
A PILOT STUDY FOR THE COUNTRY OF ORIGIN EFFECT ON BUYING BEHAVIOUR OF UNIVERSITY STUDENTS

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Abstract

The buying behaviour of consumers is one of the most commonly researched subjects in marketing. 'Country of origin effect' (COO) is one of the key concepts casting light on the purchasing process of consumers. Many studies have shown that COO effect is vital for the buying process, persuasion and product evaluation. Consumer ethnocentrism is another important factor in the domain of COO effect studies. In light of this information, this study intends to find out COO effect awareness in the buying behavior of university students in Turkey. The purpose of this research is to show how a country's products affect the buying behavior of young consumers in Turkey. Students of Istanbul University Faculty of Communication Public Relations and Advertising Department were employed as a sample because they are considered to be a more conscious group. Though the current sample does not represent all Turkish youth, further research can be conducted concerning Turkish products and the purchasing prejudices of different social shareholders. Such research would be important for understanding the behavior of Turkish consumers towards both Turkish and foreign brands since there is limited research on the COO effect in current Turkish literature.

Key words: Country of Origin, Country of Origin Effect, Country Brand

ÜNİVERSİTE ÖĞRENCİLERİNİN SATIN ALMA DAVRANIŞINDA ORJİN ÜLKE ETKİSİNİ SAPTAMAYA YÖNELİK PİLOT BİR ARAŞTIRMA

Öz

Tüketicilerin satın alma davranışları son yıllarda en çok araştırılan konuların içinde yer almaktadır. Tüketicilerin satın alma süreçlerine odaklanılarak araştırılan konulardan biri 'orjin ülke etkisi' kavramı olarak bilinmektedir. Gerçekleştirilen birçok araştırma, orjin ülke etkisi'nin tüketicilerin satın alma süreçlerinde ikna ve satın alma sonrasında değerlendirmeleri üzerinde etkili olduğunu aktarmaktadır. Tüketiciler etnosentrizmi de, orjin ülke etkisi araştırmalarında önemli bir yer teşkil etmektedir. Bu bilgilerden hareketle bu araştırma; Türkiye'de üniversite öğrencilerinin (gençlerin) satın alma davranışlarında orjin ülke etkisi farkındalıklarının saptamaya yönelik gerçekleştirilmiştir. Araştırmanın amacı, bir ürünün üretildiği ülkenin, gençlerin satın alma davranışları üzerindeki etkisini ortaya koymaktır. Örneklem olarak, daha bilinçli bir grup olduğu düşünülen, İstanbul Üniversitesi İletişim Fakültesi Halkla İlişkiler ve Tanıtım bölümü öğrencileri belirlenmiştir. Örneklem, Türk gençliğinin tamamını temsil etmemektedir. Ancak araştırmanın, Türk tüketicisinin (farklı sosyal paydaş grupları bazında) Türk markaları ve yabancı markalara yönelik satın alma davranışlarına yönelik gerçekleştirilecek yeni araştırmalar için farklı bir bakış açısını ve önemli bir veri sağladığı düşünülmektedir. Orjin ülke etkisi konusunda ülkemizde yapılmış araştırma sayısının çok az olduğu bilinmektedir.

Anahtar Kelimeler: Orjin Ülke, Orjin Ülke Etkisi, Ülke Markası

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INTRODUCTION

In recent years the effect of a product's country of origin on buyer perception and evaluation has been one of the most widely studied phenomena in international marketing and consumer behavior. Analysis of the country of origin focuses on the consumer's opinion regarding the quality of goods and services based on the country where a product is manufactured. These places are called country of origin. For instance, the washing machine of a Turkish woman breaks down. While she is complaining in sorrow, the neighbour knocks on the door and says, 'It is normal that it has broken down. It is a Chinese product. But mine is German. It has never broken down so far'. Obviously, the country where the product is produced has significance in people's daily lives. At the same time, country of origin should also be considered along with country brand. Researches have so far shown that brand of a country (country image) affects the perceptions of the products of that country. Still, today's researches argue that country brand is not the only influence on the buying process. Quality, design, function and price, etc. of the product should also be taken into consideration. Undoubtedly, former studies provide relevant results as to the country of origin effect. Country brand has a big place in 'brand world'. However, it is not clear on which products and at which level COO is effective. Additionally, in what way COO effects different social shareholders is still a matter of controversy. If Germany manufactures high quality cars, does it mean that they must also be able to grow high quality tea?

