

A Comparison of Consumer Attitudes toward Foreign and National Historical Language Used Brand Names: An Investigation in City Of Kirikkale

Ertuğrul Karakaya¹

¹Marketing and Sales, Fatma Senses Social Sciences Vocational High School, Kirikkale University

ABSTRACT: Present study is conducted to compare perceptions and attitudes toward foreign brands and national brands (specifically brand names contain historical meaning) which are widely used method in marketing decisions. After investigating the subject theoretically, initial data is gathered with a survey research which is conducted in the city of Kirikkale of Turkey. Reliability, factor and relationship analyses are made with the obtained data. Test results shows that native language usage can be a better strategy especially for customers whose nationalism level is high. Moreover negative relationships among nationalism and customer perceptions/attitudes toward foreign language used brand names are depicted. On the other hand positive relationship between nationalism and customer image superiority toward national brand names is shown. Research results are interpreted and suggestions are developed for firms.

Keywords: Foreign branding, national language branding, historically meaningful brand name

Jel codes: M30, M31

I. INTRODUCTION

Determining true brand name is one of the important decision in success of businesses. Today branding is an important competitive tool in which consumer making evaluations in terms of brands and brands produce value for consumers. At this point, right brands should be created which is compatible with consumer, product, competition, legal framework and other environmental forces. On the other hand, selecting a wrong brand name leads; bad firm image and competitive position, increasing expenses, legal problems, rapidly changing promotion strategies etc. So revealing the factors in selecting true brand name which produce positive meanings for consumers and making firms take effective marketing decisions, is a major responsibility of marketers.

In Turkey one of the tendency in determining brand name is using foreign language (like using brand names “Home”, “Center”, “Star”, “Tower” etc.) and the other is using local language in particular which contains historical meaning (Ottoman, Han, Hanci, Hanzade, Darul). Especially selecting foreign language in brand name is a major tendency in developing countries for take attention of consumers. About this subject, although there are researches about attitudes toward foreign language and local language, there is not a research that compares brand names constructed with foreign language and local language that contains historical meaning.

II. DETERMINING BRAND NAME

Firms spend hundreds of hours for creating a brand that support desired product image and remains in customer memory. One of the most important decision of a marketing manager can take is determining brand name which is an important part of creating a brand. So, when determining brand name, they should not rely solely on intuition or creativity and should be judged according to certain principles that based on scientific researches. First of all, brand name should be compatible with positioning strategy, properties of major consumers (age, gender, education level, language preference, attitude, culture etc.) (Alagoz, 2008; 59-69). In addition to these, successful brand names are generally; take attention, short, easy to say, spell, code and remember, contribute attaining marketing objectives, support product image and strategic position etc. Moreover it makes easier to remember when brand is meaningful and brand name creates concrete and emotional image in consumer mind (Dove, Apple, Joy, Kiss, Love). Besides, repetitive sounds (rhyme, rhythm, intonation, cadence etc.) and audio characteristics (height, movement etc.) can contribute the brand name (Robertson, 1989).

Although there are exceptions, successful brands are; short (Eti, Avea, Audi, Nike, Gap, Mudo, Cotton etc.), easily memorable (Lee, Bulgari etc.), easy to pronounce (Mango, Canon, Lego, Fiat etc.), easy to encoded (amazon.com, Avea, Zara, Mango etc.), not has a bad meaning (Moco, Nova etc.), not similar to others (first Pizza Hut, next ones Pizza Max, Pizza Tex etc.), not producing in taking domain (Turkish characters), matches the brand personality (B, D, G letters symbolizes power and durability) and surprising (Yahoo! etc.) (Philips, 2011: 55-66, Atesoglu, 2003: 259-260).

Subject of legal registration of brand is an important topic. Significant proportion of applicant is rejected in Turkey. While there are more than 40 million brand in the world, there are about 100 thousand words in a standard dictionary. There are 1 million words in Turkish, English, French, Italian and Latin in total. Under this condition, finding a name that is not registered is a difficult task. So merging multiple words, changing a word, inventing a new word can be a necessity. When selecting these names, alternatives should be established, research should be made about legal applicability of word, close brand names should be investigated and domain must be controlled (Philips, 2011; 25-27). For example, when "Porsche 911" first exhibited in Frankfurt, the model name was 901. But since Peugeot purchased the right to use all three digit numbered with zero in the middle, the model has to be changed. On the other hand, Peugeot can managed these numbers are perceived as Peugeot brands by consumers (Lindstrom, 2005; 60-61).

