of the products that both British and Italians associate with Turkey is "carpet", which is stated with higher frequency by the Italian sample.

In the British sample, as it was also highly mentioned in Question 14, there is a strong association of Turkey with “kebab” and “kebab houses. However, the mostly stated product by British sample is the “Turkish delight” (around 30 mentions). Raki is another product put in the list by the British.

Italians, have cited a more diversified range of products compared to British. Beside the ones that have been listed as common, silver and gold craftsmanship and products, tea, spices, and pistachio are among the products stated by the Italian sample.

4.5 FINDINGS FROM THE TESTING OF THE HYPOTHESES

In this section the findings related to the hypotheses presented in Section 3.4.1 are discussed. The relationships between various independent variables and the dependent ones are investigated. The independent variables, especially the indices created, are individually tested through bivariate techniques such as Pearson’s correlation and t-tests, to see the individual relationships between the dependent and independent variables.

4.5.1 HYPOTHESES ON SATISFACTION INDEX (1)

The researcher expected that the satisfaction level of the respondents with their prior visit(s) to Turkey will be influential on their intentions to revisit, live, work and do business in Turkey as well as on their opinions about Turkey. Therefore , the possible

relationships between the Satisfaction Index and the dependents variables are investigated. The results reveal that the hpyotheses are supported except for the intention to work.

Table 4. 123 Correlations between the Satisfaction Index and the Dependent Variables

<u>Correlations</u>	Like to visit	Like to live	Like to work	Like to do business	Opinion about Turkey
Satisfaction Index	.169**	.238**	.036	.142*	.285**

*significant at the 0.05 level

** significant at the 0.01 level

Hypothesis 1a: There is a relationship between an individual's satisfaction level with his/her prior visit/s to Turkey (Satisfaction Index) and the intention to visit.

The hypothesis is supported with a high significance level (p: 0.01). There is a positive correlation between the independent variable Satisfaction Index and the intention to visit:

The higher the satisfaction of the respondent with its prior visit is, the higher is his likelihood to revisit the country.

Hypothesis 1b: There is a relationship between an individual's satisfaction level with his/her prior visit/s to Turkey (Satisfaction Index) and the intention to live.

The hypothesis is supported with a high significance level (p: 0.01). There is a positive correlation between the independent variable Satisfaction Index and the intention to live:

The higher the satisfaction of the respondent with its prior visit is , the higher is his likelihood to live in Turkey.

Hypothesis 1c: There is a relationship between an individual's satisfaction level with his/her prior visit/s to Turkey (Satisfaction Index) and the intention to work.

This is the only variable for which the hypothesis is not supported. One of the explanatory reasons might be the fact that although the respondents are satisfied with their visit in general, as they cannot observe the working conditions during their touristic trip, they cannot express an attitude for working in Turkey.

Hypothesis 1d: There is a relationship between an individual's satisfaction level with his/her prior visit/s to Turkey (Satisfaction Index) and the intention to do business.

The hypothesis is supported. There is a positive correlation between the independent variable Satisfaction Index and the intention to do business ($p: .05$). The higher the satisfaction of the respondent with its prior visit is, the higher is his likelihood to do business in the country.

Hypothesis 1e: There is a relationship between an individual's satisfaction level with his/her prior visit/s to Turkey (Satisfaction Index) and competitive positioning of the country.

The relationship significant at 0.01 level is found to support the hypothesis. There is a positive correlation between the independent variable Satisfaction Index and the opinion about Turkey. The higher the satisfaction of the respondent with his/her prior visit is, the better is his/her opinion about Turkey.

4.4.3 HYPOTHESES ON PEOPLE INDEX (2)

The possible relationships between the People Index and the dependent variables are investigated.

Table 4. 124 Correlations between the People Index and the Dependent Variables

<u>Correlations</u>	Like to visit	Like to live	Like to work	Like to do business	Opinion about Turkey
People Index	.227**	.158*	.109	.278**	.348**

*significant at the 0.05 level

** significant at the 0.01 level

Hypothesis 2a: There is a relationship between an individual's perception of the people of Turkey (People Index) and the intention to visit.

The hypothesis is supported with a high significance level (p: 0.01). There is a positive correlation between the independent variable People Index and the intention to visit. The better the respondent's perception of the Turkish people is, the higher will be his likelihood of visiting the country.

Hypothesis 2b: There is a relationship between an individual's perception of the people of Turkey (People Index) and the intention to live.

The hypothesis is supported. There is a positive correlation between the independent variable People Index and the intention to live ($p: .05$). The better the respondent's perception of the Turkish people is, the higher will be his likelihood of living in Turkey.

Hypothesis 2c: There is a relationship between an individual's perception of the people of Turkey (People Index) and the intention to work.

This is the only variable for which the hypothesis is not supported. This result can be explained by the fact that the perception of the Turkish people does not help alone to convince the respondents to work in Turkey.

Hypothesis 2d: There is a relationship between an individual's perception of the people of Turkey (People Index) and the intention to do business.

The hypothesis is supported with a high significance level ($p: 0.01$). There is a positive correlation between the independent variable People Index and the intention to do business. The better the perception of the respondent of the Turkish people is, the higher is his/her likelihood to do business with the country. This finding is important because the respondents believe that the human factor is important in deciding to do business.

Hypothesis 2e: There is a relationship between an individual's perception of the people of Turkey (People Index) and competitive positioning of the country.

The hypothesis is supported with a high significance level ($p: 0.01$). There is a positive correlation between the independent variable People Index and the competitive positioning of the country. The better the respondent's perception of the Turkish people is, the better will be the competitive positioning of the country.

4.4.4 HYPOTHESES ON CIVILIZATION INDEX (3)

The researcher expected that there is a relationship between how well the historical civilizations in Turkey are known and the dependent variables.

Table 4. 125 Correlations between the Civilization Index and the Dependent Variables

<u>Correlations</u>	Like to visit	Like to live	Like to work	Like to do business	Opinion about Turkey
Civilization Index	.196**	.218**	NA	NA	.321**

*significant at the 0.05 level

** significant at the 0.01 level

Hypothesis 3a: There is a relationship between an individual's knowledge about the ancient civilizations of Turkey (Civilization Index) and the intention to visit.

The hypothesis is supported with a high significance level ($p: 0.01$). There is a positive correlation between the independent variable Civilization Index and the intention to visit.

The better known the civilizations in Turkey are, the higher will be the likelihood to visit the country. This is also a natural result, because one of the fascinating uniqueness of Turkey is its rich historical heritage.

Hypothesis 3b: There is a relationship between an individual's knowledge about the ancient civilizations of Turkey (Civilization Index) and the intention to live.

The hypothesis is supported with a high significance level (p: 0.01). There is a positive correlation between the independent variable Civilization Index and the intention to live. The better known the civilizations in Turkey are, the higher will be the likelihood to live in the country.

Hypothesis 3c: There is a relationship between an individual's knowledge about the ancient civilizations of Turkey (Civilization Index) and competitive positioning of the country.

The hypothesis is supported with a high significance level (p: 0.01). There is a positive correlation between the independent variable Civilization Index and the competitive positioning of the country. The better known the civilizations in Turkey are, the higher will be the ratings on the competitive positioning of the country.

4.4.5 HYPOTHESES ON HISTORY INDEX (4)

The possible relationships between the History Index and the dependent variables are investigated.

Table 4. 126 Correlations between the History Index and the Dependent Variables

<i>Correlations</i>	Like to visit	Like to live	Like to work	Like to do business	Opinion about Turkey
History Index	.095	.174**	NA	NA	.206**

*significant at the 0.05 level

** significant at the 0.01 level

Hypothesis 4a: There is a relationship between an individual's perception related to the historical image of Turkey (History Index) and the intention to visit.

The hypothesis is not supported. This can be interpreted that there is no relationship between the perception of the historical image and the intention to visit, because people pay more attention to the current image of a country.

Hypothesis 4b: There is a relationship between an individual's perception related to the historical image of Turkey (History Index) and the intention to live.

A relationship significant at 0.01 level is found to support the hypothesis. There is a positive correlation between the independent variable History Index and the intention to live. The better an individual's perception related to the historical image of Turkey is, the higher will be the intention to live there.

Hypothesis 4c: There is a relationship between an individual's perception related to the historical image of Turkey (History Index) and competitive positioning of the country.

The hypothesis is supported with a high significance level (p: 0.01). There is a positive correlation between the independent variable History Index and competitive positioning of the country. The better an individual's perception related to the historical image of Turkey is, the higher will be the ratings on the competitive positioning of the country.

4.4.6 HYPOTHESES ON NATURAL SCENERY INDEX (5)

The researcher believes that there is a relationship between the level of knowledge related to the natural sceneries of Turkey and the dependent variables. Below is the summary of the relationships found.

Table 4. 127 Correlations between the Natural Scenery Index and the Dependent Variables

<u>Correlations</u>	Like to visit	Like to live	Like to work	Like to do business	Opinion about Turkey
Natural Scenery Index	.250**	.436**	.253**	.205	.409**

*significant at the 0.05 level

** significant at the 0.01 level

Hypothesis 5a: There is a relationship between an individual's knowledge about the natural/holiday and sports features of Turkey (Natural Scenery Index) and the intention to visit.

A relationship significant at 0.01 level is found to support the hypothesis. There is a positive correlation between the independent variable Natural Scenery Index and the intention to visit. The better an individual's knowledge about the natural/holiday and sports features of Turkey is, the higher will be the intention to visit.

Hypothesis 5b: There is a relationship between an individual's knowledge about the natural/holiday and sports features of Turkey (Natural Scenery Index) and the intention to live.

The hypothesis is supported with a high significance level ($p: 0.01$). There is a positive correlation between the independent variable Natural Scenery Index and the intention to live. The better an individual's knowledge about the natural/holiday and sports features of Turkey is, the higher is the intention to live.

Hypothesis 5c: There is a relationship between an individual's knowledge about the natural/holiday and sports features of Turkey (Natural Scenery Index) and the intention to work.

A relationship significant at 0.01 level is found to support the hypothesis. There is a positive correlation between the independent variable Natural Scenery Index and the intention to work. The better an individual's knowledge about the natural/holiday and sports features of Turkey is, the higher will be the intention to work.

Hypothesis 5d: There is a relationship between an individual's knowledge about the natural/holiday and sports features of Turkey (Natural Scenery Index) and the intention to do business.

The hypothesis is supported with a high significance level (p: 0.01). There is a positive correlation between the independent variable Natural Scenery Index and the intention to do business. The better an individual's knowledge about the natural/holiday and sports features of Turkey is, the higher is the intention to do business.

Hypothesis 5e: There is a relationship between an individual's knowledge about the natural/holiday and sports features of Turkey (Natural Scenery Index) and the competitive positioning of the country.

A relationship significant at 0.01 level is found to support the hypothesis. There is a positive correlation between the independent variable Natural Scenery Index and competitive positioning of the country. The better an individual's knowledge about the

natural/holiday and sports features of Turkey is, the higher will be the ratings on the competitive positioning of the country.

4.4.7 HYPOTHESES ON ECONOMY INDEX (6)

The possible relationships between the Economy Index and the dependent variables are investigated.

Table 4. 128 Correlations between the Economy Index and the Dependent Variables

<u>Correlations</u>	Like to visit	Like to live	Like to work	Like to do business	Opinion about Turkey
Economy Index	.269**	.259**	.344**	.285**	.293**

*significant at the 0.05 level

** significant at the 0.01 level

Hypothesis 6a: There is a relationship between an individual's perception of the economy of Turkey (Economy Index) and the intention to visit.

A relationship significant at 0.01 level is found to support the hypothesis. There is a positive correlation between an individual's perception of the economy of Turkey (Economy Index) and the intention to visit. The better an individual's perception about the economy of Turkey is, the higher is the intention to visit.

Hypothesis 6b: *There is a relationship between an individual's perception of the economy of Turkey (Economy Index) and the intention to live.*

The hypothesis is supported with a high significance level ($p: 0.01$). There is a positive correlation between an individual's perception of the economy of Turkey (Economy Index) and the intention to live there. The better an individual's perception of the economy of Turkey is, the higher will be the intention to live there.

Hypothesis 6c: *There is a relationship between an individual's perception of the economy of Turkey (Economy Index) and the intention to work.*

A high relationship significant at 0.01 level is found to support the hypothesis. There is a positive correlation between an individual's perception of the economy of Turkey (Economy Index) and the intention to work. The better an individual's perception of the economy of Turkey is, the higher is the intention to work there. The result is very important because intention to work is the dependent variable, which is found to have less of a relationship with many dependent variables. The fact that the level of the economy affects the intention to work in the country is an important sign to be taken into consideration.

Hypothesis 6d: *There is a relationship between an individual's perception of the economy of Turkey (Economy Index) and the intention to do business.*

The hypothesis is supported with a high significance level ($p: 0.01$). There is a positive correlation between an individual's perception of the economy of Turkey (Economy

Index) and the intention to do business. As it can be expected the better an individual's perception of the economy of Turkey is, the higher will be the intention to do business in that country.

Hypothesis 6e: There is a relationship between an individual's perception of the economy of Turkey (Economy Index) and the competitive positioning of the country.

A relationship significant at 0.01 level is found to support the hypothesis. There is a positive correlation between an individual's perception of the economy of Turkey (Economy Index) and competitive positioning of the country. The better an individual's perception of the economy of Turkey is, the better will be the competitive positioning of the country.

4.4.8 HYPOTHESES ON POLITICS INDEX (7)

The correlations between an individual's perception on the politics of Turkey and the dependent variables are investigated.

Table 4. 129 Correlations between the Politics Index and the Dependent Variables

<u>Correlations</u>	Like to visit	Like to live	Like to work	Like to do business	Opinion about Turkey
Politics Index	.332**	.303**	.123	.205**	.204**

*significant at the 0.05 level

** significant at the 0.01 level

Hypothesis 7a: *There is a relationship between an individual's perception of the politics of Turkey (Politics Index) and the intention to visit.*

The hypothesis is supported (p: .01). There is a positive correlation between an individual's perception of the politics of Turkey (Politics Index) and the intention to visit. The better an individual's perception of the politics of Turkey is, the higher is the intention to visit.

Hypothesis 7b: *There is a relationship between an individual's perception of the politics of Turkey (Politics Index) and the intention to live.*

The hypothesis is supported with a high significance level (p: 0.01). There is a positive correlation between an individual's perception of the politics of Turkey (Politics Index) and the intention to live there. The better an individual's perception of the politics of Turkey is, the higher will be the intention to live.

Hypothesis 7c: *There is a relationship between an individual's perception of the politics of Turkey (Politics Index) and the intention to work.*

The hypothesis is not supported. No relationship is found between an individual's perception of the politics of Turkey (Politics Index) and the intention to work. Actually, it would be expected that the political regime and how the politics are applied in a country would affect the intention to work in that country. This result may be attributed to the fact that in the politics index there was an emphasis on the international aspect of the politics and as long as there is no political disorder in a country the individuals don't base their decision on the political issues.

Hypothesis 7d: There is a relationship between an individual's perception of the politics of Turkey (Politics Index) and the intention to do business.

A relationship significant at 0.01 level is found to support the hypothesis. There is a positive correlation between an individual's perception of the politics of Turkey (Politics Index) and the intention to do business there. As it can be expected, the better an individual's perception of the politics of Turkey is, the higher will be the intention to do business in that country.

Hypothesis 7e: There is a relationship between an individual's perception of the politics of Turkey (Politics Index) and the competitive positioning of the country.

The hypothesis is supported with a high significance level ($p: 0.01$). There is a positive correlation between an individual's perception of the politics of Turkey (Politics Index) and the competitive positioning of the country. The better an individual's perception of the politics of Turkey is, the higher his ratings will be on the competitive positioning of the country.

4.5.8 HYPOTHESES ON THE OVERALL SOCIO-CULTURAL PERCEPTION OF TURKEY: TURKEY INDEX (8)

The correlation between the Turkey Index and the dependent variables are investigated.

Table 4. 130 Correlations between the Turkey Index and the Dependent Variables

<u>Correlations</u>	Like to visit	Like to live	Like to work	Like to do business	Opinion about Turkey
Turkey	.411**	.395**	.270**	.369**	.383**

*significant at the 0.05 level

** significant at the 0.01 level

Hypothesis 8a: There is a relationship between an individual's overall socio-cultural perception of Turkey (Turkey Index) and the intention to visit.

The hypothesis is supported (p: .05). There is a positive correlation between an individual's overall perception of Turkey (Turkey Index) and the intention to visit. The better an individual's perception of Turkey is, the higher is the intention to visit.

Hypothesis 8b: There is a relationship between an individual's overall sociocultural perception of Turkey (Turkey Index) and the intention to live.

A relationship significant at 0.01 level is found to support the hypothesis. There is a positive correlation between an individual's overall perception of Turkey (Turkey Index) and the intention to live. As it can be expected, the better an individual's perception of Turkey in general is, the higher will be the intention to live in that country.

Hypothesis 8c: There is a relationship between an individual's overall sociocultural perception of Turkey (Turkey Index) and the intention to work.

The hypothesis is supported with a high significance level ($p: 0.01$). There is a positive correlation between an individual's overall perception of Turkey (Turkey Index) and the intention to work. The better an individual's overall sociocultural perception of Turkey is, the higher will be the intention to work there.

Hypothesis 8d: There is a relationship between an individual's overall sociocultural perception of Turkey (Turkey Index) and the intention to do business.

The hypothesis is supported ($p: .01$). There is a positive correlation between an individual's perception of Turkey (Turkey Index) and the intention to do business. The better an individual's perception of Turkey is, the higher will be the intention to do business in that country.

Hypothesis 8e: There is a relationship between an individual's overall sociocultural perception of Turkey (Turkey Index) and the competitive positioning of the country.

The hypothesis is supported with a high significance level ($p: 0.01$). There is a positive correlation between an individual's perception of Turkey (Turkey Index) and the competitive positioning of the country. The better an individual's overall sociocultural perception of Turkey is, the higher his ratings will be on the competitive positioning of the country.

4.5.9 HYPOTHESES ON THE LEVEL OF KNOWLEDGE ABOUT TURKEY (9)

It is believed that the level of knowledge about Turkey has a relationship with the intentions to visit, live, work, and do business as well as with the competitive positioning of the country. Therefore, the possible relationships between the level of knowledge about Turkey and the dependent variables are investigated.

Table 4. 131 Correlations between the Level of Knowledge about Turkey and the Dependent Variables

<u>Correlations</u>	Like to visit	Like to live	Like to work	Like to do business	Opinion about Turkey
Knowledge on Turkey	.231**	.399**	.270**	.217**	.494**

*significant at the 0.05 level

** significant at the 0.01 level

Hypothesis 9a: There is a relationship between the level of knowledge about Turkey and the intention to visit.

The hypothesis is supported with a high significance level (0.01). There is a positive correlation between an individual's level of knowledge about Turkey and the intention to visit. The better an individual's level of knowledge about Turkey is, the higher is the intention to visit.

Hypothesis 9b: There is a relationship between the level of knowledge about Turkey and the intention to live.

The hypothesis is supported ($p: .01$). There is a positive correlation between an individual's level of knowledge about Turkey and the intention to live: The better an individual's level of knowledge about Turkey is, the higher is the intention to live.

Hypothesis 9c: There is a relationship between the level of knowledge about Turkey and the intention to work.

A relationship significant at 0.01 level is found to support the hypothesis. There is a positive correlation between an individual's level of knowledge about Turkey and the intention to work. As it can be expected the better an individual's level of knowledge about Turkey is, the higher will be the intention to work in that country.

Hypothesis 9d: There is a relationship between the level of knowledge about Turkey and the intention to do business.

The hypothesis is supported ($p: .01$). There is a positive correlation between an individual's level of knowledge about Turkey and the intention to do business. The better an individual's level of knowledge about Turkey is, the higher is the intention to do business.

Hypothesis 9e: There is a relationship between the level of knowledge about Turkey and the competitive positioning of the country.

The hypothesis is supported with a high significance level (0.01). There is a positive correlation between an individual's level of knowledge about Turkey and the competitive positioning of the country: The better an individual's level of knowledge about Turkey is, the higher will be his ratings on the competitive positioning of the country.

4.5.10 HYPOTHESES ON THE CLARITY OF THE GEOGRAPHIC LOCATION OF TURKEY (10)

The researcher believes that there is a relationship between the clarity of the geographic location of Turkey and the dependent variables. Below is the analysis of the relationships investigated.

Table 4. 132 Correlations between the Clarity of the Geographic Location and the Dependent Variables

<u>Correlations</u>	Like to visit	Like to live	Like to work	Like to do business	Opinion about Turkey
Geographical clarity	.192**	.171**	.136*	.103	.145*

*significant at the 0.05 level

** significant at the 0.01 level

Hypothesis 10a: There is a relationship between the fact that an individual is clear about the geographic location of Turkey and his/her intention to visit.

The hypothesis is supported (p: .01). There is a positive correlation between the fact that an individual is clear about the geographic location of Turkey and his/her intention to visit: The clearer an individual is about the geographic location of Turkey, the higher is his/her intention to visit.

Hypothesis 10b: There is a relationship between the fact that an individual is clear about the geographic location of Turkey and his/her intention to live.

The hypothesis is supported with a high significance level (p: 0.01). There is a positive correlation between the fact that an individual is clear about the geographic location of Turkey and his/her intention to live: The clearer an individual is about the geographic location of Turkey, the higher is his/her intention to live.

Hypothesis 10c: There is a relationship between the fact that an individual is clear about the geographic location of Turkey and his/her intention to work.

A relationship significant at 0.01 level is found to support the hypothesis. There is a positive correlation the fact that an individual is clear about the geographic location of Turkey and his/her intention to work. The clearer an individual is about the geographic location of Turkey, the higher is his/her intention to work in Turkey.

Hypothesis 10d: There is a relationship between the fact that an individual is clear about the geographic location of Turkey and his/her intention to do business.

The hypothesis is not supported. No relationship is found the fact that an individual is clear about the geographic location of Turkey and his/her intention to do business.

Although the knowledge about the country's geographic location is expected to be important, it may be thought that there are other factors that basicly affect the decision on doing business.

Hypothesis 10e: There is a relationship between the fact that an individual is clear about the geographic location of Turkey and the competitive positioning of the country.

The hypothesis is supported with a high significance level ($p: 0.01$). There is a positive correlation between the fact that an individual is clear about the geographic location of Turkey and the competitive positioning of the country: The clearer an individual is about the geographic location of Turkey, the higher will be his ratings on the competitive positioning of the country.

4.5.11 HYPOTHESES ON THE NUMBER OF INFORMATION SOURCES

USED (11)

The correlation between the number of the information sources used and the dependent variables are investigated.

Table 4. 133 Correlations between the Number of the Information Sources Used and the Dependent Variables

<u>Correlations</u>	Like to visit	Like to live	Like to work	Like to do business	Opinion about Turkey
Number of mentioned Info sources	.155*	.136*	.032	.143*	.152*

*significant at the 0.05 level ** significant at the 0.01 level

Hypothesis 11a: There is a relationship between the number of information sources used and the intention to visit.

The hypothesis is supported with a high significance level (p: 0.05). There is a positive correlation between the number of information sources used and the intention to visit: The higher number of information sources used is, the higher is the intention to visit.

Hypothesis 11b: There is a relationship between the number of information sources used and the intention to live.

The hypothesis is supported (p: .05). There is a positive correlation between the number of information sources used and the intention to live: The more the number of information sources used is, the higher is the intention to live.

Hypothesis 11c: There is a relationship between the number of information sources used and the intention to work.

Once more, the hypothesis is not supported for the intention to work. No relationship is found between the number of information sources used and the intention to work.

Actually, it would be expected that the more the respondents know about a country through more information sources, the higher the intention to work would be in that country. One of the reasons of this result might be that the type of information the respondents get may not be giving enough insight about the working conditions in Turkey. Therefore, it is not the number of the information sources used but the type of the information sources used and what messages are transmitted through those sources become more important.

Hypothesis 11d: There is a relationship between the number of information sources used and the intention to do business.

A relationship significant at 0.05 level is found to support the hypothesis. There is a positive correlation between the number of information sources used and the intention to do business. The more the number of information sources used is, the higher will be the intention to do business in that country.

