



**T.C.
ONDOKUZ MAYIS UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
MASTER OF BUSINESS ADMINISTRATION**

**COUNTRY OF ORIGIN EFFECT ON PRODUCT EVALUATIONS: A
RESEARCH ON YEMENI CONSUMERS**

Master's Thesis

Ahmed Gmail Mohammed Helmi

Supervisor
Asst. Dr. Evrim ERDOĞAN YAZAR

SAMSUN
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ETHICAL DECLARATION

I hereby declare that all the information in this thesis prepared in accordance with the thesis writing rules of Ondokuz Mayıs University institute of graduate studies is accurate and complete, that I have behaved in accordance with the scientific ethic in the course of the production of the information and cited all the sources that I have used.

01/11/2020

Ahmed G. M. Helmi



ÖZET

MENŞEİ ÜLKE ETKİLERİNİN ÜRÜNLERİN TÜKETİCİ DEĞERLENDİRMESİ ÜZERİNDEKİ ARAŞTIRILMASI

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Tüketici ürünleri değerlendirmesinde menşe ülke etkilerinin incelenmesi, tüketici davranışı ve uluslararası pazarlamada önemli bir araştırma alanıdır. Nispeten yeni bir kavram olan tüketici yakınlığı, uluslararası pazarlarda da tüketici davranışını etkileyen bir faktör olarak değerlendirilmektedir. Bu araştırma, menşe ülkenin ve tüketici yakınlığının Yemen'de ürün yargıları ve satın alma isteği üzerindeki etkisini incelemektir. Bu çalışma ayrıca Yemenli tüketicilerden Türkiye'ye yönelik veriler toplayarak üretim ve pazarını Yemen ülkesine taşımayı planlayan Türk şirketleri için yararlı bilgiler sağlamaktadır.

Bu araştırma teori inceleme ve uygulama içermektedir. Çalışmanın teorik bölümünde, tüketici davranışı, menşe ülke etkisi, ürün değerlendirmesi, Yemen pazar yapısı ve piyasalardaki tarih ve tüketici yakınlığı ile ilgili literatür bilgileri yer almaktadır. Araştırmanın uygulama kısmında; menşe ülke, tüketici yakınlığı, ürün yargısı, satın alma istekliliği değişkenlerini içeren yapısal bir eşitlik modeli geliştirmiştir. Veriler, anket yöntemi ile 421 Yemenli tüketiciden toplanmıştır. Araştırma sonucuna göre Yemenli tüketicilerin Türk ürünlerine karşı olumlu yargıları ve Türkiye'ye karşı yakınlık duyguları bulunmaktadır. Araştırma sonuçlarına göre; tüketici yakınlığı, ürün yargıları ve satın alma istekliliği üzerinde olumlu bir etkiye sahiptir; Ülkenin menşe ürün yargılarını olumlu etkilerken satın alma istekliliği ile ilgili olmadığı tespit edildi.

Anahtar Kelimeler: Menşe Ülke, Tüketici Yakınlığı, Ürün Yargısı, Tüketici Satın Alma Kararı

ABSTRACT

THE EFFECTS OF COUNTRY OF ORIGIN COUNTRY OF ORIGIN EFFECT ON PRODUCT EVALUATIONS: A RESEARCH ON YEMENI CONSUMERS

Ahmed G. M. Helmi

Ondokuz Mayıs University
Institute of Graduate Studies
Department of Business Administration

Master's Thesis, Dec/2020

Supervisor: Asst. Dr. Evrim ERDOĞAN YAZAR

The study of country of origin effects on consumer products evaluation is an important area of research in consumer behaviour and international marketing. Consumer affinity, which is a relatively new concept, is also considered as a factor affecting consumer behaviour in international markets. Our objective is to examine the impact of country of origin and consumer affinity on product judgment and willingness to buy in Yemen. In this study also provide useful insights for Turkish companies that have planned to move their production and market to Yemen country by collecting data from Yemeni consumers concerning toward Turkey.