In short, since returning back is so difficult and costly after determining the brand name, selecting brand name must be take into consideration strategically. And since brand name is used in logo, packaging, catalogs and other promotion activities, changing these decisions leads many costs and produce image loss and inconsistencies. For example when Calgonit change its brand name as Finish to built a common world brand, many costs arisen related with promoting the new brand (Philips, 2011; 45-48).

Beyond these general principles, using foreign language in determining brand name is another major tendency especially developing regions. What is more, using national language even historically meaningful words is another tendency in Turkey. But researches considering these two issues within the same context are not seen in the academic literature.

III. FOREIGN LANGUAGE USED BRAND NAMES

Foreign branding strategy, which is explained as constructing brand name in foreign language, is seen an important method affecting brand image. Although customers are not familiar with these brands and they struggle to pronounce them, their perceptions and attitudes can be affected positively. For example, France or French words can evoke stereotypes like elegance, flair, sensory satisfaction etc. in many countries (Leclerc et al., 1994: 263). Although global brands can be used as a tool of being a global world member, local brands can shows status impairment especially in underdeveloped and developing countries (Batra et al., 2000). In short, local firms can use foreign language for creating a perception of foreign firm and related positive connotations (Thakor & Lavack, 2003).

Using foreign language (especially English) in journal, newspaper, hotel or store names is a widely encountered situation. This situation, which is faced in rural or urban areas, can be resulted from the aim of catching foreigners and tourists, making customers evaluate products more positively and hedonistic, affecting customer attitudes, quality perceptions and buying tendencies etc. (Sinanoglu, 2002, Thakor & Kohli, 1996, Leclerc et al., 1994, Chao et al., 2005). Scientific studies support these claims. Ahan and Ferle (2008)'s study shows that selecting English and Latin words for brand names increase the brand awareness and memorability (Ahn & Ferle, 2008: 107).

In developing countries, researches shows that branding with foreign countries' languages affects consumer perception, attitude, evaluation and perceived value positively (Solo & Mobarec, 2009, Thakor & Lavack, 2003, Zhuang et al., 2008). In particular, since quality and social status perceptions getting better, consumers develop positive attitudes and represent preference tendency (Batra et al., 2000).

Many local or national firms in Turkey creates brand name by benefiting foreign languages. Some studies assert using foreign language has many drawbacks. A study conducted with students shows that undergraduates think that using foreign words in brand deteriorates the Turkish language and a kind of preferring easy way. And they think choosing brand name with Turkish professionals would be better. But although they are aware of these conditions, they can prefer these companies easily (Tigli & Cesur, 2006).

Westernization and using western language and words is also faced in developed countries. But some countries take precautions toward this condition. For example, Moscow Municipal take a decision that prohibit using foreign slogans and labels at streets. Even TV, print and outdoor ads asked to be added to this decision but rejected, because drawing borders of "foreign language" is not possible and it may include some minorities like Tatar and Kamlik etc. (Necity, 2004).

In addition to these, mix of foreign language and local language can be used for brand names. For example, great portion of the TV ads in Russia consist of English or English-Russian mix word. Especially English used for Western products and mix type is used for Russian products (Ustinova, 2006). Especially global firms, can chose mix language approach when entering foreign markets to increase promotion activities like ads (Krishna & Ahluwalia, 2008).

IV. NATIONAL LANGUAGE USED BRAND NAMES THAT CONTAINS HISTORICAL MEANING

There are some researches about using native language when creating brands in marketing literature. But studies about native language used brands that have historical meaning have not been taken attention which is a counter strategy or tendency in many areas of Turkey's urban or rural areas toward foreign affectation. Firms (especially cafes and restaurants) use words like "Ottoman", "Han", "Hancı", "Darul", "Mevlana" from old language.

Studies show that national or local brand names cause positive consumer perceptions and attitudes, too (Tran & Fabrice, 2013: 23). Dogan and Ozkara (2013)'s study shows that, consumers can prefer Turkish named and Turkey originated brands in many product categories. But some exceptions exist. For example, they prefer French and France originated brands for hedonic products (Dogan & Ozkara, 2013: 190). This subject is also related with the product origin since consumers seek consistency in their purchases and wish buying products which produced and designed by same country (Chao et al., 2005: 177). And they can have more negative attitudes when product origin and brand name are not compatible (Melnyk et al., 2012). At this point, nationalism level of consumer can be an important determinant of brand selection.