'CO effects are defined as 'the extent to which the place of manufacture influences product evaluations (Gurhan-Canli and Maheswaran, 2000b, p. 309' (qtd.in. Martin, et.al. (2011: 80). It has been observed that COO is an important criterion in the process of persuasion and evaluation. 'CO is an intangible, extrinsic product cue often communicated by the phrase 'made in -' (Peterson and Jolibert, 1995)' (qtd.in. Martin et. al. (2011: 80). The 'made in' label is the signature of the country. COO effect as a concept appears to have a close relationship with country image.

The most common types of labeling are 'made in,' 'product of,' 'invest in,' 'land of' and 'visit.' 'In terms of marketing practice, CO is widely used by marketers. Methods include embedding CO into the brand name (e.g., L'Oreal Paris), slogan (e.g., Singapore Airlines "Singapore Girl"), having a brand name in the language of the product's country of origin (e.g., Yves Saint Laurent), and/or the use of pictorial elements (e.g., Evian Spring Water uses images of French mountains in their advertising) (Martin et.al.2011: 80-81).

Increasing level of competition in the market has made COO effect a very important topic to be searched. Although there are many foreign articles on this topic, Turkish literature is very limited. The reason is most likely that there are only a few Turkish brands competing in the international market. Still, COO is known to affect not only the brands in the profile but also all the products sold in Turkey (local or foreign) and the attitude of the consumers towards them (persuasion and evaluation process). 'Consumer ethnocentrism' which can be defined as the consumers' supporting their own products but taking a stand against foreign products is a very important part of COO effect studies.

Also known as a study field of sociologists, it has long been on the agenda of marketing experts. Thus, this paper also aims to reveal the 'ethnocentrism' effect on consumer behaviour.

In light of this data, this study has been named 'A Pilot Study for the Country of Origin Effect on Buying Behaviour of University Students'. The study is limited to 3rd and 4th grade students of daytime and evening education in Istanbul University Faculty of Communication; Public Relations and Advertising Department. The sample consists of people who have taken communication education, because it is thought that the group is much more aware of COO effect. Thus, the data gathered from this study can be used in the further studies.

Similar Studies in the Literature

It is seen that there are many researches carried out about COO effect and dimension. 'Since the mid-1960s, a considerable number of studies have been conducted on country image (Han, 1990)' (qtd.in. Canhua and Pap 2006:1). In 2000s, the content of the studies has also changed in parallel with the changes in manufacturing and market. Recent studies are given below. When focused on the aims of these studies, the dimension and effects of COO will be understood better.

In Cai's 2002 dates study, the effect of COO of foreign products on buying intentions is examined. Using different information about tangible and abstract products, the effect on buying decisions is searched. Cai uses the price of the product to determine the dimension of COO effect. Balabanis and his colleagues' study in 2004 is a multidimensional and explanatory research into British consumers' decisions about foreign and local products in eight categories. Their results have shown that nationalism has a pronounced affect on preferences.

Amine, Chao and Arnold's 2004 articles deal with two situations showing how to manage negative COO effect and prejudices. It explains Taiwan's advertising campaign to improve her image and how Acer was marketed in Japan, the USA and China to prevent negative COO effect. The study Maheswaran performed in 2006 states that irrelevant info about the product creates positive or negative emotions about COO and these emotions have a huge impact on COO effect. It also scrutinizes how Japan, which has invested intensely in Southeast Asia, is perceived in that region. The results have shown that detecting emotions about the extent of COO effect is very important.

Canhua and Pap's 2006 study focuses on seeing how the consumers in developing and developed countries perceive the products produced in those countries. 65 students in China were observed for this study. Khan and Bamber's study (2008) looks into the relationship between COO effect and price, quality and social status to illuminate the buying behaviors of elite Pakistani consumers. As mentioned above, COO effect is searched in terms of selling and evaluating products in global markets. These studies have been mentioned to show the breadth of the research area.