The research consists of theory and practice. In the theory section of the study, information on consumer behaviour, country of origin effect, product evaluation, Yemen market structure and history in markets and literature on consumer affinity is included. In the application part of the research, studies have been undertaken to develop a structural equation model with country of origin, consumer affinity, product judgment, willingness to buy variables. Data were collected from 421 Yemeni consumers using a survey method. According to the research result, the Yemeni consumers have positive Turkish product judgments and affinity feelings towards Turkey. According to the research results; consumer affinity has a positive effect on product judgments and willingness to buy; while the origin of the country positively affects the product judgments, it has been determined that it is not related to willingness to buy.

Keywords: Country of Origin, Consumer Affinity, Product Judgement, Consumer Purchase Decision

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Dec 2020, Samsun
Ahmed G. M. Helmi

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ABBREVIATIONS

LIST OF ABBREVIATIONS

ETC	Et cetera
COO	Country of origin
PJ	Product judgment
CA	Consumer affinity
WB	Willingness to buy
SPSS	Statistical package for the social sciences
AMOS	Is statistical software and it stands for analysis
C.A	Cronbach's Alpha
C.R	Composite reliability
AVE	Average variance extracted
COP	Conformity of production
GDP	Gross domestic product
LDCs	Least developed countries

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INTRODUCTION

Goods and services distributed worldwide can easily be reached in all areas by globalization and into all regions in the world. Foreign companies can enter the markets of other countries easily after success in domestic and global marketing. Consumers can choose foreign products ranging from textile, food and furniture and the products from abroad draw consumers' attention by the design, performance, name of the producer, or the products' country-of-origin.

This study involved an experiment to test the impact of marks of origin on consumers' decision making. The purpose of the study had three objectives. First, the effect of country-of-origin effect while making decisions on purchasing Turkish products were asked to report their. The second objective was to which will attributes to determine which most in demand for Turkish products by the Yemeni consumer. The third objective of the study was to investigate the product Judgment of consumers' demand for Turkish products based on consumers' willingness to buy products. In addition, the consumer affinity, willingness to buy and product judgment contributes to the intention of Yemenis in decision making for purchases.

The effect of country-of-origin on customer behavior has been a topic of several research ((Maheswaran, 1994) points out a large number of studies that are focused on generic product groups, product attributes, product type, consumption background, participation and product-country image complement focus on the impact of a country of origin on consumers from different countries.

Many researchers agree that consumers when choose to buy goods, they consumers can have different perspectives and that these different perspectives depending on the country picture (Pilelienà & Šontaitè-Petkevičienė, 2014) assumes that the impact of the country-of-origin depends on the form of products made, market preferences, country of origin, patriotism depending on home nation and population factors.

The country of origin impact that provides insights about where the commodity is made is also a significant element in the decision on the consumer buying decision. Consumers measure goods by using several criteria when one of the criteria is buying and the country of origin. Therefore, country-of-origin influences the choice of goods

by consumers. This study aims to examine the effects on consumer perceptions and product behaviour. The key focus of this research is on how Yemeni consumers' attitudes, behaviour, and product assessments in relation to Turkish versus products are affected by their country of origin, especially for food and clothing products. While Turkish and Chinese products has been consumed in Yemen since, ancient times this is the first research that try an examination of current consumption behaviour. While Turkish and Chinese products has been consumed in Yemen since ancient times this is the first research that try an examination of current consumption behaviour.

First chapter explores theoretical framework of concepts Includes five titles firstly the idea of consumer behaviour concept, the mechanism of consumer buying they are talked about. This title explores the concept of the customer, the concept of consumer behaviour and its characteristics; the variables to effect on behaviour consumer, Secondly the product assessment process stages are investigated. Thirdly, the country of origin impact is stated. This will explore the disparity among countries of origin and made in definitions, for their explanations, the country-of - origin impact fundamental relation amidst country of origin and the definition, and prior studies on the subject of the study will be mentioned. In the fourthly, the title is about consumer affinity. In this chapter, we could be explained the affinity components can be divided into seven drivers, inclusive two macro and five micro drivers. In the fifthly the title is about Yemen market structure and history. In this chapter, we could be explained a part of state statistics, Yemen's Geographical Location, Demographics and culture of Yemen. We can also provide more information of import and export trading and other important economic tendencies in Yemen.