Hypothesis 11e: There is a relationship between the number of information sources used and the competitive positioning of the country.

The hypothesis is supported with a high significance level ($p: 0.05$). There is a positive correlation between the number of information sources used and the competitive positioning of the country: The more information sources are used, the higher will be the ratings on the competitive positioning of the country.

4.5.12 HYPOTHESES ON VISITING STATUS (12)

The researcher expected a difference in the dependent variables with respect to visiting status.

Table 4. 134 Differences in Dependent Variables with respect to Visiting Status

Variable	t	p	Mean		n	
			Visited		Visited	
			Yes	No	Yes	No
Like to visit*	3.842	.000	1.16	1.44	127	124
Like to live*	3.223	.001	2.66	2.99	126	119
Like to work	2.524	.012	2.37	2.62	127	117
Like to do business	1.858	.064	1.94	2.15	122	113
Opinion about Turkey	6.753	.000	3.33	2.83	129	126

*Levene is significant for Like to visit (p: .000), and Like to live (p: .008).

Hypothesis 12a: There is a difference in the intention to visit with respect to visiting status.

Hypothesis 12b: There is a difference in the intention to live with respect to visiting status.

Hypothesis 12c: There is a difference in the intention to work with respect to visiting status.

Hypothesis 12d: There is a difference in the intention to do business with respect to visiting status.

Hypothesis 12e: There is a difference in the competitive positioning of the country with respect to visiting status.

As it can be observed from Table 4.134, except for “intention to do business”, there are significant differences in the dependent variables in terms of visiting status. Those who had visited significantly rated higher their intentions to revisit, live, and work in Turkey. However, it has to be noted that except for the intention to visit, the mean scores are still low (between “probably will” and “probably will not” axis). On the other hand, for the intention to do business, having ever visited Turkey or not, does not have an effect. Anyway, the intention to do business of the ones who visited and who did not, is on the “probably will do business” axis.

It is also noted that there is a significant relationship between visiting status and the competitive positioning of the country. Those who visited Turkey had a more favorable opinion about Turkey.

4.5.13 HYPOTHESES ON THE ENTRY OF TURKEY TO THE EUROPEAN UNION (13)

The differences between the opinion about the entry of Turkey to the European Union and the dependent variables are investigated.

Table 4. 135 Differences in Dependent Variables with respect to Opinion about the Entry of Turkey to EU

Variable	t	p	Mean		n	
			Yes	No	Yes	No
Like to visit*	2.073	.041	1.22	1.43	165	69
Like to live	3.028	.003	2.68	3.03	161	67
Like to work*	2.724	.008	2.36	2.70	162	66
Like to do business*	2.692	.008	1.91	2.26	155	65
Opinion about Turkey	1.024	.307	3.12	3.03	165	69

*Levene is significant for like to visit (p: .000), like to work (p: .043), and like to do business (p: .013).

Hypothesis 13a: There is difference in intention to visit with respect to the opinion of an individual related to the entry of Turkey to EU.

Hypothesis 13b: There is difference in intention to live with respect to the opinion of an individual related to the entry of Turkey to EU.

Hypothesis 13c: There is difference in intention to work with respect to the opinion of an individual related to the entry of Turkey to EU.

Hypothesis 13d: There is difference in intention to do business with respect to the opinion of an individual related to the entry of Turkey to EU.

Hypothesis 13e: There is difference in the competitive positioning of the country with respect to the opinion of an individual related to the entry of Turkey to EU.

As it can be observed from Table 4.135, significant differences in the intentions related to visit, live, work and do business in Turkey with respect to the opinion of an individual related to the entry of Turkey to European Union are found. The ones who are in favor of the entry of Turkey to EU scored higher in all of the above stated variables. Similar to the previous findings, for the intentions to visit and do business, the mean of the answers are on the positive side. Whereas, although the ones who think Turkey should be a member of the European Union scored higher for the intentions to live and work, the mean for those two variables is still on the negative side.

For the competitive positioning no significant difference is found for that dependent variable, the mean scores for both the ones who are in favor of the entry of Turkey to EU and who are not, are anyway high.

4.5.14 SUMMARY ON RESULTS OF HYPOTHESES TESTING

The below Table 4.136 summarizes the results of all the correlation analysis carried out between the dependent and independent variables identified for hypotheses testing.

As it can be observed, the dependent variables “intention to visit”, “intention to live” and “the competitive positioning of the country” are found to have significant relationships with all the independent variables included in the analysis. For the summary of the t-tests related to the Hypotheses 12 and 13 please refer to Sections 4.5.12 and 4.5.13 respectively.

<i>Correlations</i>	Like to visit	Like to live	Like to work	Like to do business	Competitive Country Positioning
Satisfaction	.169**	.238**	.036	.142*	.285**
People	.227**	.158*	.109	.278**	.348**
Civilization	.196**	.218**	NA	NA	.321**
History	.095	.174**	NA	NA	.206**
Natural Scenery	.250**	.436**	.253**	.205	.409**
Economy	.269**	.259**	.344**	.285**	.293**
Politics	.332**	.303**	.123	.205**	.204**
Turkey	.411**	.395**	.270**	.369**	.383**
Knowledge of Turkey	.231**	.399**	.270**	.217**	.494**
Number of mentioned Info sources	.155*	.136*	.032	.143*	.152*
Geographical clarity	.192**	.171**	.136*	.103	.145*

Table 4.136 Summary on Results of Hypotheses Testing

*significant at the 0.05 level

** significant at the 0.01 level

4.6 DETERMINANTS OF THE COUNTRY IMAGE

In this section the fit of the model is checked to find out the determinants of the country image and the revised model is presented.

4.6.1 FINDINGS ABOUT MODEL FIT BY REGRESSION ANALYSIS

In the previous section the possible relationships between the dependent and independent variables are examined. In this section the fit of the model will be checked by regression analysis. After making the analysis for each dependent variable, the researcher is aiming to distinguish the variables which better explain the dependent variable.

4.6.1.1 Variables Included in the Regression Analysis

In Table 4.137 there is a list of the variables included in the regression analysis. As can be observed, certain independent variables are not included in the analysis. The reason behind this decision is that those variables were non-metric thus could not be included in the regression analysis.

The regression analysis is conducted for each of the dependent variables together with the below listed independent variables.

Table 4. 137 List of Variables Included in the Regression Analysis

Intention to visit Turkey	Dependent Variable
Intention to live in Turkey	Dependent Variable
Intention to work in Turkey	Dependent Variable
Intention to do business in Turkey	Dependent Variable
Opinion about Turkey	Dependent Variable

Satisfaction Index	Independent Variable
People Index	Independent Variable
Civilizations Index	Independent Variable
History Index	Independent Variable
Natural Scenery Index	Independent Variable
Economy Index	Independent Variable
Politics Index	Independent Variable
Turkey Index	Independent Variable
Effect of religion on the intention to visit	Independent Variable
Effect of religion on the intention to live	Independent Variable
Effect of religion on the intention to work	Independent Variable
Effect of religion on the intention to do business	Independent Variable
Knowledge about Turkey	Independent Variable
Number of total mentioned arts	Independent Variable
Number of total mentioned writers	Independent Variable
Number of total mentioned information sources	Independent Variable

4.6.1.2 The Statistics Used in the Analysis

Before moving on to the discussion of the results, the statistics used to present the findings and their significance are summarized below (Churchill and Iacoblin, 2002):

- “R” is determining the model fit specifying the correlation between the observed and predicted values of the dependent variable. It ranges from -1 to $+1$ and larger absolute values indicate stronger correlations between the observed and predicted values.
- “R²” is the proportion of the variance of the dependent variable that is explained by the proposed regression model. As “R²” may sometimes present over-optimistic model fit values, “Adjusted R²” is used to interpret the results.
- “F” value presents the proportion between the regression sum of squares (measured variation) and residual sum of squared (unmeasured variation) which produced high significance value for the model. When the “F” value is large enough it means that it accounts for the majority of the variation in the model.
- “t” value indicates the relative importance of each variable in the proposed model and the relevant significance level.
- “Beta” is the standardized regression constant in the equation.

4.6.1.3 Model Fit Statistics about the Relationship between “Intention to Visit” and the Independent Variables

In this section of the study, the independent variables which better explain the dependent variable “Intention to visit” are examined through the regression analysis.

The regression analysis and the related figures are presented in the Table 4.138.

Table 4.138 Model Fit Statistics about the Relationship between “Intention to Visit” and the Independent Variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	p
		B	Std. Error	Beta		
	(Constant)	1.751	.463		3.784	.000
	TURKEY	.301	.055	.346	5.512	.000
	Effect of religion on intention to visit	-.106	.045	-.142	-2.3693	.019
	ECONOMY	.343	.173	.121	1.978	.049

R	R ²	Adjusted R ²	F	p
.464	.215	.206	3.911	.049

The analysis reveals that:

Intention to visit = 1.751 + .301 (Turkey Index) - .106 (effect of religion on intention to visit) + .343 (Economy Index)

It is seen that the observed values of the dependent variable and the values predicted by this regression model are correlated with a coefficient of .464, and 20.6% (R²) of the variance in the dependent variable “Intention to Visit” is explained through these independent variables; namely, Turkey Index, effect of religion on intention to visit and the Economy Index.

It is important to note that the F value is significant ($p: .049$), indicating that the independent variables included in the model explain a significant portion of the dependent variable.

The “t” values indicate that the variables better predicting the dependent variable “intention to visit”, in terms of order of significances, are:

- (1) Turkey Index,
- (2) The effect of religion on the intention to visit and
- (3) Economy Index.

The better the perception of Turkey and the economy of Turkey and the lower the effect of the religion on the intentions related to visiting Turkey are, the higher is the intention to visit Turkey.

4.6.1.4 Model Fit Statistics about the Relationship between “Intention to Live” and the Independent Variables

The regression analysis is carried to in order to determine the independent variables, which better explain the dependent variable “Intention to live”.

The regression analysis and the related figures are presented in the Table 4.139.

Table 4.139 Model Fit Statistics about the Relationship between “Intention to Live” and the Independent Variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	p
		B	Std. Error	Beta		
	(Constant)	-.560	.616		-.910	.000
	NATURAL SCENERY	.326	.105	.210	3.092	.002
	Effect of religion on intention to work in Turkey	-.199	.048	-.237	-4.179	.000
	TURKEY	.198	.073	.167	2.712	.007
	Knowledge of Turkey	.163	.070	.159	2.340	.020
	ECONOMY	.467	.223	.119	2.093	.037

R	R ²	Adjusted R ²	F	p
.581	.338	.323	4.382	.037

The analysis reveals that:

$$\text{Intention to live} = - .560 - .199 (\text{effect of religion on intention to work}) + .326$$

$$(\text{Natural Scenery Index}) + .198 (\text{Turkey Index}) + .163 (\text{Knowledge of Turkey}) + .467$$

$$(\text{Economy Index})$$

The analysis reveals that the observed values of the dependent variable and the values predicted by this regression model are correlated with a coefficient of .581, and 32.3% (R²) of the variance in the dependent variable “Intention to Live” is explained through these independent variables: Natural Scenery index, Turkey Index, effect of religion on intention to work, knowledge of Turkey and the Economy Index.

Most importantly the F value is significant ($p: .037$), indicating that the independent variables explain a significant portion of the dependent variable.

The “t” values indicate that the variables better predicting the dependent variable “intention to live”, in terms of order of significance level, are:

- (1) The effect of religion on the intention to work
- (2) Natural Scenery Index
- (3) Turkey Index
- (4) Knowledge of Turkey and
- (5) Economy Index.

It can be stated that the independent variable “effect of religion on intention to work” has a negative effect on “intention to live”. It is important to point out that, as observed from the answers of the respondents, most of them considered “living” in Turkey, mainly for work reasons. Therefore, this relationship seems to be meaningful. Furthermore, as it can be observed, this is the variable with the highest degree of effect on the dependent variable under investigation.

When the level of knowledge about Turkey is higher, the perception of Turkey is better, the economics of Turkey are better perceived and the natural sceneries of Turkey are better known, in case that the effect of religion on the intention to work is lower, the intention to live in Turkey will be higher.

4.6.1.5 Model Fit Statistics about the Relationship between “Intention to Work” and the Independent Variables

The section demonstrates the results of the regression analysis carried out to differentiate the independent variables that better explain the dependent variable “Intention to work in Turkey”.

The regression analysis and the related figures are presented in the Table 4.140.

Table 4.140 Model Fit Statistics about the Relationship between “Intention to Work” and the Independent Variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	p
		B	Std. Error	Beta		
	(Constant)	-.429	.627		-.685	.000
	ECONOMY	1.076	.228	-.282	4.711	.000
	Effect of religion on intention to work in Turkey	-.175	.049	.214	-3.573	.000
	Knowledge of Turkey	.190	.061	-.188	3.131	.002

R	R ²	Adjusted R ²	F	p
.462	.214	.203	9.806	.002

The analysis reveals that:

Intention to work = - .429 + 1.076 (Economy Index) - .175 (effect of the religion on intention to work) + .190 (Knowledge of Turkey)

It can be stated that the observed values of the dependent variable and the values predicted by this regression model are correlated with a coefficient of .462. Furthermore, 20.3 % (R^2) of the variance in the dependent variable "Intention to work" is explained through these independent variables: effect of religion on intention to work, knowledge of Turkey and the Economy Index.

The F value also is significant (p: .002), indicating that the independent variables explain a significant portion of the dependent variable.

The "t" values indicate that the variables better predicting the dependent variable "intention to work", in terms of order of significance level are:

- (1) Economy Index
- (2) The effect of religion on the intention to work
- (3) Knowledge of Turkey

The Economy Index is the variable having the highest effect on the dependent variable "Intention to Work". When the economics of Turkey is better perceived, the level of knowledge about Turkey is higher, and the effect of religion on the intention to work is lower, the intention to work in Turkey will be higher.

4.6.1.6 Model Fit Statistics about the Relationship between "Intention to Do Business" and the Independent Variables

In this part of the study, the independent variables which better explain the dependent variable "Intention to do business in Turkey" are examined through the regression analysis.

The respondents were also asked to state the reason related to their intentions. For the case of “the intention to do business” the ones who stated the personal reasons are excluded in the analysis because although many of the respondents were not businesspersons or had no opportunity to do business, they presented their perception regardless of their personal situation. The minimum sample size requirement is also met (number of independent variables $\times 5 = 80$).

The regression analysis and the related figures are presented in the Table 4.141.

Table 4.141 Model Fit Statistics about the Relationship between “Intention to Do Business” and the Independent Variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	p
		B	Std. Error	Beta		
	(Constant)	-.0482	.922		-.052	.958
	TURKEY	.397	.131	-.325	3.025	.003
	Effect of religion on intention to do business in Turkey	-.295	.102	-.293	-2.897	.005
	ECONOMY	.750	.327	.220	2.293	.025

R	R ²	Adjusted R ²	F	p
.651	.424	.401	5.259	.025

The analysis reveals that:

Intention to Do Business = $-.0482 - .295$ (effect of the religion on intention to do business) + $.750$ (Economy Index) + $.397$ (Turkey Index)

It is seen that the observed values of the dependent variable and the values predicted by this regression model are correlated with a coefficient of .651, and 42.4 % (R^2) of the variance in the dependent variable "Intention to do business" is explained through these independent variables: effect of religion on intention to do business, Turkey Index, and Economy Index.

The F value also is significant ($p: .025$), indicating that the independent variables explain a significant portion of the dependent variable.

The "t" values indicate that the variables better predicting the dependent variable "intention to do business", in terms of the order of significances are:

- (1) Turkey Index
- (2) The effect of religion on the intention to do business
- (3) Economy Index

The "effect of religion on the intention to do business" is the variable having the highest but negative effect on the dependent variable "Intention to do business". After the "effect of religion on the intention to do business", the perception related to the economics of Turkey and the overall socio-cultural perception of Turkey have a significant effect on the dependent variable "intention to do business".

4.6.1.7 Model Fit Statistics about the Relationship between “Competitive Positioning of Turkey” and the Independent Variables

The independent variables which better explain the dependent variable “Competitive Positioning of Turkey” are examined through the regression analysis.

The regression analysis and the related figures are presented in the Table 4.142.

Table 4.142 Model Fit Statistics about the Relationship between “Competitive Positioning of Turkey” and the Independent Variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	P
		B	Std. Error	Beta		
	(Constant)	-.143	.444		-.321	.748
	Knowledge of Turkey	.243	.053	.299	4.561	.000
	TURKEY	.0996	.059	.105	1.682	.094
	ECONOMY	.481	.169	.157	2.841	.005
	PEOPLE	.119	.041	.170	2.877	.004
	NATURAL SCENERY	.182	.080	.146	2.262	.025

R	R ²	Adjusted R ²	F	p
.596	.355	.342	5.116	.025

The analysis reveals that:

$$\text{Competitive Country Positioning} = -.143 + .243 (\text{Knowledge of Turkey}) + .119 (\text{People Index}) + .481 (\text{Economy Index}) + .182 (\text{Natural Scenery Index}) + .0996 (\text{Turkey Index})$$

It is found out that the observed values of the dependent variable and the values predicted by this regression model are correlated with a coefficient of .596 and 34.2 % (R^2) of the variance in the dependent variable "Competitive Country Positioning" is explained through these independent variables: Knowledge of Turkey, People Index, Economy Index, Natural Scenery Index, and Turkey Index.

The F value also is significant (p: .025) indicating that the independent variables explain a significant portion of the dependent variable.

The "t" values indicate that the variables better predicting the dependent variable "Competitive Country Positioning" in terms of the order of significance level are:

- (1) Knowledge of Turkey
- (2) People Index
- (3) Economy Index
- (4) Natural Scenery Index
- (5) Turkey Index.

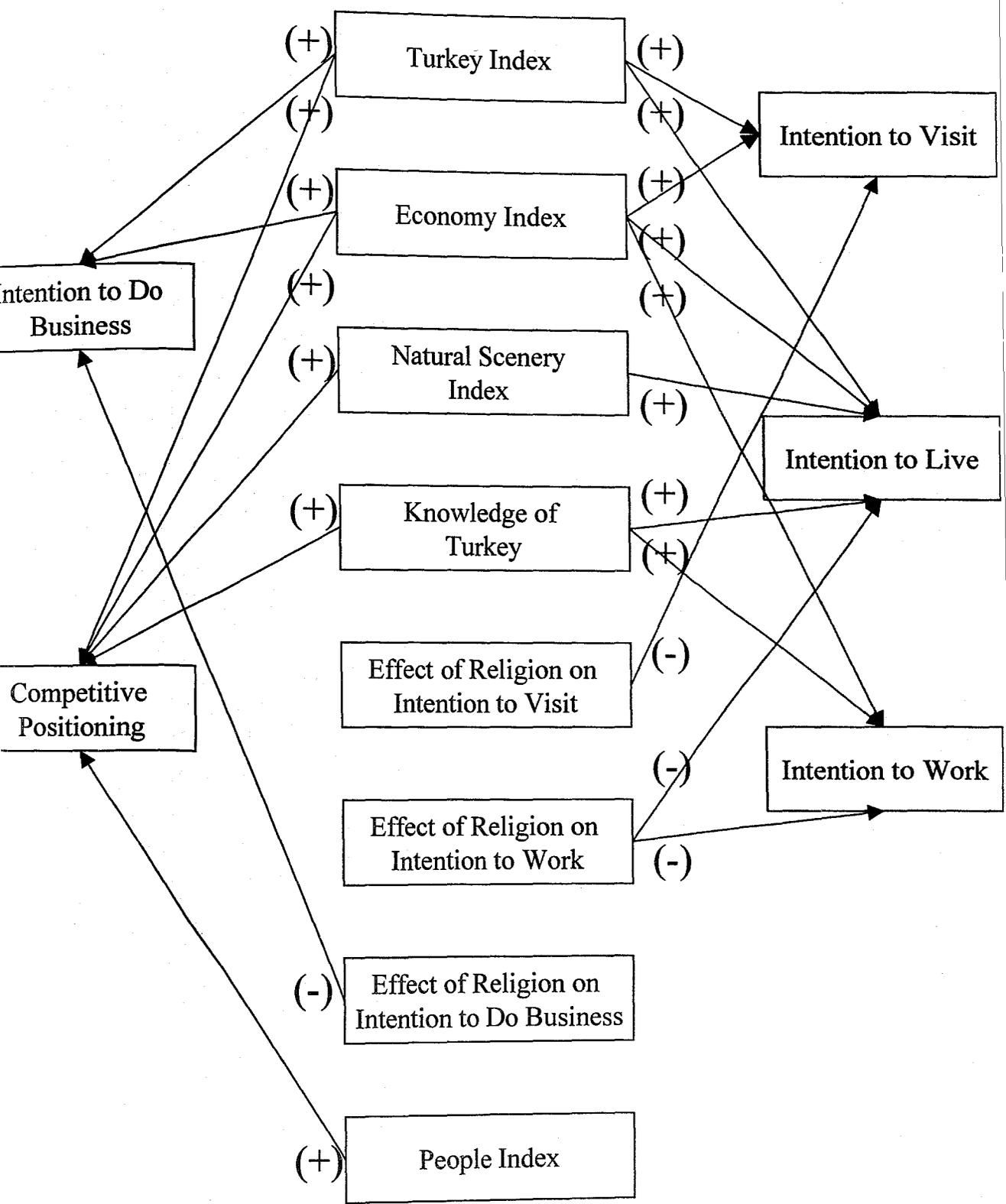
As the regression analysis demonstrates, the most important factor affecting the opinion about a country for the competitive positioning is the knowledge about the country. The perception of a country's people also has a significant effect on the opinion. The perception related to the economy of the country, the natural sceneries and the country's socio-cultural overall image play also a significant role for the formation of the opinion about a country.

4.6.2. MODEL REVISITED

According to the results of the regression analyses the model has been re-examined and the independent variables having more effect on explaining the dependent variables are presented in Figure 4.1.

It has to be observed that the independent variables on “the effect of religion” have a negative effect on the four of the dependent variables namely “intention to visit”, “intention to live”, “intention work”, and “intention to do business”. Whereas, the relationships of the other independent variables and the dependent ones are all positive.

re 4.1 THE MODEL REVISITED



5 SUMMARY, IMPLICATIONS AND CONCLUSION

In this section the findings are reviewed, summarized and discussed. Furthermore, the conclusions of the findings in terms of the implications for different parties and the suggestions for further research are also presented.

5.1 SUMMARY AND DISCUSSION OF THE FINDINGS

This section reviews and discusses the findings that are derived from different sections of the present study.

5.1.1 VISIT OF TURKEY

The findings related to the visiting status of the respondents are examined in this part of the study.

It is important to notice that in a sample where the total number of the respondents is 258, there is an almost equal distribution in terms of those visiting Turkey: 130 of the respondents had visited Turkey whereas 128 had not.

The same is also true on an individual country basis, in both country samples, almost half of the respondents have already visited Turkey.

Therefore, the results of the analysis will represent equally the perception of the ones who have seen Turkey as well the ones who did not, both at the total sample and individual country levels.

The major motive of visit is found to be vacation (63%) followed by business (29%) in the total set of motives for visiting Turkey.

It is observed that around 50% of the respondents remained two weeks in Turkey and an additional 43% between two weeks and six months. The researcher examined also whether there was a difference among the respondents according to their total days of visit (between the ones who stayed less than 15 days and the ones who stayed between 15 and 90 days). It was important to figure out whether a longer stay would result in higher ratings in terms of indices. However, no significant difference is observed in terms of number of days of visit for any index used. It can be assumed that the visitors already form the image during their first visit and unless they have the occasion in living in that country to see certain aspects more closely, those perceptions are valid.

Although certain factors are found to be improved, it is observed that the ones who came to Turkey remained generally satisfied with their visit. The mean of the Satisfaction Index is above "somewhat satisfied".

When the means of the items are examined it is observed that “Cultural/Historical sites” and “Natural Beauties” obtained the highest score, whereas “hygiene”, “ease of travel” and “the feeling of being secure” have scored below “Somewhat Satisfied”.

The results reveal that hygiene with the lowest score of satisfaction (mean: 2.65) and issues related to the ease of travel and security have to be improved. In the qualitative analysis as well it was stated that the security issue had to be reassured for Turkey.