Explaining The Country Brand Concept

Country of origin which is the focal point of the paper is closely related with country brand. In this part of the paper, country brand will be defined to make the study more understandable. It is necessary to explain 'place marketing' before country brand. The reason is that studies on 'country, region and city' are conceptualized in 'place marketing' or 'place branding' in international literature. Academic sources show that place marketing gained importance after the World War II. Anholt (2010: 2) noted the importance of the years following the second World War for developing professional place marketing and the promotion of places. This innovation created new professional opportunities and new techniques. Place marketing is defined differently by different authors. The most accepted one is American Marketing Association's Dictionary's definition.

Marketing designed to influence target audiences to behave in some positive manner with respect to the products or services associated with a specific place. This definition is followed by the rather tart comment: Attempts by an individual or organization to educate target audiences or change their attitudes about a place are not marketing. Another important issue, as country brand which takes place in literature, is how it is began as marketing areas appears to be evaluated in the study area of 'country brand' or 'place marketing'. 'Strategic place marketing, a concept developed by Kotler *et al* (1993), was among the first to take the explicit position that places needed to run themselves like businesses, and market themselves like businesses, if they were to respond adequately to the threats of global competition, technological change and urban decay (Anholt 2010: 2).

Country brand is an essential area of investigation due to tourism and trade. 'Brand theory appears finally to have reached the governments of cities and countries from commercial practice, and to have done so principally through two routes: tourism and export marketing' (Anholt 2010: 3). Today place marketing has been superseded by place branding, most likely due to 'lack of perception' felt in 'country, region and city' marketing. States or governments are responsible for the image of the place they represent, not advertising the services which private operators provide to end users. Strong country brands have a marked effect on the success of products from that country. This effect, called 'COO effect,' is the focal point of this paper.

Components of Country Brand

Brand is simply defined as the name or the symbol which differentiates a product or a service from others. For Blackett (2003: 13-14) the word brand comes from the Old Norse 'brandr'. Brandr means 'to burn' and from this origin, it made its way into Anglo-Saxon language. Early man stamped ownership on his livestock. The development of trade buyers increased the use of brands as a means of distinguishing between the cattle of one farmer from those of another.

Brand components are used to create a brand in the perspective of social shareholders. The most important of those are the name of the place (country, region or city) and country flag. These two are explained respectively below.

Name of the place (country, region or city)

The most important component is thought to be the name of the place. Anholt (2010: 4-5) said that cities are quite commonly branded to immortalise the memory of a founder, conqueror or ruler. He gives many examples. For example; The Seychelles were named after the Finance Minister of Louis XV, Alexandria after Alexander, Colombia after Columbus, America after Amerigo Vespucci, the Philippines after Philip II of Spain, and Virginia after Queen Elizabeth I. Names also refer to the history of the country. This is a very important clue for the country image. Anholt (2010: 5) explained this situation citing New Zealand, New York and New England as examples. These are colonial names which are simply a reminder of an ancestral home.

Flags are every bit as important as the name in place branding. There is no doubt that the colours of the flag should be evaluated just like the message it carries.

Flag of the Country

The colour, symbols and font of the flag of a country are important because they carry messages about the country itself.

And just like the names of places, many of them are extremely effective vessels for containing brand image, creating an instant and rich emotional response in the 'consumer' immediately upon sight. The Swiss flag, for example, is a natural 'logo' (distinctive, graphically simple, instantly recognisable, easily reproducible and inherently elegant), as are the Stars and Stripes, the Union Jack, and the flags of South Korea, Jamaica, Japan, Kenya and several others (Anholt 2010: 6).

The flag both represents the country and imparts a psychological importance for the country's citizens. For Simonin (2008: 25), brands and products play a role in shaping the image of that country abroad. Simonin gives examples from Volvo, IKEA, and even ABBA for Sweden, as well as Nokia for Finland. COO concept will be dealt with in detail below.