In the 2th chapter, is about study methodology. in this section, the subject of the study, purpose and importance, research questions, research method used, research model & hypothesis development, participants and samples, research limitation, data collection and analysis are clarified as well as pilot studies.

The 3rd chapter considers the analysis and findings. In this section demographically analyzed scales, reliability analysis, descriptive analysis and confirmatory factor analysis used. The final section is the 4th chapter of the discussion, conclusion and thesis review.

1. THEORETICAL FRAMEWORK OF CONCEPTS

1.1. Consumer Behaviour and Consumer Purchase Decision

The emphasis on customer needs is commonly recognized as a significant source of competitive advantage and improved business performance, especially has rapidly changed with globalization and other advances in technology. Thus, Companies must consider the factors affect consumers' behaviour not only to retain current customers but to gaining new customers. In this context, this chapter applies to the topics of market definition, consumer concept, consumer behaviour, and consumer purchase and product evaluation decision.

While individuals have long been consumers, it is only recently that the systematic research has concentrated on consumption alone. In fact, while many business schools now require marketing students to buy, buy and conceptualize a course, most universities and business schools did not even offer this type of course until the 1970s. In addition, the electronically we have never experienced before, today's customers and producers come together. Rapid transmissions of data shift the speed and course of emerging trends, in particular because the virtual world enables customers to take part in the production and delivery of new goods (Solomon, 2010)

1.1.1. The Concept of Consumer

More recently, the expression 'consumer' can be defined as a person who obtains goods and services for self-satisfaction. In addition, a general definition on the consumer's feeling of being satisfied or dissatisfaction after a consumption experience represents the degree to which previous expectations are confirmed or disconfirmed by the perceived output of the product. Thus, the consumer will respond according to the product quality and reliability, the fundamental understanding of goods is important to understand the goods features, goods reliability and product benefits, and also consumer is often viewed as decider of the company, whatever the product comes to the market, the consumer is the ultimate buyer of each product. On the other hand, consumers interact with goods, retailers, equipment, employees, platforms, and cultural objects like publicity. Moreover, on behalf of special groups or the general public, consumers can track and control the marketing activities for firms (Ozcan, 2004). However, consumers can at any given moment be members of several

communities and they will opt in and out from communities according to their needs and wishes to evolve (Shuman, Twombly, & Rottenberg, 2001).

(İslamoğlu, 2010) classifies the general consumers of characteristics as follows shortly;

- Consumers make their own purchases.
- The consumers of purchase is for their own wants, wishes and intends.
- Consumers decide to purchase through the criteria for decision developed by them.
- Consumers themselves evaluate the after purchase.

1.1.2. The Concept of Consumer Behaviour

Today, Companies around the world acknowledges that the consumer is ultimate and his supremacy prevails. In addition, the behaviour of consumer is an attempt at predict their conduct during the evaluation, acquisition, using or disposing goods and items. Today people resort to consume to pleasure their desires, wants and needs (Jain, 2012).

Consumer behaviour, in business, we describe the consumer as an individual who has a budget, which can be spend on goods and services available on the market in order to gain them for their use. Interestingly, consumer behaviour, they can to forecast how consumers are likely to react to different knowledge and environmental issues, and shape their marketing strategies accordingly (Srungaram, 2008).

Consumer behaviour is the research of the processes involved when affecting individual or groups choose, purchase, use, or dispose of the goods, service, ideas or experiences to meet their needs or wants (Beauprez, 2010). As well as, consumer behaviour is defined as the decision processes that proceed and following activities, which are directly involved in creating, consuming and disposing of goods and services. Two factors are highly affecting customer purchases: internal and external. Internal factor is refers to psychological and personal component and external factor to cultural and social one. According to (Srungaram, 2008) behaviour consumer is concerns around the descriptions of consumers what, when, why, where and how to purchase..