The results show also that for younger respondents (<35) and for females, the issue of security is more of a problem. In the ethnographic analysis and in the analysis also of the open-ended questions, it is observed that female respondents have prejudices related to Turkish men. Some of them heard that men in Turkey disturbed women –especially blond and white women-. Some of them had a negative experience themselves during their visit and clearly stated that by writing in the questionnaire.

The English respondents have significantly rated higher their level of satisfaction for the quality of the food, ease of travel, attitude of people, feeling of being secure and visit in general compared to the Italians. On the other hand, in the qualitative research, both Italian and British respondents stated that although the general service quality can be considered as good in Turkey, to appeal to the high end of the market, it has to be improved in line with the cost and quality expectations in five star hotels.

Especially for the ease of travel and the feeling of being secure it is observed that the Italian respondents have been less satisfied. Taking into consideration the face-to-face interviews that the researcher had carried out, one of the reasons can be related to the difficulty in communication. The researcher assumes that as Italian is expected to be less spoken than English and also assuming that all Italian visitors did not speak English, the language barrier might have created problems related to the ease of travel. Furthermore, not being able to communicate might have increased the feeling of not being secure.

5.1.2 PEOPLE

Among the total respondents, British have been the ones who met more Turkish people (95% of all British) compared to Italians (47% of all Italians). In total 67% of all who claimed to meet a Turkish person consists of English people.

This was an already expected result as in the United Kingdom, both Turkish and English people helped for the distribution of the questionnaires meaning that a part of the British who are in the sample had already contacts with Turkish people, whereas in Italy all the questionnaires have been distributed through Italian people.

It is observed that although there are 64 British who visited Turkey, 123 of them met a Turk, showing that 59 had the opportunity of meeting Turks outside Turkey. Anyway, 62 of them had contact with Turks for business purposes.

In interpreting the results of the analysis it was important whether the respondents had a recent contact with Turks or not. The analysis revealed that more than 50% of the respondents had met a Turk recently (less than 6 months ago) and more than 75% can also be considered to have had contact in the recent past (less than 2 years).

Another observation in line with the previous findings is that, the British had the opportunity of seeing Turks more frequently which can also be attributed to the assumption that they know them from the work environment.

When the general opinion of the respondents related to Turkish people is investigated, it is observed that the perception is on the positive side, being more than the median "4", for all variables included in the People index.

The two adjectives with the highest mean scores are friendly and proud. These two words appeared also very frequently in the qualitative analysis of questions 14 and 15, and in face-to-face interviews. The English sample especially, defined as Turks being very friendly. The item, which received the lowest rating is related to flexibility: actually Turks are perceived to be in between the two axes rigid and flexible.

Related to the items such as educated, hardworking and honest, it has to be taken into consideration that most of the people doing the ratings about Turkish people knew Turks in the business environment. In the open-ended questions 14-15, the respondents stated

that Turks met in the business environment are found to be very hardworking, educated and honest. However, certain respondents made comparisons for the Turks they met in business and the other Turks they met on the street or in other occasions, and they stated that there are very big differences in terms of many qualities.

In the qualitative analysis it was emphasized that films such as "Midnight Express" help to create a negative image about the physical appearance of Turkish people. They expected Turks to be with darker skin and greasy hair, and men with a moustache. Therefore, it is said that having direct contact with a country's people is the best way to learn about a country and its people.

In the qualitative research it was emphasized also that according to person contacted, one develops an image about that country's people. As a consequence, the people that Turkey send abroad is also very important. It is especially stated that the Turkish population in Germany could be way behind their relatives living in Turkey in terms of modernity, however they are strongly influencing the image of Turkey.

For the attributes friendly, honest, flexible, trustworthy, educated and hardworking British rated Turkish people higher than Italians, whereas on the items gentle and proud there is no significant difference. In synthesis, as was also found in the face-to-face interviews and the analysis of the question 14, "proud" is an adjective highly attributed to Turkish people and especially male respondents pointed out that attribute more.

The analysis also shows that the respondents who visited Turkey more strongly perceive that Turkish people are friendly, gentle, educated and hardworking. The ratings for honest and gentle are higher for the older age group (>35) of the sample.

It is also important to remember the comments of a few female respondents related to the disturbing attitude of Turkish men. Those respondents expressed negative opinion about Turkish men and this really affected their perception of Turkey.

The ethnographic summary and the analysis of the open-ended questions revealed that Atatürk is the person recognized more by the respondents. However, there is also a big group (around 60 %) who don't know or do not think to mention Atatürk.

It has to be noted that culture plays an important role for the perception of one country's people. As a result of the long historical relationships between the Turks and Italians, Italians have in their culture, many expressions related to Turks. Although they admit that today many things have changed, the perception of an Italian who has never met a Turk is expected to be different from that of a British. This is because British, compared to Italians, had historical relationships with Turks only in a more recent past. The British, perceive Turkey as a trustworthy war ally referring to a much near history.

5.1.3 PERCEPTIONS ON THE GEOGRAPHIC LOCATION OF TURKEY

It can be concluded from the research that the geographic location of Turkey is very clear for the respondents (82% of the total sample rated ≥ 6 , over 7, for geographical clarity).

There is no difference in terms of the nationality of the respondents. Although the ones who have visited have significantly rated their knowledge higher (mean:6.50) even the ones who have never been in Turkey claimed to know its location very well (mean:6.06).

However, in the ethnographic analysis it was found that it was more difficult to have a clear image of the far away countries. Although the respondents knew the geographic location, they don't have a clear image of Turkey unless they had personal contacts either with Turkish people or visited the country.

5.1.3.1 Geographic Cluster Associated with Turkey

The analysis of the responses indicates that the majority of the respondents (61%) placed Turkey in "both European and Asian" geographical cluster. Another 14% placed Turkey in the European cluster and 66% of those, consists of the ones who have not been in Turkey.

According to the results, 14 % located Turkey in Middle Eastern cluster, 4% in Arabic and another 4% in the Asian geographical cluster. The respondents who placed Turkey in Arabic and Asian cluster are mostly the ones who have not been in Turkey.

The results of the quantitative analysis is also in line with those of the ethnographic summary because Turkey had been defined at the edge of Europe rather than Asia even by the respondents who have not been in Turkey. However, it has also been stated that through the images that Turkey has been promoted i.e. Mosques, belly dancing, harem, an image closer to Arabic culture is created.

Another important issue that the researcher would like to emphasize is that although the respondents place Turkey as European and Asian, they do consider Turkey as neither one. It is as Turkey is a very specific country, which has taken certain aspects from the West and some other from the East but has created its own synthesis. According to the researcher, the placement of Turkey in the “European and Asian” cluster does not make Turkey part of Europe, however, it is a very significant sign that Turkey is not anymore in the “Middle eastern” or “Arabic” cluster in the eyes of the respondents, as it was thought to be years ago.

5.1.4 KNOWLEDGE ABOUT THE RELIGION

It is observed that 98% of the respondents are aware that the majority of the Turkish citizens are Muslim.

The effect of the religion on geographically positioning the country was also investigated.

It is observed that 67% of the respondents have claimed of not being affected by

the fact that Turkey is a Muslim country in geographically positioning of the country (≤ 3 over 7). This result is in line with the findings of the previous section where 61% of the respondents located Turkey in "both European and Asian" cluster.

However, there is another 12% who are indecisive and 20% who have been affected by the religion in geographically positioning of the country (≥ 5). Anyway more than half of the respondents who placed Turkey in the Arabic cluster is from that group. However, it is interesting to observe that more than 60% of all those who claimed to be affected by the religion for geographical positioning placed Turkey in either the European or Asian geographical cluster. Therefore, it can be concluded that the fact that Turkey is a Muslim country does not exclude it from being in the European cluster or does not join it with the Asian cluster.

Although the religion is known by the respondents, the ethnographic analysis reveals that many people do not have any idea about how religion is practiced in Turkey or how the daily life is carried out. The respondents stated that for the entry of Turkey to European Union, how liberal in terms of religion Turkey will become, plays an important role. According to certain respondents the issue of secularism has to be emphasized and demonstrated.

5.1.5 KNOWLEDGE ABOUT TURKEY, GREECE, SPAIN, MOROCCO AND EGYPT

When the familiarity of the respondents with the given countries are examined, it is observed that the country which is claimed to have more knowledge about is Spain followed by Greece. The amount of knowledge related to Turkey and Egypt does not differ but Morocco is definitely the country which is less known by the respondents. The amount of knowledge about Turkey is rated a little above "I know a little" (mean: 2.30).

In the sample, it is observed that although the level of knowledge for the Spain, Egypt and Morocco is claimed not to be different between the two countries respondents, the research revealed that Italians knew more about Greece compared to British. Whereas British claimed to know more about Turkey compared to Italians.

It is also interesting to note that the ones who visited Turkey have more knowledge about both Greece and Turkey compared to the ones who never came to Turkey. It can be assumed that for travel purposes both countries are considered, and it is possible that one interested in visiting in either countries can also be interested to visit the other.

The main differences for the knowledge about Turkey are related to age and the information sources used. The respondents belonging to the higher age group (>35) know more about Turkey compared to younger ones. Also the respondents who have stated to use more information sources have more knowledge about both Turkey and Greece.

5.1.6 OPINION ABOUT TURKEY, GREECE, SPAIN, MOROCCO AND EGYPT: COMPETITIVE COUNTRY POSITIONING

In line with knowledge on Spain, the respondents hold the most favorable opinion for Spain. The paired sample t-test shows that the opinion about Turkey is significantly more favorable compared to Morocco and Egypt. Although the respondents stated to have more knowledge about Greece in the previous section, in terms of opinion, Greece and Turkey are rated at the same level, following Spain. In the ethnographic analysis, in line with those findings it was stated by certain respondents that Turkey was perceived to be similar to Greece.

The analysis reveals that the ones that have visited Turkey hold a more favorable opinion compared to the ones who have not been. This result is also in line with the scores of the satisfaction index. The respondents who have visited claimed to be satisfied therefore, the satisfaction with the visit affects the favorability of the opinion for the competitive positioning of the country.

A significant difference between younger and older groups of respondents related to the opinions about Turkey, Egypt and Morocco is found. The respondents older than 35 years old have a more favorable opinion about Turkey. However, in the case of Egypt and Morocco the scenario is different, the younger respondents (below and equal to 35) hold a more favorable opinion about those two countries compared to older respondents.

As age becomes an important attribute for the level of knowledge and opinion, it is interesting to find out the ways to involve the younger people to learn more about Turkey.

The hypotheses testing revealed that the competitive positioning of a country has a relationship with the satisfaction with the prior visits, how the country's people are perceived, knowledge about the ancient civilizations and the natural features related to the country, perception related to the history, the economics, and politics of the country; the overall socio-cultural perception of the country, and also the level of knowledge about the country, the number of information sources used and the level of clarity of the geographic location.

The variables better predicting the dependent variable "Competitive Country Positioning" in terms of the order of importance are found to be the People Index, Economy Index, Natural Scenery Index, knowledge of Turkey, and Turkey Index.

5.1.7 CIVILIZATION INDEX

The certainty level of the respondents related to the existence of the civilizations in the current territory of Turkey is investigated. Byzantine, Troy and Ephesus are the ancient civilizations that the respondents were more certain about the existence in the current territory of Turkey. However, except Byzantine, which is rated closer to "somewhat certain", even Troy and Ephesus are in between "somewhat uncertain" and "somewhat

certain” axes. The ethnographic analysis findings also clearly demonstrated that Byzantine Empire was known by many of the respondents. In the qualitative analysis it was also observed that although the respondents had known about certain civilizations such as Hittite, Troy, many of them did not know that they were in the territory of Turkey.

Furthermore, in the ethnographic analysis it is stated that Turkey does not care about protecting and promoting civilizations like Ephesus, therefore would not spend money to save it because it is not perceived to belong to Turks. The general belief is that Turkey does not embrace the trace of ancient civilizations as its own history and does not promote it. In the light of those findings, it is important to communicate the existence of those ancient civilizations in Turkey and furthermore, create trust that Turkey is dedicated to take care of those wonders not only for Turkey’s but for the world’s historical heritage protection.

The two variables namely Persian and Babylon were tricky variables, put to understand the real knowledge of the respondents.

It is observed the ones who visited Turkey are more certain that Hittite, Troy, Seljuk, Byzantine and Ephesus civilizations were in the territory of Turkey. Actually only the two misleading variables, namely Persian and Babylon received the lowest scores related to the existence in Turkey.

Similar to previous results, the t-tests for age groups have revealed that older respondents have more knowledge about the civilizations that existed in the territory of Turkey for all items. The education level is another important variable increasing the level of certainty for Ephesus, Byzantine and Troy.

The results of the analyses clearly showed the significant effect of being exposed to many sources of information related to a country, in this case related to the different ancient civilizations in Turkey. The respondents, who stated to use more information sources about Turkey, are more certain that Troy and Byzantine were in the current territory of Turkey. However, the ones who stated to know that Persian civilization was in the territory of Turkey, which is wrong information, are the ones who use less sources of information.

5.1.8 HISTORY INDEX

The History Index includes the issues related to the history and the historical image of the Turks. The results indicate that 98% of the Italians taking place in the sample had heard about Ottomans, whereas only 87% of the British did hear about them.

When the frequencies have been examined, it can be concluded that the variables “The Ottoman Empire was a powerful and glorious civilization”, “The Turkish Republic founded by Atatürk is completely different from the Ottoman Empire”, and “Turkey is

closer to Europe in terms of life style compared to other Muslim countries” have received the highest scores, followed by “Turkish soldiers are brave”.

As was strongly emphasized in the face-to-face interviews, also in the questionnaire, the respondents strongly state that they did not receive sufficient information about history of Turkey during their education.

Another important issue that the researcher aimed at understanding was related to the image of the Turk and how it is related to the image of the Ottoman and the Arab. The analysis has clearly demonstrated that respondents believe that the image of the Turk is different from that of the Ottoman and also from that of the Arab, as they received scores around “somewhat disagree”.

When the significant differences between countries are examined, it is observed that although both countries’ respondents have stated not having had sufficient knowledge about Turkey during their education, Italians rated this item higher compared to British. In the face-to-face interviews the Italians had emphasized the historical relationships with Ottomans and how these relationships entered in their daily life through several expressions. In line with those results, in the questionnaire Italians have also stated a stronger belief that historical relationships play an important role for the formation of the image. Although they are aware of the bad connotations coming from history related to Turks, they clearly stated that the past is not relevant today and history alone cannot shape the image of a country.

The ones who have visited Turkey believe more strongly that Turkey is different from the Ottoman Empire, has more positive perception of the Ottoman Empire and state more that Turkish soldiers are brave, compared to the ones who did not visit.

Once more it is found out that the level of education have an effect on perceptions related to Turkey. It is observed that the higher the education level, the more different Turkey is found from the Ottoman Empire.

Another important finding is related to the information sources used. The respondents who use more sources of information significantly find Turkey closer to Europe than other Muslim countries.

5.1.9 KNOWLEDGE ABOUT THE DIFFERENT TYPES OF TURKISH ARTS

The respondents were asked to mark the type of art they could associate Turkey with. Although it was not an open-ended question, on the average each respondent associated more than one type of art with Turkey (mean: 1.66) over five given alternatives.

Architecture is the most frequently mentioned art (by the 77% of the respondents) associated with Turkey followed by the art of tile (42%). Calligraphy and miniature are also among the mentioned arts but still their frequencies are low.

In the questionnaire “music” was not stated as a type of art and no respondents mentioned it. However, in the qualitative research the respondents who had contact with Turkey declared that they love several Turkish singers and their music. Furthermore, their friends listening to them cannot believe that it is Turkish because they expect a much stronger Arabic sound. On the other hand, the ones who did not have any contact with Turkey can not imagine how Turkish music would be. Only a few respondents mentioned the success of Turkey in the 2003 Eurovision song contest in the open-ended questions.

Although it did not appear in the answers of the questionnaire, in the ethnographic analysis the movie sector also is found to be very influential in the formation of the image of a country. In this aspect Turkey has been recalled either with films such as “Midnight express” creating a very negative image or “Topkapı” which emphasized mainly the exotic side of the country. When a country is far away and especially one cannot visit it, the movies are thought to be very influential in the formation of the image.

5.1.10 KNOWLEDGE ABOUT TURKISH WRITERS

The analyses reveal that the Turkish writers are not known either to Italians or to British. Eighty percent of the respondents revealed that they did not know either anyone of the writers sited or any other Turkish writer. The average number of mentions is 0.31, which is very low. The qualitative analysis also reveals that the majority of the respondents can not recall any Turkish writer.

Nazım Hikmet is more popular among Italians than English. Seventy eight percent of the ones who marked Nazım Hikmet are Italian. In the qualitative research also, the Italians mentioned Nazım Hikmet and stated that they learned about him through a film.

In the qualitative part of the study, the Italians claimed to know certain Arabic tales and stated that they associated them directly with Turkey. This fact increases the Arabic elements in the image of Turkey for someone who has not visited Turkey.

5.1.11 KNOWLEDGE ABOUT TURKISH SPORTS

It was pointed out in the qualitative analysis that sports are very effective to promote a country. Football and basketball especially are mentioned as sports which made the name of Turkey heard abroad. In the quantitative research also football appeared to be the most frequently heard sports related to Turkey, with a mean score of close to “heard frequently”. All other sports are rated between “did not hear at all” and “heard rarely”.

In an open-ended question of the survey, the respondents were asked to write the occasions of sports through which they heard about Turkey. In line with the most heard sport related to Turkey, in half of the total answers for occasions “the World Cup” is stated, followed by the successes of the Turkish teams in European cups and championships (33%).

The achievements in the Olympics were stated as another mean, which helped to hear about Turkey in sports.

The ethnographic analysis revealed the immediate effect of the sports to the image of a country. It is a well-known fact that the audience of sports is a very large group from all over the world. Furthermore, certain respondents stated that the stadium is a mirror of a country. Looking at the fans and the football players one can develop an image about a country. In the face-to-face interviews the participants had emphasized the issue of violence in football. In this section also, around 10 respondents thought of violence related to sports when they think about Turkey.

5.1.12 KNOWLEDGE ABOUT THE NATURAL/HOLIDAY AND SPORTS

FEATURES OF TURKEY: NATURAL SCENERY INDEX

The level of knowledge related to the natural/holiday and sports features of Turkey is investigated. It is found out that Istanbul is the most recognized place of Turkey being the only one with a score close to "heard very frequently", followed by Bosphorus.

It is interesting to see that among 246 respondents who heard frequently or very frequently about Istanbul, 52 of them (30 British, 22 Italian) heard rarely or did not hear at all about Bosphorus. The Mediterranean and Aegean Turkish coasts and Cappadocia are also among the heard places.

The results of the t-tests reveal that British claimed to have more knowledge related to Gallipoli, Mediterranean and Aegean Turkish coasts compared to the Italians. On the other hand, Italians heard significantly more about Cappadocia. However, it has to be noted that both samples did not hear much about skiing and rafting places existing in Turkey. Anyway, certain variables were also included into the questionnaire to arouse the interest of the respondents and to make them learn about Turkey.

Except for Gallipoli, the ones who visited Turkey claimed to have heard more about all the mentioned features, compared to the ones who did not visit Turkey. It is observed, once more, that the older group of respondents have more knowledge about the natural features of Turkey.

5.1.13 EFFECT OF RELIGION ON THE INTENTIONS RELATED TO TURKEY

The respondents were asked about the effect of the religion on their intentions to visit, live, work and do business in Turkey.

It is observed that the religion has the highest effect on the intention to live in Turkey, and the lowest on the intention to visit.

For the effect of religion on the intention to visit there are no significant differences between two countries. Italians significantly stated that the effect of religion on their decision to live, to work and to do business with Turkey is higher compared to British.

The effect of religion on intentions related to Turkey has been found to have significant negative relationships with certain dependent variables as it will be explained in more detail in Section 5.1.18.

5.1.14 KNOWLEDGE ABOUT THE NEWS RELATED TO TURKEY

The respondents had written down the issues –apart from sports- that they heard about Turkey, the frequency of hearing and the tone of the issues heard. In total 172 respondents (67% of the total respondents) claimed to have heard news other than sports related to Turkey.

When the responses are analyzed, a long list has been obtained related to the issues heard about Turkey. Below is the list of the issues that the respondents have claimed of having heard related to Turkey.

- Economic/Financial issues
- Political issues
- Social / Cultural issues
- Religion/ Fundamentalism/Secularism of the State
- Human Rights
- Kurdish Issue
- Cyprus Issue / Relations with Greece

- Membership to EU/Relations with EU
- Tourism/Natural- historical Beauties/Archeology
- Natural disasters/ Earthquake
- Wars/ Iraq and Gulf wars
- Legal system
- Democracy
- Death Penalty

The frequencies of hearing the issues are examined. The results reveal that economic/financial issues, political issues, the Kurdish Issue, issues related to the membership to EU/Relations with EU have been stated more by the respondents and also the frequency of hearing about those issues is rated higher in the list.

When the tones of the issues are analyzed it is observed that for economic and political issues the tone varies between “somewhat negative” and “somewhat positive”. However, related to the Kurdish issue, it is observed the tone of the news is always negative (either “very negative” or “somewhat negative”).

For the issues related to the membership of Turkey to EU the tone varies between “somewhat negative” and “somewhat positive” but having more weight on the positive side.

The human rights issue, is another one appearing with always a negative tone (either “very negative” or “somewhat negative”). The tone of the news related to the earthquakes is also negative. The only issue, appearing with a positive tone is about the tourism/natural- historical beauties of Turkey.

The Italian and British respondents who participated in the qualitative research mentioned that very little news appears on their local media and the news, which does appear are generally negative. However, it is also stated that when interpreting those results it has to be taken into consideration that media generally has the tendency to concentrate on sensational and negative issues. Therefore, in the face-to-face interviews the respondents stated that they are aware of this fact in evaluating the news, however, media is still a very strong source of information.

5.1.15 THE MAIN INFORMATION SOURCES EXPOSED ABOUT TURKEY

The main information sources that the respondents were exposed to learn about Turkey were also investigated.

As it was also found in the qualitative research, the printed media and television, marked by around 77% of the respondents in the quantitative part, followed by the family/friends and word-of-mouth have been stated as the mostly used sources of information. Mega events and the tour operators also constitute other important sources of information.

On the average the respondents checked around three sources of information given in the list of answers.

In order to understand which ones are perceived to be more important among the information sources, the respondents were also asked to rank the three most important information source.

When the rank of importance is examined, the above stated sources of information namely the printed media and television, followed by the family, friends and word-of-mouth have always been found at the top of the list. They are followed by the direct contact with the country's people, books and the Internet.

The results for both questions reveal that the printed media and television play a crucial role in shaping the perception of the people. This result is exactly the same, with what is found in the qualitative research where the respondents stated the media to be the most effective information source to affect masses.

The results of both the qualitative and quantitative research confirm that the internal sources of information such as family/friends and word-of-mouth and direct contact with country's people are also considered among the most important sources to get information about a country. The books and Internet were also considered to be among the sources considered by the respondents.

In the qualitative research, although very rarely, the actions of the lobbying groups are also mentioned. It is stated that the lobbying groups give the information according to their interest and mislead people.

It has also been noted that the tour operators/ travel agents and mega events took share in the list of sources used but the weight of the importance is not considered to be as much as the books and the Internet.

5.1.16 KNOWLEDGE ABOUT THE ECONOMICS OF TURKEY: ECONOMY

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When the perception of the respondents related to the economy of Turkey has been investigated it can be stated that the major issues that are agreed on are that Turkey has a young labor force, the labor costs are low, the economy is a developing one, Turkey has a strategic geographic location and the mid-term and long-term expectations about the country are positive. However, certain answers reveal that the respondents do not have much knowledge related to the economy of Turkey. In general, their perception is positive, even better than it really is that can be attributed to the lack of knowledge.

The results reveal that the British knew more about the Turkish economy in the sense that they rated it higher stating that the labor costs are low. On the other hand, the Italians strongly believe that the inflation rate is low in Turkey. For the expectations it can be stated that the Italians slightly scored higher than the British.