Country of Origin Effect Concept

Country brand has been explained in detail so that the COO effect concept which is the focus of this paper should be properly understood. Consumers undoubtedly consider 'country of origin' in addition to the quality, brand and functions of a product when making a purchase. Cai (qtd.in. 2002:1) said that products' origin was not a major issue before 1914. After losing World War I, however, all German exports were obliged to carry the English words: Made in Germany. Cai (qtd.in. Morello 2002:1) explained that; the country-of-origin mark was imposed by the victors as a punishment to German industry and a means of helping consumers in the rest of Europe and North America avoid products from the former enemy. This effect, also called country of origin factor, has long been a concern of marketing world. In marketing literature 'country of origin effect' is generally considered subjective due to psychological factors though in some cases it is considered objective. COO is basically defined as 'the country in which the product is made'. Country of Origin effect on consumer perception and purchasing intentions has long been of in-

terest among marketing researchers. While scanning the definitions of this concept, it is evident that many researchers have published papers on the subject. Numerous of these academic studies were reviewed in the course of this research on COO effect.

Based on the survey of the literature conducted by Usunier (2006), seven critical moments in the evolution of studies on COO can be identified, as follows: 1) production of the seminal studies by Schooler (1965) and Reiersen (1966) (first articles ever published on COO, based on survey data); 2) first empirical assessment of COO by Schooler and Wildt (1968); 3) development of the COO literature, mainly by Nagashima (1970, 1977), leading to an analysis of the COO effect on different product categories; first review of the COO literature by Bilkey and Nes (1982), suggesting a criticism of the single-cue rather than multi-cue character (in the single-cue approach, only the COO effect is analysed, instead of its impact in association with the other product attributes); 4) complexification of the COO concept, as a result of the works by Erickson *et al.* (1984), Johansson and Nebenzahl (1986), Johansson and Thorelli (1985), Johansson *et al.* (1985), Han and Terpstra (1988a, b), Han (1990), Martin and Eroglu (1993), which develop multi-cue studies in the attempt to include the brand impact as well as multinational production, country image and consumer patriotism; however, the true relevance of COO research is not discussed; 5) development of research and meta-analyses by Samiee (1994), Peterson and Jolibert (1995), Verlegh and Steenkamp (1999), which play down the weight of COO on purchasing intentions; 6) dissemination of COO literature, which still shrinks from addressing the basic question of the relevance or irrelevance of the COO effect. Moreover, Samiee *et al.* (2005) underline that many works on the COO theme were not supported by strong empirical research. However, throughout these various different theoretical contributions, a common thread can be discerned: it is made clear that the COO impacts on consumer perception and behaviour through the image of the product's country of origin (qtd.in. Aiello *vd.* 2008: 1-2).

All the suggested definitions indicate that COO effect focuses on the product and where it is produced. Many studies showed that consumer perceptions on country of origin play a major role in influencing a consumer's choice of a product. Kabadayı and Lerman (qtd.in. Nagashima 1970; White 1979; Haakanson and Wootz 1975; Cattin *et. Al.* 1982, 2011: 6) noted that for the past four decades, the effect of a product's country of origin on buyer perception, evaluations and intentions has been one of the most widely studied phenomena in international business; also important on marketing and consumer behavior literature. With these, earlier studies investigating the influence of country of origin confirmed COO effect and its importance in understanding consumer and industrial buying behavior.

Globalisation of the markets caused COO effect to gain importance on consumers' positive or negative behaviours. 'Country of origin effect can be defined as any influence that the country of manufacture has on a consumer's positive or negative perception of a product (Cateora and Graham, 1999)' (qtd.in. Ghazali *et.all.* 2008: 91). Researchers believing in COO effect are very sensitive about this subject. For Papadopoulos (2004:

37-38) some products deliberately include references to their origin in marketing strategies, when managers believe that the origin's image is strong and will help the product as a unique selling proposition. One clear example; 'Volkswagen: Engineered in Germany'. Today many countries have products known worldwide. It is thought that not all of them have been worldwide with professional branding researches. French wine, Swiss watches, Chinese silk and Ceylon tea are the best examples of that. Onay (2008:103) says that economic and social changes in world history also change COO effect and its definitions. For instance, COO has affected consuming more due to new established cultures, improved efficiency of transportation and easy access to information. Today's consumers have a better understanding of where goods are produced. This affects many variables like price in brand preferences. Country of origin has been identified in the literature as an important cue that might be used by global marketers to influence consumers' valuation of the brand. Its effect on consumer perceptions, affect and behavioral intentions has been widely documented, based on consumer surveys and laboratory experiments.