1.1.3. Features of Consumer Behaviour

Recently, consumer behaviour is a multifunctional process; this is a broad element covering all stages of the process. In this respect, the purchasing process begins with identification of need. The consumer feels a need to satisfy him / her in all purchasing situations. May be explained, firstly consumer determines what he needs. After that, this product will be requiring the consumers need. Accordingly, Consumer when they want to select goods it depends on the willingness and needs to take it (Beauprez, 2010).

There are several important and distinguishing features of consumer behaviour as follows (Barut, 2018).

- Consumer behaviour is a motivated behaviour type. For example, Organizations who established for the purpose of non-profit that aims to serve the community.
- Behaviour consumer is a complex procedure involving before buy purchase activity and after having to buy.
- Consumer behaviour includes of diverse activities that are occasionally planned are some other times accidentally. For example, the behaviour of a pedestrian to buy ice cream by seeing an ice cream cart without any prior planning to buy.
- Consumer behaviour is complex and differs in terms of timing. In particular, it is not only in individuals but also in groups. Collective behaviours can be like going to meals or going to concerts with friends.
- Consumer behaviour is interested in different roles. Such as, Access to tangible products and access to intangible services. In the consumer, behaviour range the consumer buys bread or goes to the theatre.
- Consumer behaviour is affected by environmental factors. Consumer behaviour includes rare products and services in nature. Especially, when we breathe the heavy air in nature that we do not get because of any effort, also the treated water is considered as a consumer behaviour by being rare and economical in nature.
- Consumer behaviour can differ for different individuals. For example, a person who eats down at the same place or continually buys shoes for the same brand.

1.1.4. Factors Affecting Consumer Behaviour

The cultural, social, personal and psychological factors have been stated that impacting consumer behaviour. The cultural and factors influencing consumer behaviour with categorized by many studies as social and cultural factors. In this regard, the socio-cultural factors that affect behaviour consumer can also be classified in this respect as follows (Yulin, 2007);

Social Groups: Despite the considerable influence of the family on the behaviour of individuals. In addition, the behaviour is affected by friends, neighbours, occupational groups. However, there are informally called primary groups such as trade unions, associations for the protection of consumer rights and informal ones such as religious groups and others.

Family: It is one of the most main and strong factors nearly for every cases in determining the perceptions of family members and personality. Another definition of family is a social unit consisting of two or more persons, other people living in the same house. The main element distinctive characteristic of family from other groups is that family is identity to both spend and earn money.

Social Class: It is a social structure generated through people who have the similar social prestige and who have more interested in aesthetics product, have certain deeper relations with each other, and have the same behavioural anticipation. The social class is one of the most important criterions for market segmentation. In addition, the educational component and level of education are considered the most important determinants of its system.

Reference Groups: These can be described like any group affecting a judgements, perceptions and attitudes of worth of individuals.

Culture: As one of the major elements of consumer preferences and culture, wants is the overall of the collection of values structures, attitudes, traditions, beliefs, ethics, facts, usage, principles, norms, behaviours and other symbols shared by a community. Besides, culture is a dynamic element that moves from one person to another and is susceptible to development and vulnerability.

In addition, following can be described psychological factors which influence consumer behaviour (Aktuğlu & Temel, 2006);

Learning: It is about behavioural change in thinking resulted from knowledge and individual experiences.

Motivation: “Motive means the inner driving force that orients human or consumers’ activities towards meeting the needs or achievement of the definite aim” (Stávková, Stejskal, & Toufarová, 2008). Furthermore, motivation refers to the mechanisms that contribute people to behave as they do. From a psychological perspective motivation happen when a desire is aroused that the consumer wishes to satisfy (Solomon, 2010).

Perception: It is defined as a mental process including the reception and selection information from a particular sensory stimulus. In other words, The Perception includes three processes like firstly selection and then input data, finally interpret them from environment to make them purposeful. Previous actions and experiences are so important in perception.

Personality: It is a harmonic and disciplined relation kind an individual to organize with his/her inner and outer surroundings that is distinguishing him/her from others. The character is the internal structure of the individual, which represents the association of experience and behaviour in a systematic manner.