The results of the analyses demonstrate that the ones who visited Turkey rated higher for variables: location of Turkey for investors, lower labor costs, young labor force and strategic geographic position.

The t-test for age groups has revealed that there are significant differences for three variables in Economy index, namely “Public sector controlled economy”, “Bureaucracy is a big problem in Turkey “ and “Inflation rate is low”. The above stated variables received a significantly higher score from the older age group.

The ethnographic analysis also revealed that the foreigners are not aware of the economics of Turkey and can only follow as presented in the newspapers, which are generally negative.

Furthermore, in the analysis of the open-ended question related to the brands/ sectors/ products/ companies associated with Turkey, it is observed that Turkey could not succeed in creating a brand in any sector –except for Galatasaray, which received a few mentions. The generic products associated with Turkey such as kebab, lokum, and carpet, are also owned by our neighbors and do not add value to the country. Among the sectors are tourism, and textile, for which unless a quality brand and differentiation is created they will remain like unbranded products and as the choice of those looking only for low prices.

5.1.17 KNOWLEDGE ABOUT THE POLITICS OF TURKEY

The Politics Index aims measuring the perception of the respondents related to the political environment of Turkey on specific items.

First of all, the ratings given to the items in the Politics index are not as high as certain items in the Economy index. The results indicate that the respondents “somewhat agree” that Turkey is a democratic country and “somewhat disagree” that the military does not intervene in Turkish politics. Furthermore, they are uncertain whether Turkey is a secular country, and also whether the laws are well implemented or not in Turkey (in between “somewhat disagree” or “somewhat agree”).

The British significantly rated higher in terms of their belief that Turkey is a secular country however the mean is still between “somewhat disagree” and “somewhat agree”.

The male respondents believe more than the female ones that Turkey is a secular country, and the laws are well implemented in Turkey (but still being in the “somewhat disagree” side). The female respondents stated their stronger belief in the items “Turkish politicians are working hard to resolve problems” and “there are frequent changes of government”.

5.1.18 INTENTIONS RELATED TO TURKEY

The intentions of the respondents about visiting, living, working and doing business in Turkey and the reasons related to those intentions are investigated.

5.1.18.1 Like to Visit Turkey

Ninety five percent of the respondents stated that they would definitely or probably like to visit Turkey (in a scale where 1= Definitely would like to visit and 4= Definitely would not like to visit, the mean is 1.30).

When the reasons behind the responses are examined, 70% of the ones who responded stated that they would like to visit Turkey because of the positive factors related to Turkey. Whereas, 27% had his own personal motives to come or not to come.

The respondents who participated to the qualitative research stated that Turkey has been promoted as “a cheap, moderately comfortable, definitely poor, but safe and an oriental country where one could be exposed to different traditions”. The main figures being exposed are Istanbul, Grand Bazaar, the mosques, and the beaches/vacation places. However, those who have been to Turkey point out many different aspects of Turkey, which are unique and fascinating.

The hypotheses testing revealed that the intention to visit has a relationship with the satisfaction with the prior visits, how the country’s people are perceived, knowledge

about the ancient civilizations and the natural features related to the country, perception related to the history, the economics, politics of the country; the overall socio-cultural perception of the country, and also the level of knowledge about the country, the number of information sources used and the level of clarity of the geographic location.

Among those, the overall socio-cultural perception of the country (Turkey index), and the perception of the economics of a country are found to be the most significant ones to affect the intention to visit. In addition to those, “the effect of religion on the intention to visit” is found to have a negative relationship which is significant in explaining “the intention to visit”.

5.1.18.2 Like to Live in Turkey

The analysis revealed that the score for the intention to live is not as high as the intention to visit (Mean:2.82). Only 34.7% of the respondents considers living in Turkey, in case an opportunity arises, whereas the remaining 65.3% does not consider Turkey for living.

Among the reasons the most frequent is the “personal reasons” which are related to their reluctance to leave their home country and other personal motives for example as a life experience, but all independent from Turkey.

However, 23.6% of the ones responding to that question claimed that the negative factors related to Turkey made them not consider Turkey as a place to live in. Especially the

female respondents raised the issue of “cultural difference”, believing that Turkey is culturally different from Europe to live, especially for women.

The results of the ethnographic analysis are also in line with those findings. The respondents stated that as they do not have any knowledge about the living conditions in Turkey, one would be reluctant about living in Turkey. In the light of the findings, it can be stated that to most of the foreign people Turkey is still a country that they don't know much. The religion for sure creates a question mark in their minds as they do not know how it is reflected to the daily life. Especially women are very reluctant not to find the rights and the living conditions that they have in their home country. It has also not to be forgotten that language has always been considered as a barrier.

However, on top of those findings the researcher would definitely like to emphasize one issue: the research also reveals that although the foreigners are very reluctant to come to live in Turkey, once they come they do not want to leave. Many of the respondents who lived in Turkey and are now in their home country stated that Turkey is their second country and they can never forget it.

Similar to the findings on the relationships for the intention to visit, the intention to live also is found to be related with all independent variables mentioned in the above section, which are: the satisfaction with the prior visits, how the country's people are perceived, knowledge about the ancient civilizations and the natural features related to the country,

perception related to the history, the economics, politics of the country; the overall socio-cultural perception of the country, and also the level of knowledge about the country, the number of information sources used and the level of clarity of the geographic location.

The analyses also indicate that the variables better predicting the dependent variable “intention to live” are

- (1) The effect of religion on the intention to work
- (2) Natural Scenery Index
- (3) Turkey Index
- (4) Knowledge of Turkey, and
- (5) Economy Index.

Again, “the effect of religion on the intention to work” is found to have a negative relationship with “the intention to live”. As also explained in Section 4.6.1.4, most of the respondents considered “living” in Turkey, mainly for work. Therefore, this relationship seems to be meaningful.

5.1.18.3 Like to Work in Turkey

Only half of the respondents consider working in Turkey in case of an opportunity.

Among all, only 65.5% of the respondents stated their reason related to work or not, and the personal reasons were mentioned the most (59%). It has also to be noted that, 18.3% pointed out the negative factors related to Turkey and again 3.6% mentioned the cultural difference as a reason for preferring not to work in Turkey.

The situation related to the intention to work is very similar to the intention to live. In face-to-face interviews many of the respondents stated that they did not know what to expect from a business environment in Turkey. However, the ones who had an experience are impressed by the quality of the manpower and the opportunities given to women in Turkey, as they were not expecting it.

Actually the intention to work is the dependent variable for which the number of relationships with the independent variables remained relatively restricted when compared with the other dependent variables. The intention to work is found to have relationships with the natural features of the country, the economy of the country, the overall socio-cultural perception of the country, the level of knowledge about the country, and the level of clarity of the geographic location.

The analyses indicate that the variables better predicting the dependent variable “intention to work”, are the Economy Index, the effect of religion on the intention to work, and the knowledge of Turkey.

5.1.18.4 Like to Do Business in Turkey

It is observed that the respondents do not generally have any prejudices or problems related to doing business in Turkey. Although the respondents do not specifically know either about the economics, politics or business life in Turkey, it is a very good sign that they hold a positive perception. Around 7% of the ones who answered think that “business is business” in all over the world. On the other hand, the respondents who are

currently doing business in Turkey mentioned several problems that Turkey has to resolve to improve the business environment, specifically to attract foreign investment.

In general, the main reasons for the decision of the respondents are the positive factors related to Turkey in terms of the opportunities the country can provide.

The hypotheses testing revealed that the intention to do business has a relationship with satisfaction with the prior visits, how the country's people are perceived, the economics/politics of the country; the overall socio-cultural perception of the country, the level of knowledge about the country, and the number of information sources used.

The effect of religion on intention to do business, Turkey Index, and Economy Index are found to be the variables better predicting the dependent variable "intention to do business".

5.1.18.5 Differences Related to the Intentions

The results of the analysis reveal that Italians significantly stated more often that they would like to visit Turkey. Related to liking to work in Turkey, although the Italians scored better than the British, the intention is still low with a mean of 2.35.

The results of the tests demonstrate that for all of the intentions there is a significant difference between visitors and non-visitors. It is observed that for all items the visitors are always more positive.

It can be noted that the female respondents have more intention to visit whereas the male respondents prefer to do business with Turkey compared to women.

5.1.19 OPINION ABOUT THE ENTRY OF TURKEY TO EU

The researcher desired to investigate the opinion of the respondents about the membership of Turkey to the European Union. In the total sample 91.5% of the respondents answered the question. Among the ones who answered, 70.8% stated that Turkey should be a member of the European Union.

When the frequencies in terms of nationalities are observed, it is seen that 68% of the British and 73% of the Italian respondents who had responded to that question believe that Turkey should enter in the European Union. In that case, a support received from around 70% of British and Italians seems to be quite encouraging for Turkey.

However, the interesting issue is that there is no difference of opinion between respondents who have visited and the ones who did not visit Turkey in terms of their decision about Turkey and EU. The non-visitors supported Turkey even more on this issue. Sixty seven percent of the visitors, and 74% of non-visitors are positive about the entrance of Turkey to EU. One interpretation could be that seeing Turkey, the life conditions and the current standing of Turkey, does not modify their opinions related to EU membership.

In the qualitative research carried out, it was also stated that the major issue for the entry to EU was more related to economic reasons. To understand the above stated fact, the relationship between the scores of the Economy and Political Indices and the opinion related to the membership of Turkey to EU have been investigated. It is observed that the respondents who rated economy of Turkey better are much more supportive about the entry of Turkey to EU. Similarly, the respondents who rated politics of Turkey better are also much more supportive about the entry of Turkey to EU.

5.1.19.1 The Main Issues to Be Resolved

Below is the whole list of the answers of the respondents related to the issues that Turkey has to resolve to be eligible to enter the European Union.

- Economic/Financial problems
- Political problems
- Social/ Cultural Issues/ Cultural Difference
- Religion/ Fundamentalism/Secularism of the State
- Human Rights
- Kurdish Issue
- Cyprus Issue / Relations with Greece
- Membership to EU/Relations with EU
- Wars/ in Iraq ; Gulf war/ Political

- Meet European criterion
- Improve image
- Legal system
- Democracy
- Geographic location issue
- Death penalty

In line with the findings of the qualitative research, the economic /financial problems have the highest frequency with 31.8% of share. This item is followed by the human right issues, and then the Kurdish issue and political issues.

Secularism of the country has also been put as an important issue to be taken care of. In the list, the issues related to democracy also are mentioned. As it can be reviewed from the Political index, democracy and secularism of the state were rated between “somewhat agree” “somewhat disagree” axis by the respondents, showing that they were not really sure about them.

It was also interesting to note that certain respondents insisted that Turkey was not in Europe, and therefore is not eligible to enter in EU.

5.1.20 OVERALL SOCIO-CULTURAL PERCEPTION OF TURKEY: TURKEY

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The last index of the questionnaire was aiming to measure the overall socio-cultural perception of Turkey. The analysis demonstrated that the answers are centered in the middle, around "4" over a seven point scale. The only outstanding one is related to "expensive-inexpensive" item where Turkey is found to be closer to "inexpensive" side. Turkey is also considered to be closer to "poor" axis. This attribute has also been emphasized in the qualitative research. In the face-to-face interviews the respondents have stated that Turkey is perceived from distance as a "cheap, oriental, not too modern, conservative, exotic, developing country, which is not too democratic and not safe". The economic problems of the country have also been put forward by the respondents.

The results reveal that compared to Italians, the British consider Turkey to be more European, more exotic, safer and more inexpensive. Whereas, Italians consider Turkey to be more modern compared to British. However, it has to be noted that although significant differences have been found for the above stated items, the mean scores are still around "4".

It is observed also that the respondents who have been to Turkey have rated Turkey better for the above stated items compared to the ones who have not been. However, it has also be noted that the ones who have already been in Turkey did not give very high scores to Turkey on the below stated items.

- Unsafe-Safe
- Developing- Developed
- Dirty-Clean
- Old fashioned-Modern
- Conservative-Open minded

These results are also in line with the findings of the qualitative research where the same adjectives have been mentioned in the same direction.

The analysis demonstrates that the older respondents see Turkey more developed and more modern compared to younger respondents. According to the findings, the male respondents consider Turkey to be more European and safer compared to female respondents.

Both the ethnographic summary and the analysis of the open-ended questions revealed that Turkey has always been thought to be a “hot” and “sunny” country. The effect of the advertisements where the seaside and summer holiday are promoted might be a cause of this opinion. Furthermore, Turkey is seen as a country with a rich historical heritage. However, the level of knowledge about what to find is limited. Furthermore, the respondents, especially those who had not visited, are not aware at all about the modern face of Turkey.

5.2 IMPLICATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

In this section the implications of findings derived for the tourism sector, foreign direct investment, and public and private sectors are discussed. The suggestions for further research are made and the conclusions are given.

5.2.1 IMPLICATIONS

In this section the implications of the findings together with the researcher's observation during data compilation for different parties are presented.

5.2.1.1 Implications for the Tourism Sector

The literature review and also the analysis of the research carried out in this study clearly demonstrate that one of the biggest assets of Turkey is its tourism potential.

When we look at the recent successful examples of country image building for tourism sector such as Ireland and Egypt, we observe that the countries in question have focused on a single aspect and promoted heavily and consistently that aspect.

Ireland is one of the significant examples. The main objective for the related parties was to redefine the tourism product. The concept chosen was "natural life, and sports", and in line with this concept, golfing, walking, bicycling, riding activities in nature are promoted. A big investment throughout the country has been realized to build the facilities for the above stated

activities. The target groups have been defined and focused on. Through advertisements, virtual presentations and promotions the country succeeded to position itself in this niche.

Another country for which tourism is a very big source of funding is Egypt. Egypt promoting its historical heritage and the summer resorts has always used tourism as an important leverage for its economic development. However, the terrorist attacks at Luxor resulting in the death of 60 tourists had very negatively affected the tourism of Egypt. The country immediately developed a crisis management strategy. The main objective was convincing that Egypt was a secure country and overcoming the negative images created with the terrorist attack. The private and public sectors hand in hand, received consulting from the security specialists and carried out significant campaigns, backed-up by the books sponsored to be written about Egypt.

These two examples clearly demonstrate the necessity of a strategic approach in image management. In Turkey, the Ministry of Tourism and Culture, being aware of this fact, develops and implements regularly the strategies to increase the share of Turkey in the world tourism. The research "Brand Italy" explained in Section 2.6.2 also demonstrates that Turkey is one of the major tourism destinations starting to take share from countries like Italy.

It is worth mentioning that one of the most important problems limiting the ability of Turkey to compete effectively is the instability mainly resulting from its geographical position.

Therefore, Turkey is face to face with the image problems related to the security issue.

As also pointed out in the ethnographic summary and the findings of the survey, the security issue related to Turkey has to be clarified in the mind of the visitors.

The data collection part of this study has been finished just before the bomb attacks, which took place in Istanbul in November, 2003. As it will be remembered, as a consequence of those attacks the United Kingdom, United States of America and several European countries defined Turkey as a high-risk country and warned their citizens who wish to come to Turkey. Similar to the case of Egypt, the terrorist attacks, negatively affected the security image of the country. Therefore, the means to convince that Turkey is a secure country have to be found and used in foreign and other media.

Another important aspect to be underlined related to the example of Ireland is that the country focused mainly on one single area for tourism. For the case of Egypt also together with the appeal of historical heritage of the ancient civilization of Egypt, the appeal for seaside and diving opportunities, constitute two main areas of focus. However, for Turkey there are numerous alternatives that can be used to attract diverse groups of people. History and culture tourism, nature and adventure tourism, religion tourism, congress tourism, activities related to the Turkish cuisine: gourmet tourism, are among the alternative areas that Turkey could concentrate his efforts related to tourism. However, the definition of priorities is important for the best use of the existing resources, while also benefiting from the arising opportunities in order to differentiate Turkey from its competitors in the tourism sector.

As the research revealed, the existence of the ancient civilizations in Turkey is not much known by the foreigners (by Italians and British in the context of this research). Although they have heard about certain ancient civilizations, they cannot create a link between them and Turkey. The main criticism received in the qualitative analysis was that Turkey was not

embracing the heritage of the civilizations, which existed before the period of the Ottoman Empire. Furthermore, the foreigners do not believe that Turkey is struggling hard to protect the cultural heritage of those civilizations. Actually, this is a negative image related to Turkey.

There is also a counter view of the foreign experts, in the sense that they do not consider Turkey as an extension of those ancient civilizations in terms of culture and living style. However, Turkey while protecting the heritage of those civilizations and putting forward those efforts can create a very positive image. Furthermore, as mentioned by many respondents Turkey is “the cradle of civilizations”, and “a melting pot”. This is the reason why Turkey is different from Middle Eastern, Arabic countries and creates a unique example of a Muslim country uniting different aspects of different cultures.

As the results of the research reveal, even the secularism of the state of Turkey is not very well understood, and the respondents had doubts about it. Although the respondents know that the majority of Turks are Muslim, they do not know the effects of religion on the daily life. Furthermore, it is another fact that the respondents are unaware of the existence of places in Turkey, which are very important for their own religion.

Actually, the richness of differences either cultural or religious that Turkey contains is a chance to create a differentiation for the country. This multi-voice and multi-colored culture provides a unique richness that can be converted to a unique advantage. Acknowledging this fact, the Ministry of Tourism and Culture has also prepared a campaign called “embrace diversity”, to underline the diversity of culture in Turkey, in 2002.

The results of the present research demonstrated that the respondents who came to Turkey are in general satisfied with their trip. However, it is always stated that Turkey has been considered as a cheap country. Although the price competition may help in certain periods, in the long run it may jeopardize the improvement of the tourism image of Turkey. Even the "value for money" concept and "all inclusive" type of tourism products, if used for a very long time may result in the deterioration of the image.

The necessary campaigns must be carried out to attract also the high end of the market. However, as mentioned in the qualitative analysis, to be able to do so there is the need not only for facilities but also for well-trained personnel. As revealed in the ethnographic analysis, the service level at five stars hotels or luxury resorts may not be at the satisfactory level. In tourism, not only the arrivals of the tourists but also the money spent by them in Turkey contribute to the country. Therefore, for different segments different tourism products must be offered.

The findings also demonstrated that the respondents had problems related to the ease of travel. The main reason for it may be the language barrier. Furthermore, the hygiene is an issue rated poorly in the research, therefore has to be improved. This topic is also extremely important for Turkey to access to the high end of the market.

In terms of competitive positioning, in the face-to-face interviews, also in line with the literature, the participants placed Turkey in the same group with Greece, Egypt, Morocco and Spain. The findings related to the present study reveal that Spain is the country, which is best known and also about which a highly favorable opinion was held. On the other hand, although Greece is known more than Turkey, in terms of favorability of the opinion both countries

received similar scores, whereas Egypt and Morocco were significantly rated lower. The research provides insights related to the fact that in the minds of the people Greece and Turkey are very similar. However, Greece, considered to being closer to the western culture and religion, has been preferred over Turkey. In fact, Turkey has lot more to offer in terms of historical, cultural and natural beauties. Those assets have to be presented to potential visitors also reassuring that Turkey is a secure, modern, and secular country.

The current study shed light on segmentation issues and the age of the target group becomes an important criteria to be taken into consideration. It is observed that the older respondents hold a more favorable opinion and have more knowledge about Turkey compared to the young ones. It can be stated that the opinion of the younger traveler for Turkey has to be changed through special promotions and activities. Furthermore, new ways to inform and intrigue curiosity of the younger segments have to be found.

The findings demonstrate that the geographic location of Turkey is very clear to the majority of the respondents. Therefore, Turkey is not at the awareness building stage anymore, at least in Italy and United Kingdom. It is now more important to create interest and involvement. That's why the strategies have to be developed taking this fact into consideration.

About the major images related to Turkey respondents stated very frequently the sea, sun and beaches. This finding demonstrates that Turkey is mainly known as a summer holiday country, and this has been until recently the most promoted tourism product of Turkey.

When asked about the images of Turkey, in both qualitative and quantitative research the single element, which very frequently appeared is Istanbul. Istanbul is known, admired,

desired to visit and dreamed of. Its unique natural beauties combined with its rich history render Istanbul a very important asset for Turkey. Even alone "Istanbul as a brand" is very powerful and is worth further investing.

Istanbul is important for tourism purposes but it is also a window opening from Turkey to the West for the image development of Turkey. Not only the historical and natural beauties of Istanbul should be transmitted but also the modern daily life of Istanbul should be emphasized. The findings reveal that the respondents who have not been in Turkey could not imagine the daily life in a Muslim country. Furthermore, the images of the mosques and minarets, although important for shaping the silhouette of Istanbul, create an image similar to that of Arabic countries for Turkey. Together with the traditional life, it is also important to give insight about the modern face of Turkey.

Beside Istanbul, other parts of Turkey such as Cappadocia, Konya, Ephesus, Pamukkale (Cotton Castles), Troy must be promoted to intrigue interest in the rich cultural and natural diversity of Turkey. Furthermore, the findings of the research reveal that many of the respondents are unaware of the existence of skiing resorts, rafting and golfing facilities in Turkey. Sports and adventure tourism can also be promoted.

The research indicated that among the most important variables affecting the intention to visit a country are the overall socio-cultural perception of the country and the effect of religion on the intention to visit. It is observed that for certain respondents the religion can have a negative influence related to their intentions about Turkey. As mentioned before, this idea especially strengthened after the 11th of September attacks, and is mainly a result of lack of

information. The secularism of Turkey and the way Islam is practiced in Turkey have to be communicated to prevent such problems.

The findings related to Turkey Index designed to measure the overall socio-cultural perception of Turkey demonstrate that the respondents did not rate Turkey high in terms of the adjectives included in the scale. The answers are centered in the middle and the result is the same for both visitors and non-visitors. However, the People Index measuring the general perception of Turkish people is rated much higher especially for certain attributes such as friendly, honest and educated.

To improve the overall socio-cultural perception of Turkey, the use of its people can be a valuable tool. When we look at countries which have a strong country image and are successful in tourism like Italy and France, we can observe that they are not only promoting their cultural and natural beauties, but more importantly, that they are offering a life style. The visitors wish to have a whole package where together with the historical and natural discoveries; there will be a human touch, a different atmosphere of living. Therefore, Turkey has to go in this direction, combining its richness of history and nature, together with its social culture, through its people.

The findings of the study also revealed that after the media, the word-of-mouth or recommendation of friends is the major source of credible information for the individuals. It is believed that the media promotes whatever it is at its sake and the advertisements can be misleading. Therefore, the information received from the people who already had an experience with the country becomes very valuable and credible.

As examined in the qualitative analysis, in general all foreign people living in Turkey have a positive experience and are extremely satisfied by their stay in Turkey. Therefore, the foreign people living or working temporarily in Turkey can be used as promoters in their own country. Explaining them the objectives and taking support from them in terms of promoting Turkey in line with a defined strategy can help to the image building of Turkey.

Another fast way to intrigue curiosity for tourism is to sponsor the production of very high quality films and the writing and publishing of books about Turkey. A film about Atatürk and the history of the Turkish Republic, or different types of films where Turkey takes place may be very helpful to teach the history and the current standing of Turkey to millions who don't have enough knowledge about it at school. The use of movies about ancient civilizations in Turkey is also a very effective tool to create curiosity about the country.

For the development of tourism the positioning of Turkey vis-à-vis its competitors have to be constantly reviewed and the aspects to be promoted have to be prioritized in order to create a competitive advantage for the country. Furthermore, with continuous tracking the needs of different target groups, especially different countries can be detected and different, tailor-made type of tourism products can be offered for each of them.

5.2.1.2 Implications for Foreign Direct Investment

The amount of foreign investment made in a country and the willingness of the businesspersons to invest in a country are significant for the development of a country, especially for developing countries like Turkey. To be able to attract the foreign investment in

an environment where there is fierce competition among countries is not easy. To be able to do so certain conditions required for investors must exist in the business and legal environment of the country.

Geographically and culturally Turkey can function as a gateway to both to Middle East and the former Soviet Union republics of Central Asia. However, as specified in the report of the Foreign Direct Investment Advisory service –FIAS- (February 2001), Turkey has never been able to attract the substantial inflows as would be expected.