Despite this empirical evidence, we argue that country of origin is the only extrinsic cue among many extrinsic and intrinsic ones available to consumers in a real purchase situation. Furthermore, in real life, consumers are likely to engage in some level of information search, which would further dilute the country of origin effect in the marketplace. Based on these arguments, we conclude that country of origin might not necessarily lead to a competitive disadvantage in terms of a price premium or discount. Objective product quality varies significantly by the country of origin, These differences are consistent with the research on country of origin. Marketers from different countries charge prices that are justified by differences in product quality (Agrawal and Kamakura 1999: 255).

COO Effect on Consumer Behaviours

The importance of COO in marketing for directing consumer behaviours has been well established. In this part, consumer ethnocentrism another critical factor in COO research is examined.

Consumer Ethnocentrism

COO effect is defined as a 'prejudice' by some writers. Aksu Armağan (qtd.in. Cai 2002, 2011: 68-69) discusses how the country-of-origin image on consumers' purchasing behavior has become a widely studied effect. Several definitions of products' country-of-origin images--also called products' nationality bias-- have been developed since Schooler's study in 1965. Aksu Armağan (qtd.in. Shimp & Sharma, Yu and Albaum; 2011: 68-69) explained that consumer ethnocentrism is regarded as negative perceptions about consuming foreign products. This concept was first used by sociologist William Graham Sumner in 1996 regarding a person's seeing his/her ethnic group as the center of the world, evaluating other social groups from his/her own perspective, accepting the ones who are similar to him/her culturally and rejecting outsiders. 'Consumer ethnocentrism's being used in marketing area started when Shimp and Sharma (1987) used it while explaining foreign product buying is not wrong for moral values (Herche, 1992)' (qtd.in. Aksu Armağan 2011: 68-69). Consumer ethnocentrism has always been a very

important issue in country of origin studies. 'In this sense, consumer ethnocentrism means views and evaluations as to the morality of using and buying foreign products (Sharma, Shimp and Shin, 1995)' (qtd.in. Aksu Armağan 2011: 68-69).

Ethnocentric consumers are against foreign products for many reasons. They support local products and question the morality of buying foreign products. One reason is economical and the other is moral. In the former sense, they think buying a foreign product is wrong because it may harm the domestic economy and cause unemployment. In the latter sense, they think buying foreign products is contrary to nationalism and people who love their nation should buy domestic products (Aysuna, 2006: 94). The most popular example is 1980's 'Yerli malı yurdun malı, her Türk bunu kullanmalı' meaning 'Every Turkish should use domestic product'. Consumer ethnocentrism is taken into consideration in this paper because it is regarded as essential evaluative criteria. Still, it is not the sole factor affecting COO effect.

COO Effect on Persuasion and Decision Process

In the literature scan, it is seen that COO effect is mostly effective on consumers' buying process. 'Favorable or unfavorable perceptions of a country associated with a product lead to a corresponding favorable or unfavorable evaluations of the product originating from that country. Country-of-origin effects have both performance and emotional components' (Maheswaran 2006). COO effect is thought to be effective on product evaluation after buying.

Research has shown that country of origin serves as a signal for product quality and performance. Erickson, Johansson and Chao (1984) developed a model that involves country of origin and other product attributes such as quality and performance. They found a 'halo effect' of country of origin: that is, country image affects beliefs about tangible product attributes, and in turn affects overall evaluation. Also, Han (1989) found that when unfamiliar with a country's product, consumers infer product information into country image, which then influences consumers' attitudes toward other attributes (qtd. in. Cai 2002:9).

The literature scan performed above was devised to strengthen this research. In the later part, the research focused on the literature is given.

AIM AND METHOD

The purpose of this research is to show how the country in which a product is produced affects the buying behaviour of young consumers in Turkey.

The research is comprised of a questionnaire carried out among the senior students in both morning and evening education of Istanbul University Faculty of Communication; Public Relations and Advertising Department. The sample has been chosen from those in the 3rd and 4th grade because they are relatively more conscious about 'country of origin effect'. In all, 131 subjects completed the questionnaire.