Attitude: It is also the positively and negatively judgments, feelings or tendencies of persons linked to ideas or objects. In the previous studies showed is of great importance of the strength of the attitude in building loyalty to the mark. Moreover, the personal and contextual factors having influence on behavior consumer could be mentioned as follows (Mucuk, 2012);

Age: The person's age could be affecting in determining how the individual needs or decided. Therefore, Consumer behavior shift came from over through ages. Clearly, the increase of age may affect their consuming choice and so brand image can easily influence young generation.

Gender: Men are typically play a role as decision makers on purchase different goods and services, while women generally lay a role as decision makers on purchase different goods and services. Simply placed, men and women have a different focus, even perfectly opposite concentration when they consume cultural products, such as music purchase (Yulin, 2007).

Educational Status: The education is an integral part of human capital thanks to its contribution to the individual’s ability to obtain and process knowledge. In other

words, cultural consumption entails the processing of cultural or aesthetic knowledge (Yulin, 2007).

Income: One of the most important factors that affect consumer behaviour and played an important role in the formation of behaviours is income level. The income level affects the way a consumer lives and attitude. However, the level of income of consumers is a necessary and important element for the realization of consumption actions. The increase in the income level of the individual it's means increases the purchasing power (Penpece, 2006).

Economic Status: The income of personal is one of the significant predictor of customer acquisition capability.

Occupation: The occupations of individuals have a role in determining their status in society. Individuals in a good occupation group buy higher quality products and services than individuals in lower occupational groups. At the same time, the occupations of the consumers affect the form of purchased goods and services.

1.1.5. Consumer Purchase Decision Process

The consumer to determine an issue and to fix this trouble takes space in accordance with a decision process. And it can be shown to that the consumer decision-making process on purchasing can be summarized in the five stages: problem recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase evaluation according to the general acceptance by researcher (Beauprez, 2010).

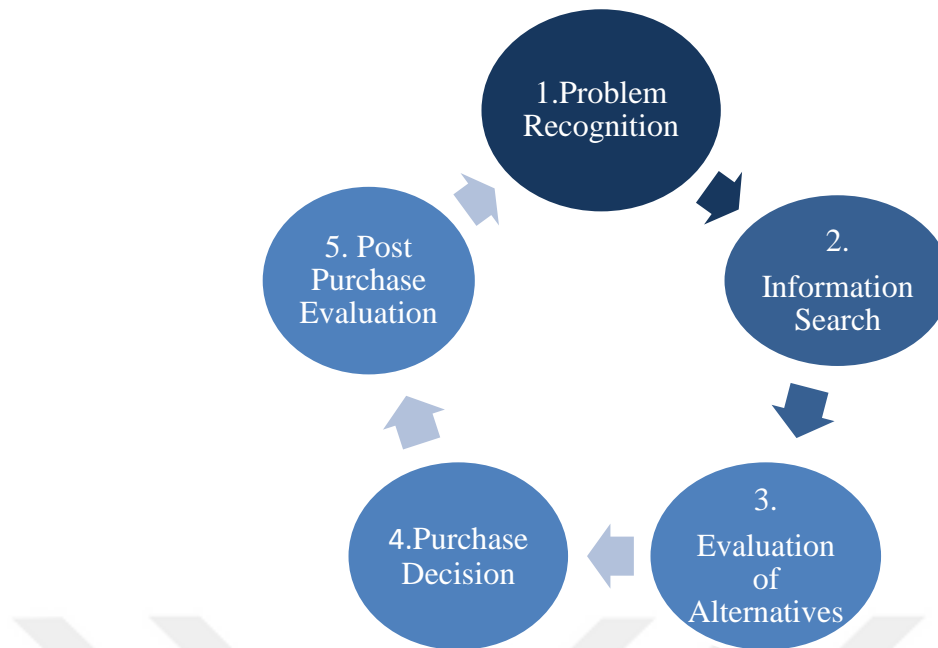


Figure 1.1: Consumer Decision Making Process

There are three general forms of consumer purchasing of decisions as follows (Mucuk, 2012):

Routine Purchasing Behaviour: It is a buying situation in which there is no requires for re-learning or also little need. The buyer has recognized about the purchase and habits for a brand without any considering. No motive assessment is available or other products brands are being considered.