In this era, no businessperson enter in an investment without specifically investigating the market conditions of a country. However, image of a country, perception of its people and the way of doing business will still be influential in the decision together with other concrete data.

The findings of the present study demonstrate that the perception of Turkey for doing business, in case of an opportunity, is positive for most of the respondents. The respondents do not consider doing business in Turkey better or worse than the other countries. However, it has to be taken into consideration that the majority of the respondents who replied to the questionnaire are not businesspersons and most probably do not think to build up a business. The nice point is that Turkey's perception is positive for the ones who did not have a business contact with Turkey.

On the other hand, when we look at the findings in the literature, the research of Oktay (1997) clearly identifies the issues stated by foreign businesspersons working in Turkey. In the ethnographic analysis of the present research also, the problematic topics specified by the foreign businesspersons have been presented.

The literature reveals that the Turkish business environment is considered to be difficult especially because of heavy bureaucratic procedures, problems related to the implementation of laws and the lack of adjustment accounting especially for taxation payment purposes. The economic and political instability also create a barrier for Turkey in terms of attracting foreign investment.

The major step would be taking the necessary actions to activate the systems, which will ensure the implementation of the laws. Although the laws exist for many sectors, as their implementation in order to assure the fair competition and elimination of the problems in the defined markets, can not be realized always in time, the foreign investors perceive the Turkish business environment still uncertain and prefer to wait not to take risks.

With the opening of the Eastern Europe and the former Soviet Union, the competition to attract FDI became even more severe. In order to communicate the developments in the foreign direct investment environment of Turkey to related parties and to develop a better image in the eyes of the foreign investors, the establishment of an "Investment Promotion Agency" -IPA- has been under discussion for several years. IPAs will surely have a positive impact related to the foreign direct investment in Turkey in order to set a ground for convincing the prospective foreign investors through a professional, focused and pro-active way.

As pointed out in FIAS (February 2001) and in the aide-memoire of YASED of 2002 (please see Appendix 3) image building, investment generation and investor servicing can influence the amount, character and location of investment in different ways.

Acknowledging that all the developing countries struggling to attract FDI has already constructed their IPA, as announced by the prime minister of Turkey (2004), the Investment Promotion Agency of Turkey is also about to be established. The findings of the present research pointing out the general positive perception related to doing business in Turkey can be an encouraging starting point, however the improvement of the business environment in Turkey is something that can be realized through the interaction of the private and public sectors as well as governmental bodies with clear decisiveness.

5.2.1.3 Implications for Private and Public Sectors

Many of the crucial steps for the improvement of the business environment as well as the image of Turkey must be taken at a macro level, involving all parties related. This means the private and public institutions have to work in coordination to achieve this important task.

One of the major issues to be handled is the creation of successful Turkish brands that can be associated with Turkey. In the survey, the question investigating the sectors, companies, products, brands associated with Turkey are asked is the one with the lowest response rate. More than half of the respondents could not find a single example to answer this question.

In the literature review the country-of-origin effect has been investigated in great detail. It is a proven fact that the image of a country can influence the image of the product. However, sometimes brands also can contribute to the image development of a country. Nokia of Finland is an example of that kind. As also reviewed in the brand image part of the literature, the brand adds financial and emotional value to the product. However, the research reveals that no Turkish brand or sector could be specifically associated with Turkey.

Among the few mentions related to the sectors there are tourism and textile sectors. However, in textile, Turkish companies either produce products with non-Turkish brand names or do production for specific foreign companies and even provide only requested materials for the finished products of other brands. Therefore, even in the textile sector, there is no specific brand or company that can be identified.

Very recently, a concept called "Turquality" has been introduced to protect and unite the Turkish products under "Turquality-From Turkey" umbrella. The project also includes the opening of Turquality shops and defines the rules and requirements related to it (Please see Appendix 10).

In the study, the opinion of the respondents related to the entry of Turkey to European Union has also been asked. According to the results around 70% of the respondents were in favor of the membership of Turkey to EU. However, among the issues to be resolved to be eligible there is also "to meet the criteria of EU", and it mainly refers to the economic and social development of the country. In the qualitative analysis it is also observed that the respondents revealed the major issue for the membership as economic development. For sure, the growth in the tourism revenue, the developments of Turkish brands, the attraction of higher level of foreign direct investment and the improvement of business environment will greatly contribute to the development of the Turkish economy.

The success stories of Turkey are increasing in different fields. The success in Eurovision song contest, in international beauty contests, and in different fields of sports make the name of Turkey heard in international arena. It is very important to be able to effectively make use of those successes to promote the image of Turkey. In line with a strategy that should be

developed, the images of those persons who made an achievement can be used. The successful Turkish artists, writers, sportsmen etc. backed up and also informed about the prerequisites of the image strategy can be asked to promote the image of Turkey in a consistent and complementary way, in all the actions that they are taking.

In the qualitative as well as quantitative part of the study, the respondents clearly stated that having contact with a country's people has an important effect on the country image. However, it is also specified that according to whom you meet your image may differ. That's why the image of Turkish people working abroad is very important in terms of the development of Turkey's image.

In the context of this study, it is observed that most of the British people had the opportunity of meeting Turks in the business environment. As the Turkish community, working in international firms, consists of highly qualified people at good positions, the adjectives attributed to Turks have been very positive. However, the literature reveals that the situation is not exactly the same in Germany, Belgium or Austria, where there is a different profile of the Turkish community.

As observed in the literature review, one of the biggest problems of Europe is the attitude of the Turkish communities in the above stated countries, reacting to adapt themselves to the social conditions of those countries. In face-to-face interviews it is also stated that some of the workers living in Germany for many years can be way back in terms of mentality from their relatives who remained in Turkey. However, as they represent Turkey, the image created by them becomes very important for Turkey.

Not only for the case of workers, but also for any Turk living abroad it is important to feel in contact with the motherland. Although Turkish embassies and the related agencies are working hard to maintain this contact, it is observed that certain countries like Italy, established a special ministry dedicated to the development and contact with workers in foreign countries. It is very important to make them feel part of their motherland and also to educate and inform them about the image strategies of Turkey. This is obviously a long-term project.

Last but not the least, an important issue to be mentioned is related to the role of the women. The findings of the research demonstrate that the role of women in the Turkish society is not known abroad. In a period where the entry to European Union is of such an importance, the participation and involvement of women among the representatives of Turkey in different fields have to be increased. Both the private and public sectors, have to pay specific attention to this issue for the image development of Turkey and for the confirmation of its dedication to secularism and modernity.

In this section, the implications of the findings for public and private sectors are discussed. The issues mentioned above are so broad in scope and so diverse that to be able to reach the desired results, the joint efforts of the private and public sectors, in coordination, complementing each other are crucial.

5.2.2 SUGGESTIONS FOR FURTHER RESEARCH

The existing research examines the antecedents and the consequences of the country image resulting in various important findings that can be further extended by the researchers.

First of all, the study provides a framework of the variables that have an impact on the development of the country image. Therefore, the study is expected to contribute to the literature in terms of gathering together all the related issues for the development of the country image.

Although the brand image and country-of-origin effects are thoroughly investigated issues in the literature, "nation as a brand" is a relatively new concept. This study will provide an insight for the researchers in terms of operationalization of the country image for the case of Turkey. However, each of the independent variables is at a macro level and is thought to be applied to other countries image assessments as well. Certainly, the effect of each variable is expected to be different for the specific case of each country.

To assess the impact of country image, the consequences of the country image are also defined in terms of the intentions related to the country. The model is unique in terms of presenting the antecedents and the consequences of the country image. Furthermore, a structured questionnaire has been created to test the model for the case of Turkey. The questionnaire is designed also to give information and create curiosity about Turkey.

Therefore, the researchers should be aware that certain issues are relevant for Turkey and should identify the subjects to be included for the case of the country in question.

Although the study is of a cross-cultural nature, it is suggested that the research be carried out in other countries first of all to find out the image of Turkey in more countries and observe the cultural differences and also to test the model.

The present study also contributes to the literature in terms of the creation of different scales, to measure different variables in the model. Eight different scales namely, Satisfaction Index, People Index, Civilization Index, History Index, Natural Scenery Index, Economy Index, Politics Index, and Turkey Index are created. The indices are also found to be reliable. The content of those indices are derived from the literature and the qualitative research carried out prior to empirical study. The researchers are suggested to carry out a detailed qualitative survey, to be able to decide the items to include in the indices.

The findings reveal that "having historical relationships or not" can have impact on the present country image. Therefore, the historical and cultural links with the country in question has to be investigated. In the present research, it is observed that Italians having contact for centuries had already formed images about Turks. However, the case for the British was not the same.

It is observed that direct experience with the country, the visit, is an important factor affecting the image of a country. In this research the distribution of the visitors and non-visitors were equal in total also in individual country level. Therefore, the interpretation of the results was meaningful in the total sample as well as on an individual country level. The researchers should consider the importance of visiting status and form their sample accordingly.

The findings revealed that Turkey is perceived better for many aspects by the older age group. This is an important implication that special attention has to be paid in further research.

Another possibility for further research is related to the testing of the personality variables on the country image. As the personality factors that are defined as having an impact on the

country image are numerous, it may be better to design a specific questionnaire focusing on this aspect. Another variable, which has to be investigated through further research is the intention to buy. The consequences of the country image on the intention to buy will also contribute to the literature of country-of-origin effect.

The country image is a very dynamic variable. The ongoing events, the trends, the developments have to be continuously monitored to make the necessary modifications in the scale.

As the country image is a very broad construct, an extensive exploratory research through qualitative techniques in the countries in question is suggested to be carried out to be able to interpret the findings in greater detail.

The study is of cross-sectional nature since information is taken at one point in time. As image is a very dynamic variable a longitudinal study would also be meaningful.

In the model, the external developments independent from the country can be added and their impact can be tested through further research.

5.3 CONCLUSION

The concept of "nation as a brand" is receiving more attention at the beginning of the 21st century and is expected to gain even more importance. Accordingly, countries are in need of controlling their image and managing it in the best possible way in order to achieve their

The trends in the communication technologies are facilitating and accelerating the information flow. Physical distances are getting smaller and the access to any kind of information regardless of distance brings the countries and people closer to each other. Therefore, on the edge of the 21st century, those developments provide an opportunity for the fast dissemination of any kind of information related to the country images also.

Although cultural effects and historical relationships are very important as proved by the study, as a consequence of the developments in communication technology, globalization, increased habits of traveling etc. the current developments related to a country are reaching the target customer much faster than it was before, and may also result in faster changes in perception.

However, as also defined by Kotler et. al.(1993) strategic image management is a continuous process. In such a dynamic and turbulent environment where many economic, political and social changes can occur all over the world in a fast way, the understanding of the country image, its reshaping and management becomes more crucial and is of strategic importance.

The country image has impacts on different sectors of the country, such as the trade, tourism and foreign direct investment. Therefore, the private and public sectors have to work in coordination to create the desired images in the eyes of the targeted customers for the development of the country.

The importance of the country image cannot be denied by any party. However, the difficult and strategic part is related to finding a common ground to work on, which will serve to meet the needs of different parties and sectors. Till today, the experience reveals that the public and private sectors as well as certain non-profit organizations have worked, but in general individually, to contribute to the image of Turkey in order to reach their individual immediate goals.

However, country image is a phenomenon that develops throughout the years, even centuries. Therefore it is not something that can be changed with short-term actions. It has to be managed professionally and a synergy has to be created among the related parties. Although many meaningful actions have been taken in order to positively shape the image of the country, it is also obvious that unless coordination is created among all parties taking direct or indirect part in the development of the image of Turkey, the efforts remain limited, short sided and temporary. It is the snowball effect of the coordinated long-term activities that can create a path for the re-shaping of the country image in the targeted direction.

The study points out another important dimension of the strategic image management, which is the necessity of coordination of the messages given by different parties. In order to develop a consistent image in the mind of the target audience it is necessary to provide message congruence among all message providers such as travel agencies, governmental institutions, associations, private companies and so on.

In this context there is the need of an official body, which will provide the control and coordination among different parties to assure the coherency and congruency of the activities and messages.

Furthermore, as it is not possible to target all the population, it is important to prioritize the issues, and define strategies to achieve the objectives related to those selected issues receiving support from all related institutions and individuals in a coordinated way. The necessary financial support for the achievement of the objectives has also been provided with a long-term perspective.

The final but may be the most important issue to conclude is the necessity of continuous research to track changes and implement the necessary revisions in terms of strategy, because unless the effects of different campaigns and activities related to the country image is regularly followed, and revised it will not be possible to reach the desired objectives.

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APPENDIX 1

THROUGH OTHER EYES: HOW THE WORLD SEES UK?

BRITISH COUNCIL (1999-2000)

Summary of Findings

General

The findings of the 2000 survey reinforce what is found in thirteen other countries in 1999.

Young people see the UK as an influential, stable and well-administrated country, with strong traditions and a well-developed sense of its heritage and identity. UK products and services have a good reputation for quality and reliability, through the images as creators and innovators is weak.

The biggest criticism drawn relates to UK's personal qualities. We are seen as cold, condescending and unwelcoming to outsiders.

Familiarity

Young people think they know the USA best and the UK second best. The UK is better known than France and Germany in almost every country surveyed.

Favorability

The UK, USA, Japan and France enjoy roughly equal standing in terms of favorability.

Among the countries surveyed the UK's reputation is best in Nigeria, worst in Greece.

Familiarity and Favorability compared

The more young people know about UK, the more positive a view of it they tend to take.

The UK's main strengths and weaknesses

The UK's main strengths are seen to lie in our economy and institutions, UK's main weaknesses in our human qualities and social relations. Tradition emerges as both a major asset and as our principal liability

Modern and Tradition

In general young people in industrial countries tend to see UK society as traditional while young people in the developing world see it as modern. In all more people see UK's society as traditional than modern.

Education

UK higher education has a strongly positive image; British are seen as well educated and the USA and UK emerge as clear world leaders in the provision of educational services.

Science and Technology

UK science is well regarded, but young professionals rank the UK behind the USA, Japan and Germany for innovation. There is a low level of awareness of major recent UK advances in science and technology.

Business

UK business receives good scores for its managers, products and trade in financial services, through the verdict is more favorable in the developing than in the industrial world. A 'Made in the UK' label predisposes young people to buy British.

The arts

Only half the respondents identify the UK as a center of artistic creativity and innovation. The UK's reputation in the arts is seen to lie more in past than present achievements.

The characteristics of ethnic society

UK's democracy, legal systems and health service are well regarded, as is UK's commitment to the protection of the environment and treatment of women. British society is seen as multicultural but not always as racially tolerant. It is also seen as divided by class and unwelcoming to foreigners.

The reliability of British media

Although young people are not always inclined to regard the UK media as telling the truth, they regard them as more honest and offering better quality than the media of their own country.

THE UK'S INTERNATIONAL RELATIONS

Young people in Europe think that British put a higher premium on their relations with the USA than with them, though respondents in the wider world regard UK as valuing European and Atlantic relationships about quality. The UK is identified as a strong player within the EU.

IMAGES OF THE UK

There is clear recognition of the four constituent of the UK. Moreover these countries enjoy distinct-if, for the most part, traditional-identifiers: The Queen/Royal Family for United Kingdom, kilts for Scotland, the late Princess of Wales for Wales and conflict for Northern Ireland.

Just about everybody has heard of Tony Blair and The Spice Girls and most recognize as British are Rowan Atkinson ('Mr. Bean') and Hugh Grant.

KNOWLEDGE AND USE OF ENGLISH

Nine-out-of-ten young people interviewed claim to speak at least some English.

Knowledge of English is regarded as crucial or very important for international business, education and travel abroad.

SOURCES OF INFORMATION

The local media-especially the press and television news-are the most influential sources of information for young in forming their opinions about the UK.

APPENDIX 2

THE BRAND ITALY

Schema A. 1
Research Doxa on the population 1998

Country Methodology	Number of interview	
Austria	1.000	Personal
Argentina	1.208	Personal
Belgium	1.017	Personal
Canada	1.006	By Phone
China	2.810	Personal
France	946	By Phone
Germany	1.203	Personal
Japan	1.262	Personal
Holland	1.200	By Phone
Poland	1.000	Personal
Fed. Russia	1.515	Personal
United Kingdom	946	By Phone
Spain	1.000	By Phone
United States	1.004	By Phone
TOTAL	17.117	

Schema A. 2
 Research Doxa on the population 1999

Country	Number of interview	Methodology
Austria	968	Personal
France	957	By Phone
Germany	1.056	Personal
Japan	1.056	Personal
United Kingdom	967	By Phone
United States	1.011	By Phone
TOTAL	6.261	

Schema A.3

The number of articles which were published in the foreign press about Italy according to the countries and newspapers

COUNTRIES	v.a	%
Austria	768	20,6
UK	544	14,6
Germany	894	24,0
France	1.124	30,1
USA	244	6,5
Japan	158	4,2
TOTAL	3.732	100,0

NEWSPAPERS

Profil	104	2,8
Die Presse	286	7,7
News	12	0,3
Der Standard	366	9,8
The Daily Telegraph	187	5,0
The Sunday Telegraph	49	1,3
The Guardian	247	6,6
The Observer	61	1,6
Tageszeitung	108	2,9
Stem	64	1,7
Der Spiegel	10	0,3
Fankfurter Allgemeine Zeitung	712	19,1
L' express	68	1,8
Nouv. Observateur	98	2,6
Le Monde	598	16,0
Libération	360	9,6
New York Times	140	3,8
Washington Post	45	1,2
Newsweek	51	1,4
USNews	8	0,2
Mainichi	70	1,9
Sapio	18	0,5
Focus	13	0,3
Asahi	57	1,5
TOTAL	3.732	100,0

PERIOD OF PUBLISMENT

weekly	3.151	84,4
international	581	15,6
TOTAL	3.732	100,0

APPENDIX 3

FIAS Turkey

Administrative Barriers to Investment

June 2001

- Why Study Administrative Barriers to Investment in Turkey?
- Turkey is generally recognized by international investors as having a difficult investment environment. The importance of administrative barriers as having a dampening effect on competitiveness in Turkey is demonstrated by investors surveyed by the Global Competitiveness Report of the World Economic Forum, which ranked bureaucratic 'red type' as one of the leading competitive disadvantages of the Turkish business environment. Turkey ranked lower than many other countries in terms of competitiveness indicators, especially in the areas of administrative and procedural matters where Turkey was frequently ranked at the bottom.
- The problem with cumbersome, unclear, informal and time-consuming administrative procedures is that they create an opaque and uncertain business environment, which raises costs for investors.
- A recent perspective on investment conditions in Turkey is provided by the World Business Environment Survey (WBES).
- In the survey, investors suggested that inflation and policy instability and uncertainty are the leading constraints. Perhaps one of the most difficult aspects

of the presence of inflation in Turkey is the lack of adjustment accounting, especially for taxation payments purposes.

- Based on the survey's findings, administrative regulations were perceived as cumbersome in Turkey for a number of reasons: first, they are time-consuming; second, they are unpredictable and change frequently; and third, they lack transparency and consistency.

- FIAS conducted an informal foreign investor survey of administrative procedures and costs in Turkey.

- In the survey, foreign investors were asked how different regulatory areas affected their ability to establish and operate in Turkey- namely, whether areas posed a major, moderate, minor or no problem. A large majority ranked complexity and non-transparency of government regulatory policies as the number one problem. On the other hand, regulations for labor, health, fire and sanitary issues posed little or no problem to business operations of most investors.

- Nearly two-thirds of investors cited problems in the following regulatory areas:
i) taxation; ii) excessive documentation requirements iii) customs procedures;
iv) municipal regulations and inspections; v) industrial standards and certification; and vi) business registration requirements Further, more than half of investors cited the following areas as problematic: i)business and operating licensing; ii) export investment incentives; and iii) regulations on getting premises (land/building)

FIAS - TURKEY**A DIAGNOSTIC STUDY OF THE FOREIGN DIRECT INVESTMENT
ENVIRONMENT**

FEBRUARY 2001

- Turkey's Outstanding Strengths for Attracting FDI
 - The focal problem is not that investors are entirely ignorant of Turkey. Even though Turkey has no institution that does any significant amount of investment promotion, the country itself is known, and its attractions are have brought in hundreds of foreign companies from every economically important region of the world.
 - Multinational companies agree that Turkey's two strongest attractions are its large domestic market, and its skilled and cost-effective labor. Domestically-owned companies function as high-quality suppliers to multinationals, and also as their partners in joint ventures where one of their most sought-after functions is to help in relations with the government, at all levels —a function widely agreed to be essential in Turkey but one that should be unimportant in a world-competitive society.

- Turkey has other strengths, including a potentially very attractive access to other markets. The Customs Union with the EU has brought Turkey much closer to the large western European economies, quite similar to the situation in Ireland during the 1980s, when this country positioned itself successfully as the new, low-cost location for Europe. Geographically and culturally, Turkey can function as a gateway to both the Middle East and the former Soviet Republics of Central Asia.

- Multinational investors also complain of unequal treatment vis-a-vis domestic companies as well as big companies vis-a-vis small companies. This appears to be a problem in both the Executive and the Judicial Branches.

- In the perspective of foreign investors, legislative reform in Turkey does not appear to be sufficiently reliable. Adopted laws are not often implemented on time.

- Investment Promotion
 - Image building techniques include advertising in general and specialized media, participating in investment exhibitions; facilitating investment missions from source countries, and conducting general information seminars on investment opportunities. These techniques set the stage, helping convince prospective foreign investors that a certain country may be a good place to invest. Although by themselves they will not generate a lot of additional investment, image building is useful when the reality in a country is better than

the perception held by the international investment community. These activities must be based on truth. In addition, while the climate is improving, the agency could encourage investors to come in early (even while many issues still remain) ahead of the competition.

- The best technique, one used by all successful investment promotion agencies, is direct presentations to specific targeted firms. This technique involves identifying opportunities in host-country industries and sectors. Firms that may want to invest in those industries are then identified and specific decision-makers within the firm are targeted for presentations by the promotion agency.

- Image building, investment generation, and investor servicing can influence the amount, character and location of investment in different ways. In case of Turkey, investor servicing may need to be the focus in the early stages at least, while the investment environment still has deficiencies that impede investment implementation. If the reform program is successful and changes are made along the lines recommended in this report, image building will become an increasingly important as a good story develops that may not be properly appreciated by the international investment community.

YASED**Aide Memoir****April 2002****GOVERNANCE, REPORTING, RELATIONSHIPS**

- Some of critical factors to the success of a new investment promotion organization relate to the ways and conditions under which it is established, as well as to its ability to formulate the right strategy and adopt the structure to properly implement the strategy. This aide memoir addresses the first set of factors, that is, those applicable to the establishment of the organization and more specifically to its governance, reporting and relationship. It also touches on some of the points available to the Government of Turkey for legal status the organization may have.

- Specific Suggestions for Turkey:
 - o *Regulation vs. promotion:* FIAS strongly believe that Turkey should not combine the regulation of foreign investment with its promotion. Combining these activities in other countries has almost failed.

 - o The promotion function should be assigned to a new organization. The goal is to create an organization that is investor-friendly, which has a marketing orientation and which can advocate policy changes to improve the climate for investors while protecting the national interests.

- Our interviews in Turkey suggested to us that there were a number of firms in Turkey that viewed such benefits as sufficiently important and attractive that they would be willing to become paying “members” of a promotion organization that promises to be effective.

- Further, the law would state the goals and duties of the promotion organization. These might be something like the following:
 - a) Promoting (foreign direct) investment in Turkey;
 - b) To this end, advising the government on and advocating policies that improve the investment climate in Turkey while safeguarding Turkey’s national interests;
 - c) Providing investors with services, before and after they undertake investments in Turkey;
 - d) Conducting image building and investment generating activities that will encourage investment in Turkey;
 - e) Coordinating the activities carried out by organizations in the private and public sectors, related to the promotion of private investment in Turkey.

Investment Advisory Council for Turkey

Background Note for World Bank Group Mission

APRIL 1-5, 2002

- Turkey aims to distinguish itself as a trade and investment destination, since its location between Europe, the Middle East and Central Asia provides an economic gateway to regions with sizeable markets and purchasing power.