It is previously mentioned that there are many studies on this field in the literature. This research has similarities with Ghazali, Othman, Yahya and İbrahim's 'Products and Country of Origin Effects: The Malaysian Consumers' Perception'. Their research has also similarities with Han and Terpstra's (1988) and Darling and Wood's (1990) in terms of the method the latter ones used. While preparing the questionnaire, the above-mentioned researches have all been studied and original questions have been asked by the surveyor. The survey is composed of Likert scale expressions, 'yes-no' and 'open-ended' questions. Further explanations are needed for some questions.

FINDINGS

The first question is: 'I control where the product I am buying was produced while shopping'. Results; '17 - Strongly Agree', '64 - Agree', '35 -Not Sure', '12- Disagree', '3 -Strongly Disagree'. It is surprising that the ones who said 'Agree' are nearly half of the total number who took the questionnaire. 'Not sure' is also very high.

The second question is: 'When I buy a product, the country where it is made affects my decision.' Results are; '16- Strongly Agree', '68- Agree', '31 -Not Sure', '11 -Disagree', '5- Strongly Disagree'. The numbers are nearly the same as in the first question. The same approach is adopted in terms of buying or not buying (only looking, evaluating etc.).

The 3rd question: 'The country where the product was produced affects the quality of the product'. Results are; '29- Strongly Agree', '75- Agree', '20- Not Sure', '6- Disagree', '1- Strongly Disagree'. Most of the students believe there is a relationship between country of origin and the quality of the product. Only one subject answered 'Strongly Disagree'.

The 4th question: 'If the country where the product was produced is not specific, I give up buying the product'. Results are; '9- Strongly Agree', '15- Agree', '56- Not Sure', '42- Disagree', '9- Strongly Disagree'. The frequency of 'Not sure' and 'Disagree' have increased. This is important as it shows that the country where the product was produced is not the only criteria on buying behaviour.

The 5th question: 'It is important for my choice to know where the product I will buy for the first time was produced'. Results are; '22- Strongly Agree', '49- Agree', '46- Not Sure', '13- Disagree', '1- Strongly Disagree'. Except for 14 students, all say that they want to know where the product they will buy for the first time was produced. 46 'Not sure' responses again proves that COO effect is not the only criteria on buying behaviour.

The 6th question: 'It is risky not to know the COO of expensive products (TV, car, fridge etc.)'. The results are; '50- Strongly Agree', '53- Agree', '15- Not Sure', '11- Disagree', '2 -Strongly Disagree'. It is obvious that the COO effect is pronounced on 'expensive product' buying as there are 103 students in total who answered 'Strongly Agree' or 'Agree'.

The 7th question: 'I don't need to know the COO of cheap products (biscuits, coke, glass etc.)'. Results are; '1- Strongly Agree', '17- Agree', '35- Not Sure', '51- Disagree', '27-

Strongly Disagree'. Compared with the previous one, 'Disagree' and 'Strongly Disagree' are more intense. This shows that the COO is also relevant with the cheap products.

The 8th is a 'yes-no' question: 'I buy the products of some countries without any doubt'. 39 answered 'Yes' and 92 answered 'No'.

The 9th question is 'Write down those countries'

The 10th is 'Why?' The question allowed them to write only 3 countries (Table 1: 51).

The ones who answered the 8th question positively obviously prefer Germany, the USA and Japan. 'Technology, durable and reliance' are the most common responses for the country image. Why Turkey is preferred is not answered by the students.

Another 'yes-no' question is 'I will never buy the products of some countries'. There are 33 'Yes' and 98 'No'. This shows many students involved in the research do not care about the country. This again indicates that other criteria are important for buying behaviour.

The 12th question is 'Write down those countries' and the 13th is 'Why?' The question again allowed them to write only 3 countries (Table 2: 52).

19 students who think the COO affects negatively their buying behaviour write 'China' because they consider Chinese products to be low-quality. Pakistan and Taiwan were also viewed negatively. Other 'not preferring' reasons are due to political reasons.

The last two questions of this research focus of ethnocentrism. The 14th question is 'I give priority to my own country's products'. The results are; '24- Strongly Agree', '41- Agree', '47- Not Sure', '13- Disagree', '6- Strongly Disagree'. 65 'Strongly Agree' and 'Agree' are important in terms of more than half of the students' giving voice to their opinions. Still, 47 'Not sure' are also significant. The final question asks the students to 'Explain why' they responded to question 14 as they did (Table 3: 52).