Limited Problem Solving (Decision-Making): It is concerning of behaviour related to the products the consumer has some experiences. Repurchase of the same item is so possible. However, in this particular case, the consumer takes into consideration other brands in state of learning new conditions.

Broad Problem Solving: It is concerning the purchasing decision of costly and significant goods. The consumer has very few product details. Therefore, the consumer is so sensitive to the knowledge, and investigates further. Individuality and income of the consumer has impact on purchasing pattern. There is no any brand loyalty, because there was no or so a few buying experiment.

1.1.5.1. Problem / Need Recognition

The buying process starts with need confession, whereas buyer is aware of the need. The buyer's decision is depending on his/her internal & external stimuli of

consumer behaviour. The internal and external stimulus of consumer behaviour means that the consumer, which product should purchase, how much willing to purchase and externally which goods are more effective and usable. According to this internal and external stimuli's the buyer will take the decision (Srungaram, 2008).

The necessary or needs can be triggered via internal and external stimulus. Generality of the needs arisen by internal stimulus like hunger, thirst are physiological. Additionally, the needs arisen by external stimulus cannot be felt by personal usually. Marketers, advertisers and Sales staff allow consumers to feel the need to feel though using external stimulus such as advertisements, promoters, packages and so on (Kotler, 1999).

1.1.5.2. Information Search

The second step of the consumer process decision is the information study. Consumer collects information to assess the alternatives meeting the need the best after identifying it. At this stage "the necessary information is gathered and used by his own experience and his knowledge that he has on it" by researcher (Beauprez, 2010).

We can distinguish internal and external sources of information can be categorized and divided into four categories. The first community is made up of family members, friends and personal sources like neighbors, newspapers, advertisements or competing brands, acquaintance etc. The second category is commercial channels formed through dealers, sales people, advertisements, displays and package. The third category is social public sources established with media channels; consumer rights protection association's mass media, consumer-rating organizations and so on. The fourth and final category is sources focused on trial like palpating, reviewing, control, handling, checking, and using the product and so on. The impact of these categories of sources can change according to product categories, the objective to consumer features and purchase. Consumers collect the information from commercial sources the most, and the most effective knowledge is gather by individual sources (Kotler, 1999).

1.1.5.3. Evaluation of Alternatives

The third stage of evaluation of alternatives is the buying decision process. Especially, the customer has gathering adequate and available information about these alternatives available to him in the market and which are initially likely to be able to meet his needs. In this respect, the customer then moves on to the process of

differentiation and comparison of the options available based on the advantages offered by the set of the features. At this stage, the cumulative risk of the preferred alternative to be the least is the most significant thing (Odabaşı & Barış, 2002).

In this stage, factor time is so significant. If there is no immediate need, purchaser spends too much time on alternatives. Previous perceptions, attitudes, knowledge and on experiences some brands are impacts in evaluation (Mucuk, 2012). In addition, the consumer also evaluates the product that he/she believes has the highest value, or meets his/her quality requirements (Pather, 2014).

1.1.5.4. Purchase Decision

The fourth stages in the assessment, the consumer grade all the brands and make a purchase intention. Generally, the consumer purchase decision is to buy the most favorite brand, when purchasing products, consumer will think about two things, which can be, purchase decision and purchase intention. The attitude of others and unintentional situation factors both directly or indirectly effects the consumer's final decision to purchase a particular brand (Srungaram, 2008).

After all positive assessments, customers' makes a range of decisions on the type of product which is expected to satisfy his needs and desires, its colour, price, brand, quantity. Where, When and how to purchase. In this stage, marketers and advertisers provide information to the customers through advertisements and other instruments; therefore, decision-making is facilitated. After everything, the customer agreed to purchasing transaction (Mucuk, 2012).