V. NATIONALISM AND NATIONAL IDENTITY

National identity refers to personality, value, tradition and custom of certain a nation (Smith, 1991). National identity leads person percept others in a similar way and in terms of own identity. Nationalism, which giving importance to national identity is a major issue affecting consumer attitudes and preferences in marketing literature (Baughn, & Yaprak, 1993). For example nationalism and being opposition of the US, EU or Chinese nations closely affect consumer attitudes especially for ethnocentric ones (Akin et al., 2009). In short, consumers who have high nationalism understanding and feeling prefer national products and brands much more than others. At this point nationalism level can be also be a factor that affect attitudes toward local named brands that contains historical meaning.

VI. COMPARING BRANDS WITH NATIONAL AND FOREIGN LANGUAGE

Consumer perceptions and attitudes toward national and foreign language used brand names are researched in literature. But general superiority has not been found between two and evaluations can be differ in terms of product, market, region and customer properties. Increasing cross border activities of firms in the world, leads increase foreign brands that use local language and local brands that use foreign language (Liu et al., 2006). Baş and Altunışın (2015)'s study, which is conducted with 280 customers in retailing sector at Duzce about store brand names, reveals that local and foreign store names aroused different connotations on consumers. At the study foreign brands get bigger points in terms of quality, personality, value and qualification. For example foreign brand names are not accepted as foreign capital perception, can prevent the brands origin and create difficulties at reading the brands (Bas & Altunışık, 2015).

On the other hand, foreign languages can not produce desired results especially at ethnocentric customers. Ethnocentrism which is appearance of nationalism in economic area, affect consumer attitudes toward being more conservative about their country, economy, social and moral structure. A study conducted in Kayseri shows that, consumers are more ethnocentric for food products (among textile, electronic etc.) Moreover, product origin can be an important factor when determining brand name (Uyar & Dursun, 2015).

Foreign languages can be used instead of local language for benefiting from main competencies of global brands. Hedonic French products, Italian fashion products, German engineering products, Japan electronic products have positive meaning all over the world. Although brand name can be effective in creating these perceptions; positive effects can be diminished as consumers knows the real origin of the product (Lerlerc et al., 1994).

Some studies show national brands can create more positive perceptions on customers with respect to foreign brands (Tran & Fabrice, 2013). And some of others find no difference between local and foreign brand names. Ozer and others (2015)'s study concludes that brand name affects perceived quality. But there are not depicted meaningful differences with respect to being national or foreign brand name (Ozer et al., 2015). On the other hand, Akbay and Ozsacmacı (2014)'s in-depth interview study reveals more positive attitudes toward foreign products (Ergin et al., 2014). Besides these different conclusions about brand names in foreign and national language, there is not a study researching differences between brand names in foreign and historically meaningful local language.

VII. COMPARISON OF CONSUMER ATTITUDES TOWARD FOREIGN LANGUAGE AND HISTORICALLY MEANINGFUL LOCAL LANGUAGE USED BRAND NAMES OF NATIONAL FIRMS: AN INVESTIGATION IN CITY OF KIRIKKALE

At this point of the study, differences between two brand name types are investigated by survey method.

Goal, Importance, Method and Data Gathering Tool

The goal of this study is comparing the attitudes toward brand names in foreign language and national language that contains historical meaning. By this way an important decision area of companies is tried to be illuminated. Under the framework of study, initial data is gathered which is one of the widely used method in social sciences. In this direction, with convenience sampling method, initial data collected from 364 consumers in Yenisehir which is rapidly expanding part of Kirikkale because of university expansion. Obtained data analyzed with statistical package program and difference, reliability and correlation analyses are made. The data gathering tool is developed by the help of related scientific studies in the literature. Accordingly, Bas and Sahin (2013) and Desai and Keller (2002)'s studies are benefited for measuring perceptions, evaluations and attitudes toward brand names (Bas & Sahin, 2013, Desai & Keller, 2002). These questions are asked to participants both for national language used brand names with historical meaning and foreign language used brand names. To measure the nationalism level of participants, Katjaand Kirchler (2003)'s study is benefited (Meier-Pesti & Kirchler, 2003). At this point nationalism is considered more broadly as Turkey nationalism. In addition to these, questions are constructed to reveal ideas of the participants about the reasons of using foreign language in brand names and general suggestions for foreign language used brands.