United Nations Conference on Trade and Development

Advisory Studies (number 17)

THE WORLD OF INVESTMENT PROMOTION AT A GLANCE

A Survey of Investment Promotion Practices

- Investment promotion is a relatively new business, which grew rapidly in the 1980s and 1990s, together with the opening up of the world economy and the remarkable growth of FDI worldwide. A considerable number of IPAs are still relatively young, especially in developing countries and economies in transition.

Important factors behind the increased number of IPAs, especially in the 1990s, were the opening up of Eastern Europe and the Former Soviet-Union and the liberalization of FDI regimes throughout the developing world. There has also been a continuous increase in IPAs in OECD countries, especially at the sub-national level.

Core Functions of IPAs

OECD Countries

1. Investor targeting (83%)
2. After care program (77%)
3. Consulting services (67%)

Economies in transition

1. Investor targeting (100%)
2. After care program (86%)
3. Consulting services (86%)
4. Investment policy formulation/ advice (86%)
5. Promotion of privatization (71%)

Other developing countries

1. Investment policy formulation/ advice (86%)
2. Investor targeting (77%)
3. Promotion of domestic investment (73%)

Least developed countries

1. Promotion of domestic investment (93%)
2. Investment policy formulation/ advice (93%)
3. After care program (86%)
4. Promotion of tourism (79%)
5. Granting incentives (79%)

6. Investor targeting (71%)
7. Foreign investment registration (71%)
8. Foreign investment licensing (71%)

Source: UNCTAD survey of investment promotion agencies, 2000.

Note: The figures in the chart represent the percentage of surveyed IPAs, which handle the indicated tasks. Only functions pursued more than two-thirds of the agencies are taken into account here.

CENTER FOR STRATEGIC&INTERNATIONAL STUDIES (CSIS)

“DIRECT FOREIGN INVESTMENT

AND ECONOMIC DEVELOPMENT OF TURKEY”

COMMENTS OF TURKISH PRIME MINISTER RECEP TAYYIP ERDOGAN

(January 27,2004, Tuesday, 14:30-16:00)

Washington

(The part related to the Investment promotion agency)

Another dimension of our studies on attracting foreign investment is the work related to the establishment of "investment promotion agency". our efforts are continuing on initiating the agency which aims to present our country as an investment center. the agency will be financed by public resources and will have an organization structure

reflecting the cooperation of public and private sectors. the agency which will be established after conclusion of the legal process is considered to operate, like the other practices in the world, **in the fields of developing country's image**, bringing solutions to the problems faced by foreign investors and directing savings of our citizens living abroad to our country. the agency will encourage long term direct foreign investment flow instead of short term capital movements.

APPENDIX 4

The Country, Product and Tourism Image of Turkey in France

(By Deniz Göker, 1988-MBA Thesis)

SUMMARY OF MAIN FINDINGS

➤ THE REASONS TO CHOOSE TURKEY AS A VACATION DESTINATION

Reasons to choose Turkey	% of Sample Who Stated
For the historical richness:	92.5%
For the natural beauties:	90.6%
To meet Turkish people:	77.4%
To see the Orient:	47.2%
There is good weather:	39.6%
People who have been are satisfied:	37.7%

The voyage is not expensive:	34.0%
For shopping:	18.9%
For the beach and sun:	15.1%
There is not much tourist:	13.2%

➤ **INFORMATION SOURCES UTILIZED IN CHOOSING TURKEY AS A
VACATION DESTINATION**

Information sources	% of Sample Who Stated
Friends and Relatives:	56.7%
Specific Documents:	31.9%
Tourism Saloons:	12.1%
Articles:	11.3%
TV, Radio:	6.4%
Advertisements:	5.7%

- The preference classification for a vacation destination of the sample who has not been to Turkey and who doesn't consider to visit her in the near future is as follows:

1-Egypt 2- Greece 3-Morocco 4-Italy 5-Turkey 6-Spain 7-Portugal 8-Tunusia 9-Yugoslavia 10-Algeria

These 10 countries are selected according to their geographical location relative to France, and their voyage cost from France not being much different.

- Another question asked was: "What are the names, words, expressions, adjectives, which come to your minds when you think about Turkey and Turks".

**Names, words, expressions, adjectives coming to one's mind when thinking about
Turkey and Turks**

Names, Words, Expressions, Adjectives Stated

"fort comme un Turc"	47.5%
(expression meaning "strong like a Turk")	
"tête de Turc"	35.0%
("Turkish head": a Turkish head is someone with whom everybody jokes)	
Turkish bath	22.5%
Prisons, authoritarian régime, violence	20.0%

Armenians	17.5%
Istanbul	17.5%
Mosques	15.0%
Carpets	12.5%
Sun	12.5%
Opium	10.0%
Bosphorous	10.0%
Harem	10.0%

- Responses to the open-ended question “What are the principal Turkish products” are very varied. The mostly stated items were carpet (51.6%), textile or specific textile product (30.1%) and leather (26.9).
- To the open-ended question “What would you like to buy from Turkey”, 52.8% stated leather, 47.2% carpet, 32.1% jewelry, 11.3% textile product.

APPENDIX 5

Tourism Marketing Strategy of Turkey (2000)

SUMMARY

Objective: Improving the quality of vacation experience of domestic and foreign tourists by satisfying their needs and wants in the best possible way, while protecting the long term welfare of Turkish society; in this way increasing the share of Turkey in international tourism income.

Main competitors of Turkey are Spain, Italy, France, Portugal and Greece. Egypt and Tunisia are also significant players.

Regarding the tourism incomes and market shares, between the years 1990-1998, Italy and Turkey are among the winners, while Greece, Portugal and France are among the losers.

Slogans used by some of Turkey's main competitors are as follows:

Spain: "Everything Under the Sun" – old slogan

"Bravo Espania" – new one

Portugal: "Good choice", "Feeling of discovery", "To your pleasure"

Greece: "A Unique Harmony" of Sun + Sea + Culture

Some of the headlines and slogans used in the past campaigns:

Germany, Austria, Switzerland, Republics of Former Soviet Union, Slovakia,

Hungary

More than the sea and the sun

Welcome to the friendship

Turkey is real as a dream

United Kingdom, Ireland

A Land Unique

USA, Canada

Where Europe Meets Asia

The Center of World History

World's Largest Open Air Museum

Where Europe Gets Exotic

Europe You Don't Know Asia You Will Discover

Key to the East, Key to the West

Melting Pot of Cultures

Cradle of Civilization

This Journey Spans 3 650 000 Days But You Can Do It in Ten

A Fascinating Blend of East and West, Past and Present, Modern and Exotic

France

All golds of the world

Italy

Turkey, Culture of Vacations

A Full Vacation

Holland, Luxemburg, Belgium

Harmony of controversies

Spain, Portugal, Latin America

There are other places but all of them are here

Turkey, for those who are looking for another history

Denmark, Estonia, Letonia, Lithuania, Sweden, Norway, Finland

Most of It Is Free. The Rest is Inexpensive

Feel the Difference

Experience the Difference

Taste the Difference

Japan, South Korea, Taiwan, People's Republic of China, Hong Kong

Mysterious Europe

Take a Plunge Into A New World

Singapore, New Zeland, Australia, Malesia

Where Europe and Asia Embrace

A Perfect Blend of East and West

Kuwait, Egypt, UAE, Saudi Arabia

A Wealth of Choice

Israel, Jordan

The Land of Unlimited Possibilities

You ain't Seen Nothing Yet

APPENDIX 6

THE TRADE DATA RELATED TO TURKEY

THE IMPORT DATA

COUNTRY	IMPORT (USD)	
	2001	2002
GERMANY	5.335.443.468,00	6.966.509.137,00
ITALY	3.484.129.012,00	4.101.790.294,00
RUSSIA	3.435.672.619,00	3.854.985.633,00
USA	3.261.298.354,00	3.050.050.081,00
FRANCE	2.283.939.322,00	3.007.222.549,00
UNITED KINGDOM	1.913.846.028,00	2.415.540.273,00
JAPAN	1.307.372.391,00	1.445.137.640,00
SWITZERLAND	1.227.421.574,00	2.076.356.120,00
SPAIN	1.066.140.844,00	1.386.292.059,00
HOLLAND	1.041.587.333,00	1.303.014.325,00
BELGIUM-LUXEMBOURG	984.536.211,00	
CHINA	925.619.822,00	1.364.252.263,00
BELGIUM	11.205,00	1.138.076.021,00

THE EXPORT DATA

COUNTRY	EXPORT (USD)	
	2001	2002
GERMANY	436.148.876,00	5.810.646.694,00
USA	154.317.887,00	3.299.312.737,00
UNITED KINGDOM	155.180.429,00	2.986.874.746,00
ITALY	154.317.887,00	2.237.392.874,00
FRANCE	142.480.399,00	2.107.850.815,00
RUSSIA	41.801.041,00	1.162.962.362,00
SPAIN	64.271.344,00	1.081.561.418,00
HOLLAND	70.498.516,00	1.026.492.137,00
BELGIUM		666.917.840,00
SWITZERLAND	22.967.874,00	284.730.319,00
CHINA	11.872.402,00	238.738.131,00
JAPAN	12.831.929,00	118.932.253,00
BELGIUM-LUXEMBOURG	54.352.631,00	

APPENDIX 7

TOURIST DATA

Distribution of Foreigners Arriving in Turkey by Country of Nationality in 1998-2000

Distribution of Foreigners Arriving in Turkey by Country of Nationality in 1998-2000

MİLLİYET	YILLAR Years			% DEĞİŞİM ORANI Rate of Change %		Nationality
	1998	1999	2000	1999/1998	2000/1999	
ALMANYA	2 233 740	1 388 787	2 277 502	-37,83	63,99	Germany
AVUSTURYA	235 120	129 465	320 582	-44,94	147,62	Austria
BELÇİKA	191 173	149 622	256 881	-21,73	71,69	Belgium
DANİMARKA	104 852	83 459	100 967	-20,40	20,98	Denmark
FINLANDIYA	78 043	39 946	53 440	-48,82	33,78	Finland
FRANSA	436 932	270 280	449 545	-38,14	66,33	France
HOLLANDA	328 002	214 163	440 290	-34,71	105,59	Netherlands
İNGİLTERE	996 512	814 889	915 285	-18,23	12,32	U.Kingdom
İRLANDA	39 942	37 995	42 121	-4,87	10,86	Ireland
İSPANYA	74 681	35 453	93 105	-52,53	162,62	Spain
İSVEÇ	156 116	107 427	148 561	-31,19	38,29	Sweden
İTALYA	259 483	79 029	218 785	-69,54	176,84	Italy
LÜKSEMBURG	4 308	1 105	2 017	-74,35	82,53	Luxembourg
PORTEKİZ	14 853	7 678	13 305	-48,31	73,29	Portugal
YUNANİSTAN	168 525	146 871	218 670	-12,85	48,89	Greece
AB TOPLULUĞU	5 322 282	3 506 169	5 551 056	-34,12	58,32	EUROPE UNION
ÇEK CUM.	47 142	40 691	49 421	-13,68	21,45	Czech Rep.
İSVİÇRE	76 871	38 728	81 446	-49,62	110,30	Switzerland
İZLANDA	7 014	5 994	3 354	-14,54	-44,04	Iceland
POLONYA	80 826	66 209	118 174	-18,08	78,49	Poland
MACARİSTAN	26 275	25 032	36 762	-4,73	46,86	Hungary
NORVEÇ	70 144	56 685	67 517	-19,19	19,11	Norway
AVRUPA OECD	5 630 554	3 739 508	5 907 730	-33,59	57,98	EUROPE OECD
A.B.D.	439 885	395 006	515 090	-10,20	30,40	U.S.A
AVUSTRALYA	60 657	46 075	58 295	-24,04	26,52	Australia
JAPONYA	81 857	67 987	89 459	-16,94	31,58	Japan
KANADA	53 647	44 958	56 598	-16,20	25,89	Canada
G.KORE	10 148	14 722	22 266	45,07	51,24	Korea, Rep. of
MEKSIKA	9 673	9 178	18 437	-5,12	100,88	Mexico
YENİ ZELANDA	13 080	10 247	13 509	-21,66	31,83	New Zealand
TOPLAM OECD	6 299 501	4 327 681	6 681 384	-31,30	54,39	TOTAL OECD
AZERBAJCAN	123 430	128 028	179 788	3,73	40,43	Azerbaijan
BELARUS (B. RUSYA)	8 265	7 418	9 614	-10,25	29,60	Belarus
ERMENİSTAN	15 894	19 038	17 518	19,78	-7,98	Armenia
GÜRCİSTAN	193 118	181 324	179 651	-6,11	-0,92	Georgia
KAZAKİSTAN	52 870	30 793	38 920	-41,76	26,39	Kazakhstan
KIRGIZİSTAN	8 147	5 451	8 751	-33,09	60,54	Kyrgyzstan
MOLDOVA CUM.	60 944	77 867	64 686	27,77	-16,93	Rep. Moldova

ÖZBEKİSTAN	14 417	14 244	21 111	-1,20	48,21 Uzbekistan
RUSYA FED.	676 183	438 719	676 958	-35,12	54,30 Russian Fed.
TACİKİSTAN	944	787	1 100	-16,63	39,77 Tajikistan
TÜRKMENİSTAN	6 217	7 376	10 979	18,64	48,85 Turkmenistan
UKRAYNA	150 928	140 850	174 034	-6,68	23,56 Ukraine
B.D.T	1 311 357	1 051 895	1 383 110	-19,79	31,49 U.I.S
BOSNA HERSEK	0	0	28 620	-	- Bosnia Herzg
HIRVATİSTAN	0	0	11 968	-	- Croatia
SLOVENYA	0	0	8 029	-	- Slovenia
YUG. FED.CUM.	172 379	213 776	128 409	24,02	-39,93
MAKEDONYA	0	0	108 904	-	-
YUGOSLAVYA	172 379	213 776	285 930	24,02	33,75 YUGOSLAVIA
ARNAVUTLUK	24 269	27 315	29 739	12,55	8,87 Albania
BULGARİSTAN	244 741	259 075	381 697	5,86	47,33 Bulgaria
ROMANYA	505 766	483 184	265 175	-4,46	-45,12 Romania
SLOVAKYA	0	0	21 972	-	- Slovakia
DIĞ. AVRUPA	73 162	62 369	55 339	-14,75	-11,27 OTH. EUROPE
TOP.DOĞU AVRUPA	2 331 674	2 097 614	2 422 962	-10,04	15,51 EAST EUROPE TOT.

7- 1998-2000 YILLARINDA ÜLKEMİZE GELEN YABANCILARIN MİLLİYETLERİNE GÖRE KARŞILAŞTIRILMASI
Distribution of Foreigners Arriving in Turkey by Country of Nationality in 1998-2000

MİLLİYET	YILLAR			% DEĞİŞİM ORANI	
	1998	1999	2000	1999/1998	2000/1999 Nationality
CEZAYİR	21 589	21 852	33 421	1,22	52,94 Algeria
FAS	12 613	9 813	11 635	-22,20	18,57 Morocco
LIBYA	7 633	9 125	24 042	19,55	163,47 Libyan A.J.
SUDAN	1 425	1 446	1 924	1,47	33,06 Sudan
MİSİR	18 761	26 672	31 772	42,17	19,12 Egypt
TUNUS	30 408	29 580	39 692	-2,72	34,19 Tunisia
GÜNEY AFRIKA CUM.	0	0	6 048	-	- South Africa
DIĞ. AFRIKA	34 077	29 914	19 295	-12,22	-35,50
TOPLAM AFRIKA	126 506	128 402	167 829	1,50	30,71 TOTAL AFRICA
B.A.EMİRLİĞİ	5 166	2 032	1 825	-60,67	-10,19 U.A.E.
BAHREYN	3 587	1 908	489	-46,81	-74,37 Bahrain
KATAR	499	256	108	-48,70	-57,81 Qatar
KUVEYT	8 078	3 727	1 311	-53,86	-64,82 Kuwait
UMMAN	672	315	104	-53,13	-66,98 Oman
IRAK	18 277	17 591	20 759	-3,75	18,01 Iraq
LÜBNAN	25 248	14 424	16 690	-42,87	15,71 Lebanon
ÜRDÜN	21 239	18 024	22 220	-15,14	23,28 Jordan
S.ARABİSTAN	22 734	13 890	15 521	-38,90	11,74 S.Arabia
SURİYE	99 629	102 444	122 376	2,83	19,46 Syria
K.K.T.C.	96 836	89 272	103 250	-7,81	15,66 T.R.N.Cyprus
İSRAİL	238 298	201 471	312 304	-15,45	55,01 Israel
YEMEN	1 319	1 196	705	-9,33	-41,05 Yemen
DIĞ. BATI ASYA	1 073	1 029	4 525	-4,10	339,75
TOP. BATI ASYA	542 655	467 579	622 187	-13,83	33,07 TOT.WEST ASIA
BANGLADEŞ	445	709	292	59,33	-58,82 Bangladesh
ÇİN HALK CUM.	11 591	11 047	21 570	-4,69	95,26 China
ENDONEZYA	0	0	2 984	-	- Indonesia
FİLİPİNLER	20 839	12 496	16 193	-40,04	29,59 Philippines
HİNDİSTAN	10 754	10 332	12 551	-3,92	21,48 India
İRAN	304 924	351 937	380 877	15,42	8,22 Iran
MALEZYA	3 113	3 803	8 869	22,17	133,21 Malaysia

PAKİSTAN	7 570	7 315	7 913	-3,37	8,17 Pakistan
SİNGAPUR	7 486	5 384	6 217	-28,08	15,47 Singapore
TAYLAND	0	0	678	-	- Thailand
DİĞ.GÜN.ASYA	19 525	19 064	21 878	-2,36	14,76
TOP.GÜN.ASYA	386 247	422 087	480 022	9,28	13,73 TOT.SOUTH ASIA
TOPLAM ASYA	928 902	889 666	1 102 209	-4,22	23,89 TOTAL ASIA
DİĞ. KUZEY AMERİKA	4 355	3 909	2 455	-10,24	-37,20 OTH. NORTH AMERICA
DİĞ. ORTA AMERİKA	5 924	5 170	5 270	-12,73	1,93 OTH. CENT. AMERICA
ARJANTİN	12 726	10 244	12 235	-19,50	19,44 Argentina
BREZİLYA	18 203	6 820	11 924	-62,53	74,84 Brazil
KOLOMBİYA	2 718	1 769	1 420	-34,92	-19,73 Colombia
ŞİLİ	3 144	2 734	4 262	-13,04	55,89 Chile
VENEZÜELLA	1 639	1 144	1 225	-30,20	7,08 Venezuela
DİĞ.GÜN.AMERİKA	3 472	2 889	3 252	-16,79	12,56
TOP.GÜN.AMERİKA	41 902	25 600	34 318	-38,91	34,05 TOT.SOUTH AMERICA
TOPLAM AMERİKA	52 181	34 679	42 043	-33,54	21,23 TOTAL AMERICA
OKYANUSYA	602	320	842	-46,84	163,13
MİLLİYETSİZ	13 331	8 923	10 884	-33,07	21,98
YABANCI TOPLAM	9 752 697	7 487 285	10 428 153	-23,23	39,28 TOTAL FOREIGN

Comparison of Foreigners Arriving in Turkey by Nationalities in 2001-2003 (January-December)

Comparison of Foreigners Arriving in Turkey by Nationalities in 2001-2003 (January-December)

MİLLİYET	YILLAR			MİLLİYET PAYI(%)			% DEĞİŞİM ORANI		Nationality
	Years			Share of Nationality(%)			Rate of Change %		
	2001	2002	2003(*)	2001	2002	2003	2002/01	2003/02	
ALMANYA	2 884 051	3 481 671	3 327 834	24,82	26,26	23,84	20,72	-4,42	Germany
AUSTURYA	360 363	377 036	379 692	3,10	2,84	2,72	4,63	0,70	Austria
BELÇİKA	310 296	313 585	308 073	2,67	2,37	2,21	1,06	-1,76	Belgium
DANİMARKA	126 034	164 979	154 317	1,08	1,24	1,11	30,90	-6,46	Denmark
FİNLANDIYA	64 283	80 739	59 751	0,55	0,61	0,43	25,60	-25,99	Finland
FRANSA	524 170	522 740	470 156	4,51	3,94	3,37	-0,27	-10,06	France
HOLLANDA	632 975	873 278	938 673	5,45	6,59	6,72	37,96	7,49	Netherlands
İNGİLTERE	845 536	1 037 507	1 091 197	7,28	7,83	7,82	22,70	5,17	U.Kingdom
İRLANDA	48 635	53 036	58 891	0,42	0,40	0,42	9,05	11,04	Ireland
İSPANYA	116 067	88 811	92 301	1,00	0,67	0,66	-23,48	3,93	Spain
İSVEÇ	200 709	203 648	204 175	1,73	1,54	1,46	1,46	0,26	Sweden
İTALYA	315 286	210 657	236 827	2,71	1,59	1,70	-33,19	12,42	Italy
LÜKSEMBURG	3 527	4 172	3 426	0,03	0,03	0,02	18,29	-17,88	Luxembourg
PORTEKİZ	18 382	16 559	12 176	0,16	0,12	0,09	-9,92	-26,47	Portugal
YUNANİSTAN	197 258	280 033	393 397	1,70	2,11	2,82	41,96	40,48	Greece
TOPLULUĞU	6 647 572	7 708 451	7 730 886	57,21	58,15	55,39	15,96	0,29	EUROPE UNION
ÇEK CUM.	51 818	63 223	48 676	0,45	0,48	0,35	22,01	-23,01	Czech Rep.
İSVİÇRE	126 538	143 372	188 806	1,09	1,08	1,35	13,30	31,69	Switzerland
İZLANDA	4 110	1 273	1 355	0,04	0,01	0,01	-69,03	6,44	Iceland
POLONYA	150 916	150 949	102 222	1,30	1,14	0,73	0,02	-32,28	Poland
MACARİSTAN	38 194	51 336	48 211	0,33	0,39	0,35	34,41	-6,09	Hungary
NORVEÇ	87 704	94 528	88 813	0,75	0,71	0,64	7,78	-6,05	Norway
RUPA OECD	7 106 852	8 213 132	8 208 969	61,17	61,96	58,81	15,57	-0,05	EUROPE OECD
A.B.D.	429 563	247 629	222 635	3,70	1,87	1,60	-42,35	-10,09	U.S.A
AUSTRALYA	58 661	58 678	56 792	0,50	0,44	0,41	0,03	-3,21	Australia
JAPONYA	87 800	94 514	67 812	0,76	0,71	0,49	7,65	-28,25	Japan
KANADA	56 951	38 999	41 890	0,49	0,29	0,30	-31,52	7,41	Canada
G.KÖRE	29 274	42 574	46 384	0,25	0,32	0,33	45,43	8,95	Korea, Rep. of
MEKSIKA	20 906	11 297	12 132	0,18	0,09	0,09	-45,96	7,39	Mexico
YENİ ZEELANDA	13 679	12 777	10 257	0,12	0,10	0,07	-6,59	-19,72	New Zealand
PLAM OECD	7 803 686	8 719 600	8 666 871	67,16	65,78	62,09	11,74	-0,60	TOTAL OECD
ERBAYCAN	177 612	163 133	192 660	1,53	1,23	1,38	-8,15	18,10	Azerbaijan
RUS (B. RUSYA)	17 163	36 371	43 691	0,15	0,27	0,31	111,92	20,13	Belarus
ARMENİSTAN	7 064	17 530	23 111	0,06	0,13	0,17	148,16	31,84	Armenia
GÜRCİSTAN	164 058	161 375	167 709	1,41	1,22	1,20	-1,64	3,93	Georgia
KAZAKİSTAN	37 885	43 793	54 220	0,33	0,33	0,39	15,59	23,81	Kazakhstan
KYRGIZİSTAN	7 890	10 379	13 775	0,07	0,08	0,10	31,55	32,72	Kyrgyzstan