1.1.5.5. Post-Purchase Behaviour

The fifth and the latest stage of purchasing process decision is post-purchase behaviour. Post-purchase evaluations, sentiments, feelings and opinions of customers are also significant in terms of marketing (Mucuk, 2012). Obviously, the buyers' job does not end when the product is brought. After purchasing the product, the consumer evaluates the usefulness of the product and its adaptation to the need. If the real utility is better than the utility expected, he will become a faithful and pleasant customer (Beauprez, 2010).

Consumers may form a negative opinion of a product if they experience a perceived reduced value, by other means the consumers finding a better deal and purchasing the products for a cheaper price. This is a very significant step in the

consumer decision-making process. Meanwhile, this step has often been ignored in favour of the prior steps in the process (Pather, 2014).

1.2. Product Evaluation

Product assessment can be defined as consumers' judgment and choices amid alternatives based on marketer given evidence and on other sources of input about product characteristics. Moreover, It was assessed on a seven-point semantic difference scale with five items, such as Bad/Good, Unfavourable/Favourable, High quality/Low quality, Dislikeable/Likable, and Not at all useful/quite useful (Ko, Lee, & Lee, 2009).

1.2.1. Factors Affecting Product Evaluation

In order to understand the product assessments, we need to take into consideration both the level of industrial expansion and the level of market expansion. Otherwise, there are two factors related to the product category: product involvement and perceived risk. In addition, product category is included as three supplementary factors that are likely to affect product evaluations (consumer involvement, information availability and perceived risk). According to researchers such as (Manrai, Lascu, & Manrai, 1998).

There are also other important factors for a wide variety of product evaluations and choices include personality / beliefs / arguments. In this aspect, research was also inferred other factors that influence product valuation are the source country's political climate or political freedom, cultural climate and similarities between the source country's belief systems. In this aspect, a researches have focused hat American consumers tended to purchase goods from politically from countries like Europe, Australia and New Zealand (Erünsal, 2015).

1. 3. Concept of Country of Origin Effect

Today, worldwide trade volume has increased significantly; product/service range has expanded in markets, so that businesses have started to gain competitive advantage because of the current and changed environment. The businesses continue to operate to retain and grow their market shares and to obtain new market shares. Consumers, on the other hand, prefer the goods and services that use them most in the competition between brand scales.

There are many factors The Country of origin (COO) effects (sometimes referred to as the image of the have attracted increasing attention) that are assumed to affect international competitiveness (Al-Sulaiti & Baker, 1998a). Moreover, COO usually refers to a description of the influence of the country-of-origin on consumers' attitudes, product evaluation or purchasing behaviours (Han, 2006).

1.3.1. Definition of Country of Origin

The country-of-origin is that identifies where a product is made, and it is commonly communicated by the phrase "Made in' or 'Manufactured in' (name of country). However, the studies and empirical findings show that the country of origin has a significant effect on the perceptual quality of a product (Ozsomer & Cavusgil, 1991). Some of may remember occurrence of making choice between two products based on the country they were coming from. From the consumer perspective, it is a very important point they need to be assured that the quality they are buying is from a reliable and trusted source. As such, the country that customers believe the product comes from has a significant effect on consumer's perception (Anholt, 2000).

Previous studies conducted across different cultures indicate that customers generally tend to a stereotype of the quality, appropriateness and attractiveness of products from particular countries and regions, where customers tend to evaluate products positively when they originate or produce in a country that has a positive mindset.

Some key and main general information on output is given toward products influencing buyers purchasing decisions against globalizing economic conditions with increasingly internationalized modes of production. These outputs can be divided into two groups as internally and externally output. Internal output consist of information concerning physical characteristics of products like design, size, quality, materials, style etc., while external output include information on non-physical characteristics of products like names, , guarantee, price, brand , country of origin etc. (Peterson & Jolibert, 1995).

(Akin, Çiçek, Gurbuz, & İnal, 2009) Describes country of origin as the home land of a corporation with its head office is situated and the manufacturing carries out its marketing, production and mounting activities for its product and brand (Prendergast, Tsang, & Chan, 2010) Explains the country of origin as a sturdy variable image that has an impact on world market in performance and competitiveness.