General Findings

It is seen that % 67,3 of the respondents (231 people) are female and % 32,7 (112 people) are male. In terms of income, % 73,1 of them (244 people) has less than 1500 TL. In terms of job, % 81,1 (275 people) or participants are students since the research area is a near university campus and a newly constructed student accommodation district. The reason of distribution of these values is the demographic structure of research area which is mainly consist of students and females. But, although generalization of results is not possible, research findings give useful ideas about undergraduate students' attitudes.

General Averages, Reliability and Validity

According to reliability analysis conducted for research questions, reliability levels are sufficient and high for analyses. Reliability coefficients are seen as in following table:

Table 1. Reliability Analysis

	Alpha	Question Quantity
Attitudes and Preference Tendency/ Foreign Language Used Brand Names	0,88	13
Attitudes and Preference Tendency/ National Language Used Brand Names that Contains Historical Meaning	0,93	13
Nationalism (Turkey)	0,92	6
Ideas about Reasons of Using Foreign Language in Brands	0,84	13
General Negative Attitude toward Foreign Language Usage in Brand Names	0,87	7
Solution Offer of Consumer	0,69	5

As general averages investigated about positive attitudes, preference tendency and general evaluations, it is seen that agreeing level is about "undecided" in five point likert scale. The variable getting lowest point is the suitability of foreign brands with personality and the highest point are decreasing the need of gathering information and affect purchasing decision positively.

On the other hand, it is seen that answers for historically meaningful word used brands are higher than foreign language used brands except for "Affect my purchasing decision positively", "Decrease my need of gathering information" and "I can pay higher price". Although making a conclusion is not possible with looking general averages, it can be said that local brand names are mostly perceived as superior than foreign brand names. These values are compared in difference analysis more deeply. General averages are seen below:

Table 2. Comparison of general averages/ Attitudes and Preference Tendency

Averages	Foreign Language Used Brand Names (like; home, center, ice, cafe, power, joy, star, sky, tower, börekchi, schef vb.)	National Language Used Brand Names with Historical Meaning (like; Osmanli, Han, Hanci, Hanedan, Hanzade vb.)
1. I prefer first.	2,88	3,23
2. Meet my expectations better.	2,82	3,50
3. Service quality is generally higher.	3,13	3,35
4. Has better image.	3,39	3,48

5. More prestigious.	2,76	3,56
6. Preferring makes me happy.	3,05	3,82
7. Affect my purchasing decision positively.	3,40	3,27
8. Accelerate my purchasing decision	2,97	3,29
9. Decrease my need of gathering information	3,51	3,35
10. I can pay higher price	3,12	3,04
11. It is suitable with my personality	2,55	3,40
12. More reliable	2,98	3,54
13. More expensive	2,97	2,97

1. I absolutely disagree, 2. I disagree, 3. Undecided, 4. I agree, 5. I absolutely agree

After investigating perceptions and evaluations about brand types, general ideas about the reasons of using foreign language in branding and general attitudes toward foreign language used brands are investigated. When customer ideas about the reasons of using foreign language is looked, making more sales, giving knowledgeable image, getting prestigious and foreign affection have higher averages.

Table 3. Customer Ideas about the reasons of using foreign language in brand name:

	Averages
Generating more sales	3,93
Giving knowledgeable image	3,90
Getting prestigious	3,82
Foreign affection	3,79
Foreign admiration	3,79
Giving intellectual message	3,66
Creating a global firm image	3,59
Suitability to socio-economic qualification of target market (income, education, nation etc.)	3,58
Adding intellectual	3,56
Showing foreign language knowledge	3,40
Feeling of cultural inferiority	3,31
Lack of self esteem	3,15
Memorability	3,11

1. I absolutely disagree, 2. I disagree, 3. Undecided, 4. I agree, 5. I absolutely agree

When general attitudes toward English labeled brands are investigated; it is seen that participants are about to agree with the statements of “earn too much”, “indicates colonization”, “deteriorates national consciousness” etc. This shows that customer general attitudes toward foreign language used store brands are not positive.

Table 4. General attitudes toward foreign language (English etc.) used store brand

	Average
These companies earn too much	3,94
Indicates colonization	3,79
Deteriorates national consciousness	3,78
Deteriorates national language	3,75
I don't want prefer these companies	3,74
Deteriorates history consciousness	3,67
This is not an important issue	3,40

1. I absolutely disagree, 2. I disagree, 3. Undecided, 4. I agree, 5. I absolutely agree

In addition to these results, the agreeableness level of customers toward possible solution alternatives is investigated. Respectively participants are nearly agree with “amount/rate of taxes should be increased”, “there is no need for sanction” and “opening should be more difficult”. On the other hand they are about disagree with the ideas of “they should be banned” and “they should be closed”.