DOVA CUM.	46 061	46 091	55 327	0,40	0,35	0,40	0,07	20,04	Rep. Moldova
BEKİSTAN	21 364	20 392	18 924	0,18	0,15	0,14	-4,55	-7,20	Uzbekistan
USYA FED.	757 446	946 511	1 258 964	6,52	7,14	9,02	24,96	33,01	Russian Fed.
İKİSTAN	1 252	1 526	1 934	0,01	0,01	0,01	21,88	26,74	Tajikistan
KMENİSTAN	14 999	21 317	15 769	0,13	0,16	0,11	42,12	-26,03	Turkmenistan
UKRAYNA	177 245	192 661	225 514	1,53	1,45	1,62	8,70	17,05	Ukraine
B.D.T	1 430 039	1 661 079	2 071 598	12,31	12,53	14,84	16,16	24,71	U.I.S
NA HERSEK	28 223	32 490	34 636	0,24	0,25	0,25	15,12	6,61	Bosnia Herzg
RVATİSTAN	13 031	14 826	15 265	0,11	0,11	0,11	13,77	2,96	Croatia
LOVENYA	7 515	10 889	15 700	0,06	0,08	0,11	44,90	44,18	Slovenia
TAN & KARADAĞ	125 518	188 127	185 969	1,08	1,42	1,33	49,88	-1,15	Sebia & Montenegro
AKEDONYA	113 546	120 989	119 291	0,98	0,91	0,85	6,56	-1,40	Rep.of, Macedonia
BOSLAVYA	287 833	367 321	370 861	2,48	2,77	2,66	27,62	0,96	YUGOSLAVIA
NAVUTLUK	26 107	29 221	32 424	0,22	0,22	0,23	11,93	10,96	Albania
LGARİSTAN	540 452	834 073	1 006 281	4,65	6,29	7,21	54,33	20,65	Bulgaria
ROMANYA	180 911	180 203	185 036	1,56	1,36	1,33	-0,39	2,68	Romania
SLOVAKYA	27 233	33 507	24 125	0,23	0,25	0,17	23,04	-28,00	Slovakia
Ğ. AVRUPA	46 133	48 385	55 480	0,40	0,37	0,40	4,88	14,66	OTH. EUROPE
DOĞU AVRUPA	2 538 708	3 153 789	3 745 805	21,85	23,79	26,84	24,23	18,77	EAST EUROPE TOT.
CEZAYİR	39 904	41 473	42 127	0,34	0,31	0,30	3,93	1,58	Algeria
FAS	11 788	12 643	13 772	0,10	0,10	0,10	7,25	8,93	Morocco
LIBYA	31 473	29 970	28 158	0,27	0,23	0,20	-4,78	-6,05	Libyan A.J.
SUDAN	1 976	2 210	1 902	0,02	0,02	0,01	11,84	-13,94	Sudan
MISİR	22 396	21 583	23 218	0,19	0,16	0,17	-3,63	7,58	Egypt
TUNUS	44 961	51 271	46 713	0,39	0,39	0,33	14,03	-8,89	Tunusia
Y AFRIKA CUM.	17 484	16 168	8 490	0,15	0,12	0,06	-7,53	-47,49	South Africa
Ğ. AFRIKA	9 571	10 264	9 831	0,08	0,08	0,07	7,24	-4,22	OTH. AFRICA
LAM AFRIKA	179 553	185 582	174 211	1,55	1,40	1,25	3,36	-6,13	TOTAL AFRICA
A. EMİRLİĞİ	3 398	4 977	6 710	0,03	0,04	0,05	46,47	34,82	U.A.E.
BAHREYN	2 337	4 569	4 121	0,02	0,03	0,03	95,51	-9,81	Bahrain
KATAR	609	824	1 208	0,01	0,01	0,01	35,30	46,60	Quatar
KUVEYT	5 325	6 989	8 199	0,05	0,05	0,06	31,25	17,31	Kuwait
UMMAN	495	1 206	1 295	0,00	0,01	0,01	143,64	7,38	Oman
IRAK	16 378	15 765	24 688	0,14	0,12	0,18	-3,74	56,60	Iraq
LÜBNAN	22 334	31 298	34 049	0,19	0,24	0,24	40,14	8,79	Lebanon
ÜRDÜN	26 914	33 130	36 645	0,23	0,25	0,26	23,10	10,61	Jordan
ARABİSTAN	20 612	25 657	23 570	0,18	0,19	0,17	24,48	-8,13	S.Arabia
SURIYE	109 697	126 323	154 249	0,94	0,95	1,11	15,16	22,11	Syria
K.K.T.C.	91 237	94 143	104 429	0,79	0,71	0,75	3,19	10,93	T.R.N.Cyprus
İSRAİL	310 604	270 263	321 094	2,67	2,04	2,30	-12,99	18,81	Israel
YEMEN	1 416	1 810	2 103	0,01	0,01	0,02	27,82	16,19	Yemen
BATI ASYA	1 919	2 846	4 287	0,02	0,02	0,03	48,31	50,63	OTH. WEST ASIA
BATI ASYA	613 275	619 800	726 647	5,28	4,68	5,21	1,06	17,24	TOT.WEST ASIA
NGLADEŞ	781	866	2 051	0,01	0,01	0,01	10,88	136,84	Bangladesh
HALK CUM.	25 295	31 951	27 528	0,22	0,24	0,20	26,31	-13,84	China
DONEZYA	7 315	9 609	5 874	0,06	0,07	0,04	31,36	-38,87	Indonesia

İNLER	14 294	13 123	14 893	0,12	0,10	0,11	-8,19	13,49	Philippines
İSTAN	9 230	10 122	13 621	0,08	0,08	0,10	9,66	34,57	India
RAN	327 146	432 282	494 809	2,82	3,26	3,54	32,14	14,46	Iran
EZYA	9 164	8 159	6 948	0,08	0,06	0,05	-10,97	-14,84	Malaysia
İSTAN	7 268	8 353	10 087	0,06	0,06	0,07	14,93	20,76	Pakistan
GAPUR	6 008	5 068	5 905	0,05	0,04	0,04	-15,65	16,52	Singapore
YLAND	3 049	3 243	2 411	0,03	0,02	0,02	6,36	-25,66	Thailand
ÜN.ASYA	19 216	17 628	19 510	0,17	0,13	0,14	-8,26	10,68	OTH.SOUTH ASIA
ÜN.ASYA	428 766	540 404	603 637	3,69	4,08	4,32	26,04	11,70	TOT.SOUTH ASIA
AM ASYA	1 042 041	1 160 204	1 330 284	8,97	8,75	9,53	11,34	14,66	TOTAL ASIA
EY AMERİKA	2 403	1 740	1 358	0,02	0,01	0,01	-27,59	-21,95	OTH. NORTH AMERICA
A AMERİKA	8 104	2 143	1 720	0,07	0,02	0,01	-73,56	-19,74	OTH. CENT. AMERICA
ANTIN	9 395	2 890	6 501	0,08	0,02	0,05	-69,24	124,95	Argentina
EZİLYA	10 515	8 332	7 333	0,09	0,06	0,05	-20,76	-11,99	Brazil
OMBIYA	2 479	2 259	1 797	0,02	0,02	0,01	-8,87	-20,45	Colombia
ŞİLİ	3 632	3 315	3 068	0,03	0,03	0,02	-8,73	-7,45	Chile
EZÜELLA	2 398	1 832	1 456	0,02	0,01	0,01	-23,60	-20,52	Venezuela
N.AMERİKA	4 385	3 323	3 721	0,04	0,03	0,03	-24,22	11,98	OTH.SOUTH AMERICA
N.AMERİKA	32 804	21 951	23 876	0,28	0,17	0,17	-33,08	8,77	TOT.SOUTH AMERICA
M AMERİKA	43 311	25 834	26 954	0,37	0,19	0,19	-40,35	4,34	TOTAL AMERICA
ANUSYA	226	455	287	0,00	0,00	0,00	101,33	-36,92	OCEANIA
İYETSİZ	11 444	10 564	13 633	0,10	0,08	0,10	-7,69	29,05	HAYMATLOS
ICI TOPLAM	11 618 969	#####	13 958 045	100,00	100,00	100,00	14,09	5,30	TOTAL FOREIGN

ERİLER GEÇİCİDİR- Provisional Data.

APPENDIX 8

APPENDICE - QUALITATIVE STUDY

INTERVIEW GUIDELINE

The interviews are carried out both in English and in Italian. A systematic guideline, to be able to cover all issues that the researcher is interested and to be consistent, is followed. Below is the English translation of the interview guideline used for face-to-face interviews.

*According to you what is image? According to you do countries also have images?

*What are the factors having an effect on the formation of a country's image? Among them which ones are more important?

- In the specific case of Turkey:
 - Do you know the location of Turkey? Is it clear to you?
 - In which geographical cluster would you place Turkey? Why?
 - Have you ever visited Turkey? Did you meet any Turkish people before?
 - Do you know about the history of Turkey? About different civilizations that existed in the territory of Turkey?
 - What is the Ottoman Empire's influence on the image of Turkey? How do you compare the image of Turks with that of Ottomans?
 - Do you know the religion of the majority of the Turkish people? Is religion an important component of the image?

- Which natural beauties, historical sites of Turkey did you hear about?
- If we had to compare and contrast Turkey with other countries (especially for tourism) which ones do you think are the competitors of Turkey? What are the advantages and disadvantages of Turkey compared to those countries?
- Did you ever hear achievements of Turkey in sports, arts, music etc? Do they have effects on the country image?
- Do you know any Turkish writer, artist?
- What are the sectors, companies, products, and brands that you associate with Turkey?
- What are the most important information sources that one get exposed to learn specifically about Turkey?
- What are the issues that appear on media related to Turkey?
- What would be your intentions about
 - visiting,
 - living in,
 - working in and
 - doing business with Turkey in case of an opportunity?
- Do you think that Turkey should or can be a member of the European Union? Why?
- What is the general image of Turkey according to you?

APPENDIX 9

QUESTIONNAIRE IN ENGLISH

QUESTIONNAIRE IN ITALIAN

Dear Mr./Ms.,

This questionnaire is a part of a doctoral thesis being carried out at **Bogazici University, Istanbul, Turkey**. The objective of the research is to understand the factors affecting the formation of the image of a country, specifically focusing on the case of Turkey.

We kindly request you to share your opinions with us. Please don't hesitate to mark the issues on which you don't have the exact information. All the information you share with us is very important for the scientific evaluation of this research. Therefore, **what you don't know about Turkey will equally contribute** to the study.

The results of the study will be evaluated generally. Therefore you are not required to give any personal information (such as name, telephone and address). All the information you provide will be held strictly confidential and will be used only for academic purposes.

We kindly request you to fill in the questionnaire **send it via e-mail** to the next stated address: **altin.ipek@bnet.net.tr**

We appreciate your kind cooperation and valuable effort to share your sincere opinions with us.

Best Regards,

Ipek Altinbasak Ebrem	Prof. Dr. Eser Borak
Bogazici University	Bogazici University
Department of Management	Dean of the Faculty of Economics and
Marketing, PhD Student	Administrative Sciences

PLEASE INDICATE YOUR ANSWERS BY PUTTING AN "X" FOR EACH QUESTION IN THE CORRESPONDING SPACE

1. Have you ever visited Turkey?

() Yes

() No

(If no, please go to Question 4)

2. Please indicate the duration and the main purpose of your visit for each time you visited Turkey.

Number of Visits	Duration of the visit	Date of the Visit (Month, year)	The Purpose of the Visit				
			Vacation	Business	Education	Family / Friends	Other Please Specify
First Visit							
Visit 2							
Visit 3							
Visit 4							
Visit 5							

3. Please indicate your level of satisfaction about your visit(s) to Turkey.

	Not Satisfied at All (1)	Somewhat Unsatisfied (2)	Somewhat Satisfied (3)	Very Satisfied (4)
The physical conditions at the accommodation facilities				
The service at the accommodation facilities				
The quality of the food				
The ease of travel within Turkey				
The attitude of Turkish people				
The cultural/historical sites				
The hygiene conditions				
The feeling of being secure				
The natural beauties				
Your visit to Turkey in general				

4. Have you ever met any Turkish person?

() Yes

() No *(If no, please go to Question 7)*

5. What was the occasion(s) on which you met the Turkish person(s)?

6. When was the last time that you met the Turkish person(s)?

7. Please indicate your opinion in general, about Turkish people by marking the appropriate number for each of the characteristics below:

	1	2	3	4	5	6	7	
Unfriendly								Friendly
Dishonest								Honest
Rigid								Flexible
Untrustworthy								Trustworthy
Aggressive								Gentle
Uneducated								Educated
Modest								Proud
Lazy								Hardworking
Other (Please specify) _____								

8. Please indicate how clear the geographic location of Turkey is in your mind by marking next to the appropriate number.

Vague	1	2	3	4	5	6	7	Clear

9. Which geographical cluster do you associate Turkey with?

- Arabic Both European and Asian
 Asian African
 European Other (Please specify) _____
 Middle Eastern

10. According to what you have heard and known, what is the religion of the majority of Turkish population?

- Christian Buddhist
 Muslim Atheist
 Jewish Other(Please specify) _____

11. Please indicate to what extent religion in Turkey affects your opinion related to grouping Turkey geographically (in Question 9) by marking next to the appropriate number.

Does not affect at all	1	2	3	4	5	6	7	Affects highly

12. Please specify how well you feel you know each of the below stated countries. In answering, take into consideration everything you have learned and/or heard about each country.

	I know nothing about (1)	I know just a little (2)	I know a fair amount (3)	I know very well (4)
Greece				
Egypt				
Turkey				
Spain				
Morocco				

13. Please specify how favorable/unfavorable your overall opinion or impression of each of the below stated countries, even if you have not been there.

	Highly Unfavorable (1)	Somewhat Unfavorable (2)	Somewhat Favorable (3)	Highly Favorable (4)
Greece				
Egypt				
Turkey				
Spain				
Morocco				

14. What are the words, expressions, names, places and/or adjectives etc. that come to your mind when you think of Turkey?

15. What are the persons, names, words, expressions, and/or adjectives etc. that come to your mind when you think of Turks?

16. How certain are you that the below stated civilizations existed within the current territory of Turkey?

	Not Certain at All (1)	Somewhat Uncertain (2)	Somewhat Certain (3)	Definitely Certain (4)
Hittite				
Troy				
Babylon				
Persian				
Seljuk				
Byzantine				
Ephesus				

17. Did you ever hear about the Ottoman Empire?

() Yes () No *(If no, please skip the statements related to the Ottomans in Question 18)*

18. Please indicate to what extent you agree with the below statements.

	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree (4)
During my education, I got sufficient information about the history of Turkey				
Historical relationships between the United Kingdom and Turkey play an important role in the creation of the image of Turkey				
The image of the Turk is the same as the image of the Ottoman				
The Ottoman Empire was a powerful and glorious civilization				
The Turkish Republic founded by Atatürk is completely different from the Ottoman Empire				
The regime of the Ottoman Empire brought prosperity, culture and benefits to many nations				
The image of the Arabs and the image of the Turks are the same				
Turkey is closer to Europe in terms of life style compared to other Muslim countries				
Turkish soldiers are brave				

19. With which kind of art do you associate Turkey?

- Architecture Miniature Other (Please specify) _____
 Calligraphy Art of tile Painting None

20. Please indicate the extent you have heard about the successes of Turkey in the following sports:

	Did Not Hear at All (1)	Heard Rarely (2)	Heard Frequently (3)	Heard Very Frequently (4)
Football				
Basketball				
Wrestling				
Athletics				
Weight Lifting				
Boxing				

Other (Please specify) _____

21. On which occasion(s) / event(s) did you hear the achievements of Turkey about the sports mentioned above?

22. Which of the below stated Turkish writers have you heard of?

Orhan Pamuk

Mevlana

Nazım Hikmet

Aziz Nesin

Yaşar Kemal

Other (Please specify) _____

Yunus Emre

None

23. Which of the below stated natural, holiday and sports features of Turkey have you heard of?

	Did Not Hear at All (1)	Heard Rarely (2)	Heard Frequently (3)	Heard Very Frequently (4)
Bosphorus				
Istanbul				
Gallipoli				
Capadoccia				
Mediterranean Turkish Coast				
Aegean Turkish Coast				
Nemrut Mountain				
Skiing Resorts in Turkey				
Golf Courses in Turkey				
Rivers/Rafting				

Other (Please specify) _____

24. To what extent does the fact that Turkey is a Muslim country affects your intentions related to the following:

	Definitely <u>will not</u> affect (1)	Probably <u>will not</u> affect (2)	Probably <u>will</u> affect (3)	Definitely <u>will</u> affect (4)
Intention to visit Turkey				
Intention to live in Turkey				
Intention to work in Turkey				
Intention to do business in Turkey				

25. Have you been exposed to any news other than sports (such as: economic, financial, social, cultural, political, etc.) about Turkey?

Yes

No

(If no, please go to Question 28)

26. Please list the subject/title of the issues (other than sports) that you have heard of about Turkey and their frequency.

Subject/ Title of the Issues

	Heard Very Rarely (1)	Heard Rarely (2)	Heard Frequently (3)	Heard Very Frequently (4)
1. _____				
2. _____				
3. _____				
4. _____				

27. What was the tone of the news for the issues you stated in question 26? (It will be answered for each of the above stated issues in the same order, which are stated from 1 to 4)

1. _____
2. _____
3. _____
4. _____

	Very Negative (1)	Somewhat Negative (2)	Somewhat Positive (3)	Very Positive (4)
1. _____				
2. _____				
3. _____				
4. _____				

28. What are the main sources of information to which you were exposed about Turkey? (You can check more than one item)

- Printed Media (Newspapers, Magazines)
- Television
- Internet
- Advertisements
- Books
- Fairs/Shows/Exhibitions/Congresses
- Tour operators/Travel agents
- Films
- Family/Friends/ Word-of-mouth
- Mega Events (World Cup, Olympics, Beauty Contests etc.)
- Other (Please specify) _____

29. According to you what are the three most important sources of information when forming an opinion specifically about Turkey?

1. _____
2. _____
3. _____

30. Please specify, the sectors/ companies/ products/ brands that can be associated with Turkey.

31. Please indicate the extent to which you agree with the below statements.

	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree (4)	No Opinion
Location of Turkey, being close both to Europe and Asia is perfect for investors					
Turkey is more a trading country than an industrial one					
Compared to Europe labor costs in Turkey are low					
Turkey has a young labor force					
Turkish economy is unstable and fluctuating					
Turkish economy is highly controlled by public sector					
Bureaucracy is a big problem in Turkey					
Turkish economy is a developing one					
Inflation rate in Turkey is low					
Turkish Lira is convertible					
Turkey is in a strategic geographic position that can be used as a base to export to other countries					
The medium and long term expectations related to Turkish economy are positive					

32. Please indicate the extent to which you agree with the below statements.

	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree (4)	No Opinion
Turkey is a secular country					
Turkey is a democratic republic					
Turkish politicians are working hard internationally to resolve the problems related to Turkey					
There are frequent changes of government					
The laws are well implemented in Turkey					
The military does not intervene in Turkish politics					

33. Would you like to visit Turkey?

- () Definitely would like to visit
- () Probably would like to visit
- () Probably would not like to visit
- () Definitely would not like to visit

Please explain why?

34. In case of a possibility, would you like to live in Turkey?

- Definitely would like to live
- Probably would like to live
- Probably would not like to live
- Definitely would not like to live

Please explain why.

35. In case of a possibility, would you like to work in Turkey?

- Definitely would like to work
- Probably would like to work
- Probably would not like to work
- Definitely would not like to work

Please explain why.

36. In case of a possibility, would you like to do business in Turkey?

- Definitely would like to do
- Probably would like to do
- Probably would not like to do
- Definitely would not like to do

Please explain why.

37. Do you think that Turkey should be a member of the European Union?

- Yes No

Please explain why?

38. Please indicate the main issues that Turkey has to resolve for joining the European Union?

BOGAZICI UNIVERSITY
ISTANBUL, TURKEY
FACULTY OF ECONOMICS AND
ADMINISTRATIVE SCIENCES
OFFICE OF THE DEAN

Gentile Signora/e,

Questo questionario fa parte di una tesi di dottorato condotta presso la **Bogazici University di Istanbul, Turchia**. L'obiettivo della ricerca é capire i fattori che influenzano la formazione dell'immagine di un Paese, in specifico focalizzando il caso della Turchia.

Le chiediamo cortesemente di condividere le Sue opinioni con noi. Le chiediamo di non esitare nell'evidenziare anche gli argomenti di cui non é a conoscenza. Tutte le informazioni che vorrà dare sono molto importanti per la valutazione scientifica della ricerca. Quindi, **le cose che non sono a Sua conoscenza sulla Turchia contribuiranno ugualmente** alla buona riuscita dello studio.

I risultati della ricerca saranno valutati in modo generale e pertanto non sono richieste informazioni personali (es. nome, cognome, telefono, indirizzo). Tutte le informazioni fornite saranno considerate come confidenziali e saranno utilizzate esclusivamente per le iniziative accademiche.

La invitiamo a compilare il sottoindicato questionario ed **inviarlo via e-mail** al seguente indirizzo: **ipek.altin@bnet.net.tr**

La ringraziamo anticipatamente per la Sua cortese collaborazione nel condividere con noi le Sue sincere opinioni .

Cordialmente,

Ipek Altinbasak Ebre
Bogazici University
Department of Management
Marketing, PhD Student

Prof. Dr. Eser Borak
Bogazici University
Dean of the Faculty of Economics and
Administrative Sciences

LE PREGHIAMO DI COMPILARE IL QUESTIONARIO PONENDO UNA "X" PER OGNI SINGOLA DOMANDA NEL CORRISPONDENTE SPAZIO

1. Ha mai visitato la Turchia?

() Si () No (*In caso di risposta negativa andare alla domanda 4*)

2. Per ogni volta che ha visitato Turchia, indichi la durata e il motivo della visita.

Numero di Visite	Durata della visita	Data della Visita (Mese, Anno)	Il Motivo				
			Vacanza	Business	Studio	Famiglia/Amici	Altro Specificare
Visita 1							
Visita 2							
Visita 3							
Visita 4							
Visita 5							

3. Indichi il Suo livello di soddisfazione relativo alla visita/e in Turchia.

	Non sono soddisfatto per niente (1)	Insoddisfatto (2)	Soddisfatto (3)	Molto soddisfatto (4)
Delle condizioni strutturali degli alloggi/alberghi				
Del servizio ricevuto negli alloggi/alberghi				
Della qualità del cibo				
Della facilità di viaggiare all'interno della Turchia				
Del comportamento del popolo turco				
Dei posti culturali e storici				
Delle condizioni igieniche				
Della sensazione di sentirsi sicuri				
Delle bellezze naturali				
Della Sua visita in Turchia in generale				

4. Ha mai conosciuto cittadini Turchi ?

() Si () No (*In caso di risposta negativa andare alla domanda 7*)

5. In quale occasione/i ha avuto modo di incontrarli?

6. Quando é stata l'ultima volta che li ha incontrati?

13. Specifichi quanto é favorevole o non favorevole la Sua opinione o impressione per i paesi sottoindicati, anche se Lei non li ha mai visitati.

	Assolutamente non favorevole (1)	Non favorevole (2)	Favorevole (3)	Pienamente favorevole (4)
Grecia				
Egitto				
Turchia				
Spagna				
Marocco				

14. Quali sono le parole, le espressioni, i nomi, i posti e/o gli aggettivi che Le vengono in mente quando pensa alla Turchia?

15. Quali sono i personaggi, i nomi, le parole, le espressioni e/o gli aggettivi che Le vengono in mente quando pensa ai Turchi?