The intensity of expressions such as 'National feelings' and 'National development' are significant. 'Quality of the product' should be taken into consideration in terms of not preferring Turkish products.

DISCUSSION AND CONCLUSION

One of the fields that the institutions' research focusing on the selling of the products is the COO effect. It is stated that the COO is relevant for both selling of a product in foreign markets and local markets. Here is the summary of the COO effect's importance:

- Consumers deduce hints about the quality of product from the COO
- The struggle of international brands in global markets
- Entering new markets, desire to increase the market share
- Local consumers are skeptical about foreign product because of national feelings

At this stage, the role of the COO in consumer ethnocentrism and persuasion and evaluation should be examined. The COO effect is of course closely interrelated with country brand. This research includes all these concepts, similar researches in the literature, definition of country brand, the components of country brand and the COO effect. When the gathered data is evaluated (detailed data and evaluation are above), these trends can be observed:

- Young people in Turkey think the COO is important for buying decision.
- They perceive a direct relationship between the COO and the quality of the product.
- The country image is not the only factor that they take into consideration.
- When it comes to COO, there is a clear distinction between expensive and cheap products.
- They think that the products of Germany, the USA and Japan are 'high-quality, reliable and technological'.
- They think negatively about Chinese products, considering them to be 'low-quality'.
- There is a notable but low frequency of negative perceptions towards Israel and less so towards the United States for political reasons.
- More than half of respondents are positive towards Turkish products, giving importance to contributing to the national economy, national development, national capital etc.
- A significant number are wary of Turkish products due to quality and reliance problems.

As mentioned before, the data belong to the seniors of Faculty of Communication Public Relations and Advertising Department. Thus, the sample does not represent all Turkish youth. Still, the data gathered from this research can be used in further researches. Further researches can also be conducted about Turkish products and the tendencies of different social shareholders. These would be important in terms of showing the behaviour of Turkish consumers towards both Turkish and foreign brands. At the same time, what kind of an image 'Made in Turkey' label creates would also be seen. There are only a few researches on the COO effect in Turkish literature. This research is not comprehensible is intended to be a template for further studies.

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TABLES:

TABLE 1: The countries which affect buying behaviour positively and country images

COUNTRY	FREQUENCY	REASONS OF PREFERENCE
Germany	19	High- quality, durable, high technology, disciplined, the best, reliance, hygienic, perfect, automotive industry
Japan	19	High technology, high- quality, durable
USA	15	High- quality, high technology, durable, disciplined, reliance
Britain	7	High- quality, durable
France	7	High- quality, durable, high technology,
Sweden	5	High level of welfare, High- quality, disciplined
Italy	4	High level of welfare, Leather products
Russia	3	High- quality, durable
Korea	2	High- quality, high technology
Finland	2	High- quality, reliance
Switzerland	2	High level of welfare, High- quality
Canada	2	High level of welfare
Norway	2	High level of welfare
Belgium	1	High level of welfare
İsrael	1	One of the strongest countries
Congo	1	-
Brasil	1	-

TABLE 2: The countries which affect buying behaviour negatively and country images

COUNTRY	FREQUENCY	REASONS FOR NOT BEING PREFERRED
China	19	Low- quality, poor durability, unhealthy, cheap,
Israel	14	Political reasons, religious reasons
USA	5	Political reasons, boycott
Arab Countries	2	Low- quality
India	2	Low- quality, High population
Greece	1	Political reasons
Iran	1	Insecure
Syria	1	Insecure
Japan	1	Low- quality
Russia	1	Political reasons
Korea	1	Low- quality
Switzerland	1	Political reasons
France	1	Political reasons
Pakistan	1	Low- quality
Taiwan	1	Low- quality

TABLE 3: The reasons why Turkish products affect the buying behaviour of Turkish youth

ANSWERS	REASONS
Strongly Agree	Local product, contribution to national economy, improvement of the economy, local products in food and textile, choosing new product, trust
Agree	Contribution to national development and economy, incentive of national capital, quality of the product trust, detailed information
Not sure	Preferring foreign countries' products, quality problem, cheap, national feelings, possibility of defective production, it changes from product to product, price, trust, not important
Disagree	Preference of high- quality and reliable products, preference of sufficient products, defective production , trust, price, image,