Table 5. Possible solution alternatives for using foreign language:

	Average
Amount/rate of taxes should be increased	3,64
There is no need for sanction	3,54
Opening should be more difficult	3,27
They should be banned	2,39
They should be closed	2,23

1. I absolutely disagree, 2. I disagree, 3. Undecided, 4. I agree, 5. I absolutely agree

After elaborating on general averages, factor analyses are conducted for basic research variables. According to this, factor analysis is made for “attitudes and preference tendency” and KMO coefficient is

depicted as 0,86 which shows suitability of data set for factor analysis. And three factors revealed that explain % 78,328 of total variance. These factor are named with respect to statement they contain and goal of the preparation of them. Following table summarizes the factor analysis results:

Table 6. Factor analyses for Attitudes and Preference Tendency

Factors	Factor Loading	Eigenvalue	Explained Variance %	Total Variance %
1. Factor: Preference Tendency and Facilitation		3,84	9,5	9,5
Affect my purchasing decision positively.	,837			
Accelerate my purchasing decision	833			
I prefer first.	,805			
Decrease my need of gathering information	,764			
Meet my expectations better	,626			
2. Factor: Image Superiority		,29	5,3	4,8
Has better image	,889			
More prestigious	,860			
Preferring makes me happy	,774			
They are suitable with my personality	,607			
3. Factor: High price and service quality		,06	3,5	8,3
More expensive	,855			
I can pay higher price	,799			
Service quality is generally higher.	,727			
More reliable	,634			

Factor analysis for nationalism (Turkey) variable is also made. According to test results, KMO coefficient is depicted as 0,822 and meaningful. And one factor revealed that explains % 71,7' of total variance. Related factor analysis results are shown in the following table:

Table 7. Factor analysis for Turkey Nationalism

Factors	Factor Loadings	Eigen values	Explained Variance %	Total Variance %
1. Factor: Turkey Nationalism		4,30	71,7	71,7
I explain my identity with Turkey				
I feel myself bond Turkey				
I feel myself as like Turkish				
I am a typical Turkey citizen				
I feel myself connect to other Turkey citizens				
Turkey is too important for me				

Investigating Correlations among Variables

To investigate the relationships among variables, correlation analysis is conducted. Accordingly, possible relationships among nationalism and attitude toward foreign language used brand names are tested first. And it is seen that all attitudes are meaningfully and negatively related with attitudes toward these brand names. This leads us the idea of determining foreign language used brand name would not generate desired results especially for customers whose nationalism level are high.

Table 8. Relationships among nationalism and attitudes toward foreign language used brands

		Preference Tendency and Facilitation	Image Superiority	High price and service quality
Nationalism	r	-,258**	-,397**	-,330**
	Sig.	,000	,000	,000

Second, relationships among nationalism and attitudes toward local language used brands that contains historical meaning are examined. According to this, there is not seen meaningful relationship between nationalism and preference tendency and facilitation. On the other hand there is seen positive, meaningful and moderate relationship between nationalism and image superiority. This result shows historically meaningful brand names can be benefited to construct image superiority on nationalist customers. But negative relationship between nationalism and high price and service quality is seen. This result shows that this branding strategy is not suitable for creating high price and service quality perceptions.

Table 9. Relationships among nationalism and attitudes toward native language used brands with historical meaning

		Preference Tendency and Facilitation	Image Superiority	High price and service quality
Nationalism		.032	.415**	-.113*
	Sig.	.548	.000	.032

Another conclusion can be generated from correlation analyses is that; relationships between nationalism and attitudes toward two brand types are meaningfully different. First although negative relations exists nationalism and foreign brand preference and facilitation, there is not seen meaningful relationship for national brand names for this factor. Second, although nationalism is negatively related with image superiority perception of foreign language used brand, it is positively related with national language used brand name. Third nationalism is negatively related with high price and service quality factor for both of the brand. But national brands are less negatively related with nationalism for this factor. In other words as nationalism increases, probability of paying higher prices increases with respect to foreign brand name.