16. Quanto é certo che le civiltà sottoindicate siano esistite nell'attuale territorio Turco?

	Non ne sono assolutamente certo (1)	Non ne sono certo (2)	Ne sono certo (3)	Ne sono assolutamente certo (4)
Ittita				
Troiana				
Babilonese				
Persiana				
Selciuchida				
Bizantina				
Efesina				

17. Ha mai sentito parlare dell'Impero Ottomano ?

() Si () No (In caso di risposta negativa saltare le frasi sugli Ottomani nella domanda 18)

18. Indichi quanto é d'accordo con le frasi sottoindicate.

	Non sono assolutamente d'accordo (1)	Non sono d'accordo (2)	Sono d'accordo (3)	Sono assolutamente d'accordo (4)
Ho ricevuto informazioni sufficienti riguardo la storia della Turchia durante I miei studi				
Le relazioni storiche tra Italia e Turchia sono importanti per la creazione dell' immagine della Turchia				
L'immagine dei Turchi e l'immagine degli Ottomani é la stessa				
L'Impero Ottomano é stato una civiltà forte e gloriosa				
La Repubblica Turca fondata da Atatürk é completamente diversa dall'Impero Ottomano				
Il regime dell'Impero Ottomano ha portato cultura, prosperità e benefici a molte nazioni				
L'immagine degli Arabi e l'immagine dei Turchi é la stessa.				
La Turchia é piu vicina alla cultura Europea comparata allo stile di vita degli altri paesi musulmani				
I soldati Turchi sono valorosi				

19. Con quale tipo di arte associa la Turchia?

- () Architettura () Miniatura () Altro (specificare) _____
 () Calligrafia () Maiolica () Pittura () Nessuno

20. Indichi quanto é a conoscenza del successo della Turchia nei seguenti sport.

	Nessuno conoscenza (1)	Scarsa conoscenza (2)	Buona conoscenza (3)	Eccellente Conoscenza (4)
Football				
Basket				
Lotta				
Atletica				
Sollevamento pesi				
Boxe				

Altro (specificare) _____

21. In quale occasione (i) / evento (i) ha appreso dei risultati che ha ottenuto la Turchia negli sport sopraindicati?

22. Di quali degli scrittori Turchi sottoindicati ha sentito parlare?

Orhan Pamuk

Mevlana

Nazım Hikmet

Aziz Nesin

Yaşar Kemal

Altro (specificare) _____

Yunus Emre

Nessuno

23. Di quali delle bellezze naturali e dei luoghi per i sport e le vacanze della Turchia ha sentito parlare ?

	Non ho sentito Niente (1)	Ho sentito raramente (2)	Ho sentito frequentemente (3)	Ho sentito molto frequentemente (4)
Bosforo				
Istanbul				
Troia				
Gallipoli				
Cappadocia				
Costa Mediterranea				
Costa Egea				
Montagna Nemrut				
Località sciistiche				
Campi da Golf				
Rafting/ fiumi				

Altro (specificare) _____

24. Indichi quanto effetto ha il fatto che la Turchia sia un paese di religione islamica sulle Sue intenzioni relative a :

	Non ha assolutamente effetto (1)	Probabilmente non ha effetto (2)	Probabilmente ha effetto (3)	Ha sicuramente effetto (4)
Intenzione di visitare la Turchia				
Intenzione di vivere in Turchia				
Intenzione di lavorare in Turchia				
Intenzione di fare business in Turchia				

25. Ha mai sentito altre notizie diversa da quelle sportive (es. economiche, finanziarie, sociali, culturali, politiche, ecc.) sulla Turchia ?

Sì

No

(In caso di risposta negativa andare alla domanda 28)

26. Indichi i soggetti / titoli degli argomenti per i quali ha sentito parlare della Turchia e con quale frequenza.

Soggetto/Titolo degli argomenti

	Ho sentito molto raramente (1)	Ho sentito raramente (2)	Ho sentito frequentemente (3)	Ho sentito molto frequentemente (4)
1. _____				
2. _____				
3. _____				
4. _____				

27. Come era il contenuto degli argomenti nominati nella domanda 26 in relazione alla Turchia? (Elencare gli argomenti nello stesso ordine della domanda precedente)

	Molto Negativo (1)	Abbastanza Negativo (2)	Abbastanza Positivo (3)	Molto Positivo (4)
1. _____				
2. _____				
3. _____				
4. _____				

28. Indichi quali sono le fonti principali dalle quale ha ricevuto informazioni riguardanti la Turchia. (Può scegliere più di una fonte)

- | | |
|---|--|
| <input type="checkbox"/> Stampa (giornali, riviste) | <input type="checkbox"/> Guide turistiche, accompagnatori, agenzie |
| <input type="checkbox"/> TV | <input type="checkbox"/> Film |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Famiglia/Amici/ Passa parola |
| <input type="checkbox"/> Pubblicità | <input type="checkbox"/> Mega Eventi (Campionati mondiali, Olimpiadi, Gare di bellezza ecc.) |
| <input type="checkbox"/> Libri | <input type="checkbox"/> Altro (specificare) _____ |
| <input type="checkbox"/> Fiere/Mostre/Esposizioni/Congressi | |

29. Indichi le tre fonti più importanti che contribuiscono a formare la Sua opinione sulla Turchia.

- 1 _____
- 2 _____
- 3 _____

30. Specifichi i settori/ le aziende/ i prodotti/ i brand che possono essere associati alla Turchia.

31. Indichi quanto é d'accordo con le espressioni sottoindicate.

	Non sono assolutamente d'accordo (1)	Non sono d'accordo (2)	Sono d'accordo (3)	Sono assolutamente d'accordo (4)	Nessun Opinione
La posizione geografica della Turchia, essendo vicina sia all'Asia che all'Europa é perfetta per gli investitori					
La Turchia é un paese piú commerciale che industriale					
In Turchia, in confronto ai paesi Europei, il costo del lavoro é piú basso					
La Turchia ha la forza lavoro giovanile					
L'economia Turca é instabile e fluttuante					
L' economia Turca é maggiormente controllata dal settore pubblico.					
In Turchia la burocrazia é un problema grosso					
L'economia Turca é in via di sviluppo					
In Turchia l'inflazione é alta					
La lira Turca é convertibile in altre valute					
La Turchia si trova in una posizione geografica strategica per essere usata come base per esportare in altri paesi					
Le aspettative di medio e lungo termine relative all'economia Turca sono positive					

32. Indichi quanto condivide le espressioni sottoindicate?

	Non sono assolutamente d'accordo (1)	Non sono d'accordo (2)	Sono abbastanza d'accordo (3)	Sono assolutamente d'accordo (4)	Nessun Opinione
La Turchia é un paese laico					
La Turchia é una repubblica democratica					
I politici Turchi stanno lavorando duramente a livello internazionale per risolvere i problemi della Turchia					
Ci sono cambiamenti frequenti nel governo					
Le leggi sono ben applicate in Turchia					
I militari non intervengono nella politica Turca					

33. Se Le capitasse una possibilità, vorrebbe visitare la Turchia?

- Sicuramente vorrei visitarla
- Probabilmente vorrei visitarla
- Probabilmente non vorrei visitarla
- Sicuramente non vorrei visitarla

Spiegare il perché.

34. Se Le capitasse una possibilità, vorrebbe vivere in Turchia?

- Sicuramente vorrei viverci
- Probabilmente vorrei viverci
- Probabilmente non vorrei viverci
- Sicuramente non vorrei viverci

Spiegare il perché.

35. Se Le capitasse una possibilità, vorrebbe lavorare in Turchia?

- Sicuramente vorrei lavorarci
- Probabilmente vorrei lavorarci
- Probabilmente non vorrei lavorarci
- Sicuramente non vorrei lavorarci

Spiegare il perché.

36. Se Le capitasse una possibilità, vorrebbe fare business in Turchia?

- Sicuramente vorrei fare
- Probabilmente vorrei fare
- Probabilmente non vorrei fare
- Sicuramente non vorrei fare

Spiegare il perché.

37. Pensa che la Turchia dovrebbe essere un membro della Unione Europea?

- Sì
- No

Spiegare il perché.

38. Indichi le questioni principali che la Turchia dovrebbe risolvere per essere parte della Unione Europea?

39. Indichi quale immagine ha della Turchia per i sottoindicati punti.

	1	2	3	4	5	6	7	
Orientale								Europeo
Povero								Ricco
Ordinario								Esotico
Non democratico								Democratico
Insicuro								Sicuro
In via di sviluppo								Sviluppato
Sporco								Pulito
Non moderno								Moderno
Costoso								Non costoso
Conservativo								Mente aperta

Altro (specificare) _____

ALTRE INFORMAZIONI

40. Sesso: Maschio Femmina

41. Gruppo di età di appartenenza:

- meno di 25 tra 26 e 35 tra 36 e 45
 tra 46 e 55 tra 56 e 65 più di 65

42. Stato civile:

- Non sposato/a Sposato/a da _____ anni
 Divorziato/a Vedovo/a

43. Numero di figli : _____

44. L'età dei figli: _____

45. Titolo di studio :

- Liceo Università Master
 Dottorato Altro (specificare) _____

46. Professione : _____

46. In caso di occupazione, la posizione di lavoro attuale ?

ALTRE IDEE/COMMENTI:

APPENDIX 10**LEGISLATION ON THE USE OF "TURQUALITY" LOGO**

Part of The published Legislation Related to the Use Of Turquality-From Turkey

**Türk Ürünlerinin Yurtdışında Markalaşması ve Türk Malı İmajının Yerleştirilmesine
Yönelik Faaliyetlerin Desteklenmesi Hakkında Tebliğ**

(Tebliğ No: 2003/3)

Bu Tebliğ, 27/12/1994 tarihli ve 94/6401 sayılı Bakanlar Kurulu Kararı ile yürürlüğe giren "İhracata Yönelik Devlet Yardımları Kararı"na dayanılarak hazırlanan Para-kredi ve Koordinasyon Kurulu'nun 21/08/2003 tarihli ve 2003/3 sayılı Kararına istinaden hazırlanmıştır.

BİRİNCİ BÖLÜM**AMAÇ, KAPSAM VE TANIMLAR****Amaç**

Madde 1 - Bu Tebliğde belirtilen kriterler çerçevesinde, ihracatçı Birlikleri, Üretici Dernekleri, Üretici Birlikleri, Türkiye'de ticari ve/veya sınai faaliyette bulunan şirketler ile Türk moda tasarımcılarının yurtdışı pazarlarda ürünlerinin markalaşması amacıyla gerçekleştirecekleri faaliyetlere ilişkin giderleri ile Turquality mağazalarının kurulması ve

işletilmesiyle ilgili harcamaların uluslararası kurallara göre Destekleme ve Fiyat istikrar Fonu'ndan karşılanması amaçlanmaktadır.

Kapsam

Madde 2 - Bu Tebliğ kapsamındaki desteklerden, İhracatçı Birlikleri, Üretici Demekleri, Üretici Birlikleri, Türkiye'de ticari ve/veya sınai faaliyette bulunan şirketler, Türk moda tasarımcıları ile Turquality mağaza işleticisi ve/veya işleticileri yararlandırılabilir.

Tanımlar

Madde 3 - Bu Tebliğde geçen;

Müsteşarlık: Dış Ticaret Müsteşarlığını (DTM),

Birlik: Dış Ticaret Müsteşarlığının bağlı kuruluşu olan ihracatçı Birliklerini,

Üretici Derneği: Aynı imalat dalında faaliyette bulunan üretici şirketlerin kurduğu dernekleri,

Üretici Birliği: Aynı imalat dalında faaliyette bulunan üretici şirketlerin kurduğu birlikleri,

Kuruluş: İhracatçı Birlikleri, Üretici Demekleri ve Üretici Birliklerini,

İKİNCİ BÖLÜM

TURQUALITY KOMİTESİ

Madde 4 - Turquality Komitesi: Müsteşarlığın bağlı bulunduğu Bakan ile Müsteşarlık, Türkiye İhracatçılar Meclisi (TİM), İhracatçı Birlikleri, ilgili Meslek Kuruluşu temsilcileri ve konusunda uzman kişilerden oluşur.

Turquality mağaza işleticisi ve/veya işleticilerinin seçilmesi ve yetkilendirilmesi, Turquality mağazalarında satılacak ürünlerin belirlenmesi, "Turquality-From Turkey" ibaresini kullanmalarına izin verilecek şirketler ve Türk moda tasarımcılarının tespiti ile söz konusu ibarenin kullanılabilmesi fuarların seçimi konularında yetkili olan söz konusu komitenin teşkili ve çalışma esaslarının belirlenmesi hususunda Müsteşarlık yetkilidir. Adı geçen Komitenin sekreteryası görevi, Müsteşarlık tarafından yürütülür.

ÜÇÜNCÜ BÖLÜM

DESTEKLENECEK FAALİYETLER VE DESTEK KAPSAMINA ALINMA

Desteklenecek Faaliyetler

Madde 5 - Müsteşarlık tarafından destek kapsamına alındığı tarihten sonra,

a) Birliklerin;

İştilgal sahasına giren ürünlerinin yurtdışı pazarlarda markalaşması amacıyla gerçekleştirecekleri tanıtım, reklam ve pazarlama (görsel ve yazılı tanıtım, show, defile, ülke imaj kampanyası, pazar araştırması, sponsorluk, marka-promosyon ajansı ve stratejik

danışmanlık giderleri vb.) faaliyetlerine ilişkin harcamaları, % 80 oranında ve yıllık en fazla 350.000 ABD Doları,

b) Üretici Dernekleri ve Üretici Birliklerinin,

ilgili oldukları üretim alanında yer alan ürünlerinin yurtdışı pazarlarda markalaması amacıyla gerçekleştirecekleri tanıtım, reklam ve pazarlama (görsel ve yazılı tanıtım, show, defile, ülke imaj kampanyası, pazar araştırması, sponsorluk, marka-promosyon ajansı ve stratejik danışmanlık giderleri vb.) faaliyetlerine ilişkin harcamaları, % 50 oranında ve yıllık en fazla 100,000 ABD Doları,

c) Şirketlerin;

1) Destek kapsamına alınan markalarının tescili ve korunmasına ilişkin olarak

gerçekleştirecekleri giderleri, % 50 oranında ve yıllık en fazla 50.000 ABD Doları,

2) Projelerinde hedef pazarlar olarak belirtecekleri ülkelerde destek kapsamına alınan

markaları ile ilgili olarak gerçekleştirecekleri tanıtım, reklam ve pazarlama faaliyetlerine (görsel ve yazılı tanıtım, show, defile. Ülke imaj kampanyası, showroomdaki ürün tanıtımı, pazar araştırması, sponsorluk, marka-promosyon ajansı ve stratejik danışmanlık giderleri vb.) ilişkin harcamaları, % 50 oranında ve yıllık en fazla 300,000 ABD Doları,

3) Projelerinde hedef pazarlar olarak belirtecekleri ülkelerde destek kapsamına alınan

markaları ile ilgili olarak açmış olduktan ve/veya açacakları yurtdışı birimlere ilişkin kira giderleri (bu ait bentte belirtilen toplam destek miktarının % 10'unu geçmemek kaydıyla,

yurtdışı birimin sadece kiralanması esnasında ödeyecekleri hukuki danışmanlık ve hizmet

alım giderleri ile emlakçi komisyon giderleri dahil), % 50 oranında ve yıllık en fazla 300.000

ABD Doları,

4) Projelerinde hedef pazarlar olarak belirtecekleri ülkelerde faaliyet gösteren ve farklı markaların kendilerine ait reyonlarda satıldığı büyük mağazalarda, sadece destek kapsamına alınan markalı ürünlerinin satılması amacıyla kiraladıkları ve/veya kiralayacakları reyonlara ilişkin kira ve/veya komisyon harcamaları, % 50 oranında ve yıllık en fazla 200.000 ABD Doları,

5) Projelerinde hedef pazarlar olmak belirtecekleri Ülkelerde destek kapsamına alınan markalı ürünlerinin satışı amacıyla açmış olduktan ve/veya açacakları showroamlar ve/veya farklı markaların satıldığı showroamlarda yeralan ürünlerine ilişkin ödeyecekleri kira ve/veya komisyon harcamaları, % 50 oranında ve yıllık en fazla 200,000 ABD Doları,

6) Ürünleri ile ilgili olarak Türk Akreditasyon Kurumu (TÜRKAK), Avrupa Akreditasyon Birliği (EA) üyesi veya bu Birliğin Karşılıklı Tanıma Anlaşması (MLA) yaptığı akreditasyon kuruluşlarının akredite ettiği belgelendirme kuruluşlarından alacağı kalite belgeleri ile insan can, mal emniyeti ve güvenliğini gösterir işaretlere ilişkin harcamaları, % 50 oranında ve yıllık en fazla 50 000 ABD Doları,

7) Destek kapsamına alınan markaları ile ilgili olarak franchise vermeleri halinde, franchising sistemi ile yurt dışında açılacak ve faaliyete geçirilecek mağazalara ilişkin dekorasyon harcamaları, mağaza başına % 50 oranında ve en fazla 50.000 ABD Doları,

desteklenir.

d) Türk moda tasarımcılarının,

1) Projelerinde hedef pazarlar olarak belirtecekleri Ülkelerde destek kapsamına alınan markaları ile ilgili olarak gerçekleştirecekleri tanıtım, reklam ve pazarlama faaliyetlerine (görsel ve yazılı tanıtım, show, kişisel sergi, defile, ülke imaj kampanyası, showroomdaki

Ürün tanıtımı, pazar araştırması, marka-promosyon ajansı ve stratejik danışmanlık giderleri vb.) ilişkin harcamaları, % 50 oranında ve yıllık en fazla 300.000 ABD Doları,

2) Projelerinde hedef pazarlar olarak belirtecekleri ülkelerde destek kapsamına alınan markaları ile ilgili olarak açmış oldukları ve/veya açacakları yurtdışı birimlere ilişkin kira giderleri (bu alt bentte belirtilen toplam destek miktarının % 10'unu geçmemek kaydıyla, yurtdışı birimin sadece kiralanması esnasında ödeyecekleri hukuki danışmanlık ve hizmet alım giderleri ile emlakçi komisyon giderleri dahil), %50 oranında ve yıllık en fazla 300.000 ABD Doları,

3) Projelerinde hedef pazarlar olarak belirtecekleri (ülkelerde faaliyet gösteren ve farklı markaların kendilerine ait reyonlarda satıldığı büyük mağazalarda, sadece destek kapsamına alınan markalı Ürünlerinin satılması amacıyla, kiraladıkları ve/veya kiralayacakları reyonlara ilişkin kira ve/veya komisyon harcamaları, % 50 oranında ve yıllık en fazla 200.000 ABD Doları,

4) Projelerinde hedef pazarlar olarak belirtecekleri ülkelerde destek kapsamına alınan markalı ürünlerinin satışı amacıyla açmış oldukları ve/veya açacaktan showroamlar ve/veya farklı markaların satıldığı showroamlarda yer alan ürünlerine ilişkin ödeyecekleri kira ve/veya komisyon harcamaları, % 50 oranında ve yıllık en fazla 200.000 ABD Doları,

desteklenir.

5) İlgili ihracatçı Birliği Yönetim Kurulu tarafından uygun görülmesi halinde, Türk moda tasarımcılarına, bu maddenin (d) bendinin birinci alt bendinde sayılan faaliyetlerine ilişkin harcamaları için ve yine aynı alt bentte belirtilen limitler dahilinde, söz konusu Birlik tarafından prefinansman niteliğinde destek sağlanabilir. Harcamanın yapılması ve ilgili

belgelerin ibrazını müteakip Müsteşarlık tarafından belirlenen destek tutarı, prefinansman desteğini sağlayan İhracatçı Birliğine ödenir.

c) Turquality Komitesince Turquality mağazası açılması ve işletilmesi konusunda yetkilendirilen kuruluş ve/veya şirketler tarafından açılacak Turquality mağazalarına ilişkin kira (bu bentte belirtilen toplam destek miktarının % 10'unu geçmemek kaydıyla, mağazanın sadece kiralanması esnasında ödeyecekleri hukuki danışmanlık ve hizmet alım giderleri ile emlakçi komisyon giderleri dahil X dekorasyon, tanıtım, reklam ve pazarlama faaliyetlerine (görsel ve yazılı tanıtım, show, defile, Ülke imaj kampanyası, pazar araştırması, sponsorluk, marka-promosyon ajansı ve stratejik danışmanlık giderleri vb.) ilişkin giderleri, mağaza başına % 50 oranında ve yıllık en fazla 500.000 ABD Doları'na kadar desteklenir.

Bu maddede (e bendi hariç) belirtilen faaliyetlerin destek ödemesinden yararlandırılabilmesi için yurt dışında gerçekleştirilmiş olması gerekmektedir.

Turquality- From Turkey İbaresinin Kullanımı

Madde 6 - Turquality Komitesi tarafından, şirketler ile Türk moda tasarımcılarının bu Tebliğin 8'inci maddesinin (a) bendi çerçevesinde destek kapsamına alınan projeleri konusu markalı ürünlerinin etiketlerinde, ambalajlarında ve/veya doğrudan Ürünlerinin üzerinde (Turquidity-From Turkey" ibaresini kullanmalarına izin verilmesi halinde, bu Tebliğin 5'inci maddesinde (d bendinin beşinci alt bendi hariç) belirtilen destek oranları 10 puan artırılmak suretiyle (% 60) uygulanır.

Made in Turkey veya Benzer Bir İbarenin Kullanımı

Madde 7 - Müsteşarlık tarafından, şirketler ile Türk moda tasarımcılarının bu Tebliğin 8'inci maddesinin (a) bendi çerçevesinde destek kapsamına alınan projeleri konusu markalı ürünlerinin etiketleri, ambalajları ve/veya doğrudan ürünlerinin üzerine "Made in Turkey"

veya benzer bir ibareyi koymalarına izin verilmesi halinde, bu Tebliğin 5'inci maddesinde (d) bendinin beşinci alt bendi hariç) belirtilen destek oranları 5 puan artırmak suretiyle (% 55) uygulanır.

Destek Kapsamına Alınma

Madde 8- Bu Tebliğin;

a) 5'inci maddesinin (a), (b), (c) bentleri ile (d) bendinin bir, iki, üç ve dördüncü alt bentlerinde düzenlenen destek unsurlarından yararlanmak için, Kuruluşlar, şirketler ile Türk moda tasarımcılarının, markalaşma faaliyetlerini içeren bir proje ile doğrudan Müsteşarlığa müracaat etmesi ve Müsteşarlık tarafından söz konusu projenin destek kapsamına alınmasına karar verilmesi gerekmektedir,

5, 6 ve 7'nci maddelerinde düzenlenen destek unsurlarından, şirketlerin yurtiçi tescil belgesine sahip tek bir markası, Türk moda tasarımlarının tek bir markası yararlandırılır.

b) 5'inci maddesinin (d) bendinin beşinci alt bendinde düzenlenen destek unsurundan yararlanmak için, Türk moda tasarımcılarının, bu maddenin (a) bendi çerçevesinde destek kapsamına alınmasını müteakip, doğrudan ilgili ihracatçı Birlikleri Genel Sekreterliğine müracaat etmesi gerekmektedir.

c) 5'inci maddesinin (e) bendinde düzenlenen destek unsurundan yararlanmak için, Turquality mağaza işleticisi olmaya aday kuruluş ve/veya şirketlerin, yurtdışında açmayı planladığı her bir Turquality mağazası için ayrı bir proje ile doğrudan Müsteşarlığa müracaat etmesi gerekmektedir. Müsteşarlık, kendisine ibraz edilen projeler üzerinde yapacağı ön inceleme neticesinde, değerlendirilmeye değer bulduklarını Turquality Komitesine intikal ettirir. Turqualily Komitesi, söz konusu projeler üzerinde yapacağı inceleme neticesinde, uygun göreceği projeleri destek kapsamına alabilir.

d) 6'ncı maddesinde düzenlenen destek unsurundan yararlanmak için, şirketler ile Türk moda tasarımcılarının "Turquality-From Turkey" ibaresinin kullanımına ilişkin taleplerini doğrudan Müsteşarlığa yapması gerekmektedir. Müsteşarlık, kendisine ibraz edilen belgeler üzerinde yapacağı ön inceleme neticesinde, değerlendirilmeye değer bulduklarını Turquality Komitesine intikal ettirir. Turquality Komitesi, söz konusu talepler üzerinde yapacağı değerlendirme neticesinde, uygun göreceği şirketler ile Türk moda tasarımcılarına "Turquality-From Turkey" ibaresini kullanma iznini verebilir.

e) 7'nci maddesinde düzenlenen destek unsurundan yararlanmak için, şirketler ile Türk moda tasarımcılarının "Made in Turkey" veya benzer bir ibarenin kullanımına ilişkin taleplerini doğrudan Müsteşarlığa yapması ve Müsteşarlık tarafından söz konusu talebin uygun görülmesi gerekmektedir.