VIII. CONCLUSION

Present study is conducted to illuminate the differences of attitudes toward brand names that used by foreign language and local language specifically contains historical meaning. To reach this goal, secondary researches are summarized first and they are benefited in terms of ideas, hypotheses, methods and scales. And it is seen that there is not a study considering attitude and perception differences toward foreign language used brands and local language used brands within same context. After that, initial data gathered by the survey method in Yenisehir district of Kirikkale, which is a newly and fastest growing part of the city.

Statistical analyses shows that perception and attitude averages are generally higher for national language used brands containing historical meaning than foreign language used brands except for the variables of “Affect my purchasing decision positively”, “Decrease my need of gathering information” and “I can pay higher price”. After investigating general averages, factor analysis summarizes customer attitudes and preference tendency within three title as; “preference tendency and facilitation”, “image superiority” and “high price and service quality”. And independent variable of nationalism is summarized in one factor.

Correlation analysis shows nationalism is negatively related with “preference tendency and facilitation”, “image superiority” and “high price and service quality perceptions” of foreign language used brand names. This means that customer preference tendency and facilitation, image superiority perceptions and high price/service quality perceptions decreases as customer nationalism level increases.

Moreover correlation analysis indicates nationalism is positively related with “image superiority” and negatively related with “high price and service quality” of native language used brand names containing historical meaning. And there is not seen meaningful relationship between nationalism and preference tendency and facilitation for these brands. This means that customer preference tendency and facilitation toward national language used brands do not change with respect to customer nationalism, but image superiority perceptions increases as nationalism increases. These results show that customer nationalism level and image superiority perceptions cannot be sufficient for preference tendency of brands. And it is seen that nationalism level can decrease the high price and quality perceptions of customers toward local brand names.

In conclusion customer attitudes toward brand names varies meaningfully with respect to nationalism. This can be benefited in developing market segmentation strategies and developing suitable marketing offers. Although it is not sufficient for customer preference, customer attitudes can be affected positively by using local and historically meaningful brand names.

REFERENCES

- [1]. Krishna, A. & Ahluwalia,R. (2008). *Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals versus Local Firms*. Journal of Consumer Research,35, 692-705.
- [2]. Batra, R., V. Ramaswamy, D. L. Alden, J. B. E. Steenkamp and S. Ramachander. (2000). *Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries*. Journal of Consumer Psychology, 9 (2), 83-95.
- [3]. Baughn, C., & Yaprak, A. (1993). Mapping country of origin research: recent developments and emerging avenues. In Louise A. Heslop (Ed.), New York: International Business Press.
- [4]. Desai, K. K. & Keller, K.K. (2002). *The Effects of Ingredient Branding Strategies on Host Brand Extendibility*. Journal of Marketing, 66, 73-93.
- [5]. Ergin, E.A., Akbay, H.O. and Ozsacmaci B. (2014), *Insights into Consumer Preference of Foreign Brand Names: Reality or Myth?*. International Journal of Marketing Studies, 6(4), 157-164.
- [6]. Leclerc, F., Schmitt, B. H. and Dube, L. (1994). *Foreign Branding and Its Effects on Product Perceptions and Attitudes*. Journal of Marketing Research, XXXI, 263-270.
- [7]. Ustinova, I. P. (2006). *English and Emerging Advertising in Russia*. World Englishes, 25(2), 267-277.
- [8]. Atesoglu, I. (2003). *Marka İnşasında Slogan*, Suleyman Demirel University, Journal of Faculty of Economics and Administrative Sciences. 8(1), 259-264.
- [9]. Ahn J. & Ferle, C.L. (2008). *Enhancing Recall and Recognition for Brand Names and Body Copy*, Journal of Advertising, 37(3), 107-117.

- [10]. Meier-Pesti, K.& Kirchler, E. (2003). *Nationalism and patriotism as degermiants of European identity and attitudes towards the Euro*, Journal of Socio-Economics. 32, 685–700.
- [11]. Robertson, K. (1989). *Strategically Desirable Brand Name Characteristics*. The Journal of Consumer Marketing, 6(4), 61-71.
- [12]. Uyar, K. & Dursun, Y.(2015). *Farklı Ürün Kategorilerinde Yabancı Markalama ve Tüketici Etnosentrizmi*, Atatürk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 19 (2), 363-382.
- [13]. Leclerc, F., Schmitt, B., & Dub'e-Rioux, L. (1994). *Foreign branding and its effects on product perceptions and attitudes*. Journal of Marketing Research, 31(2), 263–269.
- [14]. Ozer, L. Gultekin, B. and Aydın, S., (2015). *Türkçe ve Yabancı Dilde Marka İsmi Kullanılmasının Algılanan Kalite ve Satın Alma İsteğine Etkisi*. Sosyoekonomi, 23(4), 131-142.
- [15]. Lindstrom, M. (2005). *"Duyular ve Marka"*, (translated by Umit Sensoy in 2007), September, İstanbul, Optimist Publishing.
- [16]. Liu, F., J. Murphy, J. Li and X. Liu. (2006). *English and Chinese? The Role of Consumer Ethnocentrism and Country of Origin in Chinese Attitudes Towards Store Signs*. Australasian Marketing Journal, 14 (2), 5-16.
- [17]. Bas, M. & Sahin, S., (2013). *Yabancı Marka İsimlerinin İnternet Tüketicisinin Satın Alma Davranışları Üzerine Etkisi: Teknolojik Ürünler Üzerine Bir Araştırma*. IUYD, 4(2), 22-47.
- [18]. Tigli, M.& Cesur, Z., (2006). *Marka Adı Stratejisi ve Türk İşletmelerinin Yabancı Sözcük İçeren Marka Adı Belirlemelerine İlişkin Bir Araştırma*. Marmara Üniversitesi İ.İ.B.F. Dergisi, 21(1), 297-326.
- [19]. Melnyk, V., Klein, K., Völckner, F. (2012), *The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries*. Journal of Marketing, 76(November), 21-37.
- [20]. Akın, MR., Cicek, R., Gurbuz, E. and Inal, E.(2009). *Tüketici Etnosentrizmi ve Davranış Niyetleri Arasındaki Farklılığın Belirlenmesinde Cetscale Ölçeği*. Ege Akademik Bakış, 9(2), 489-512.
- [21]. Netcity (2004) Novosti, <http://www.netcity.ru/print.phtml?id=18620&from=news>, 12/06/04.
- [22]. Sinanoğlu, O. (2002). *"Hedef Türkiye"*, İstanbul, Otopsi.
- [23]. Chao, P. Wührer, G. and Werani, T.(2005). *Celebrity and Foreign Brand Name as Moderators of Country of Origin Effects*, International Journal of Advertising, 24(2), 173-192.
- [24]. Philips, D. (2011). *"İsmin Marka Hali"*, Mediacat, İstanbul.
- [25]. Alagoz, SB. (2008). *Girişimcinin Gizli Anahtarı: Marka*, Girişimcilik ve Kalkınma Dergisi, 3(1).
- [26]. Smith, A. D. (1991). Millî kimlik. (translated by B. S. Sener.). İletişim, 4.Edition, İstanbul.
- [27]. Solo, S. O. & E. M. Mobarec. (2009). *Friedmann, Roberto Foreign Branding: Examining the Relationship Between Language and International Brand Evaluations*. Innovar, 19 (35), 9-18.
- [28]. Thakor, M. V. & A. M. Lavack. (2003). *Effect of Perceived Brand Origin Associations on Consumer Perceptions of Quality*. Journal of Product and Brand Management, 12 (6), 394-407.
- [29]. Thakor, M.V., & Kohli, C.S. (1996). *Brand origin: Conceptualization and review*. The Journal of Consumer Marketing, 13(3), 27–42.
- [30]. Tran, T.P. & Fabrize, R.O., (2013). *The Effect of the Foreign Brand on Consumer Perception*, Journal of Marketing Development and Competitiveness, 7(2), 23-36.
- [31]. Doğan, V.& Ozkara, B.Y.(2013). *Investigation of Brand Name- Country of Origin Preference in Four Differen Product Groups with Respect to Conspicuous Consumption Tendency*, International Rewiev of Management and Marketing, 3(4), 190-203.
- [32]. Bas, Y. & Altunisik, R.. (2015). *Tüketicilerin Yabancı ve Türkçe Dilde Mağaza İsimleri ile İlgili Algısal Farklılıkları ve Bazı Çağrışımsal Metaforların Fonetik İncelenmesi*, Research Journal of Business and Management, 2(1), 37-51.
- [33]. Zhuang, G., X. Wang, L. Zhou and N. Zhou. (2008). *Asymetric Effects of Brand Origin Confusion: Evidence from the Emerging Market of China*. International Marketing Review, 25 (4), 441-457.