Therefore, what is adopted in this study is that the concept of the country of origin is a multidimensional concept to be studied as the country of production of the product.

The country of origin is represented as an entire as the whole of impressions, perceptions, attitudes, emotions, sentiments, beliefs, thoughts, feelings and associations of consumers concern a country. Associations are extremely subjective, and these can be acquired by media reports about the country, political and economic interactions through the country, the successes and place of the country's artists, athletes, influential famous people and sportsmen in the world, the reputation of country's brands, and goods/or companies etc. (Usunier, 2006).

(Papadopoulos, 1993) states the main principal characteristics of country of origin as followings;

- Country of origin is a proud a head for national enterprises, national and government industries. Recognition and being effectively of a brand in all worldwide as well raise the recognition of the country .It is also highly appreciated by the country's community .
- The product manufactured in another country, but having the origin of brings nation creates more benefit it is for own country.
- Country of origin shows the stereotyped misconduct attitudes of countries.
- Country of origin helps and allows countries to specialize by studying the area of expertise in the country.

Diverse definitions of country of origin have been evolved through the years. (Ozsomer & Cavusgil, 1991) Describe country of origin as the country where corporate headquarters of the company marketing the product or brand is located. This is typically a company's home country. (Elliott & Cameron, 1994) describe country of origin influence as the negative or positive impact of a product's homeland on consumer process decision or purchase behaviour. (Sharma, 2011) focuses on the impact of country-of-origin on consumers from different countries, based on general product class, product attributes, product type, consumption context, involvement, and product-country image congruence. On the other hand, (Lee & Ganesh, 1999) suggest that COO may also integrate variables like customs, political status, economic liberalization and expectations of general countries as well.

There are still differences in the country of origin among marketing researchers, where some see it as the country of origin, The country in which the product was production, while some see it as the country that has been product design, while others consider the definition a multidimensional one. Therefore, each of the two opinions mentioned will be explained above in the body of this topic.

1.3.1.1. Country of origin (COO), is the country of manufacture, production

This definition suggests that the country of origin is the country where the commodity has been developed and manufactured (COP). It is certified that the origin is the manufacture of the product and output in its final form (Zhang, 1996). Country of origin one of the intangible external characteristics of the product, which confirms that most studies considered the country of origin as a country of manufacture of the product and for a long time (Peterson & Jolibert, 1995).

1.3.1.2 Country of origin (COO), is the country of brand

According to our criticism of the above-mentioned approach, the concepts of the country of origin and the country of production should be distinguished. Since a number of goods are designed in a specific country to produce most of its components in various countries. Therefore, the concept of country of origin refers to the country in which the brand is founded or the corporate headquarter of business marketing business the product has been established (Ulgado & Lee, 1993).

According to this trend, Although Toshiba has been assembled and converted to its final form in China; it is a Japanese product, Because its parts design and manufacture in Japan, But it should be noted that the collection was done in China, which is currently used by some multinational institutions. Therefore the country of origin is the country in which the parent company is founded, where the product is not necessarily produced in its country of origin, as confirmed by (Johansson, Douglas, & Nonaka, 1985).

1.3.2. Reasons of Country of Origin Effect

Consumers and businesses use country of origin knowledge in product assessments. In this regard, the key explanation of country of origin influence could be set out as follows (Ozretic-Dosen, Skare, & Krupka, 2007).

- With the impact of rapid process globalization, many customers view country of origin and name brand as consistency and acceptability indicators, and use these as distinguishing elements.
- Increase in goods difficulties and the complications confronted has pushed businesses to standardize sales and products, this situation has enhanced the significance of country of origin and brand name. In a marketplace in which there are too many manufacturers and advertisers, and products methods distribution resembling with each other, information country of origin obtain an especially relevant for customers.
- Information Country of origin offers considerable benefits for international companies. Multinational corporations which are located in countries developed in generally use their developed country identity when joining into other country's markets (especially developing nations), and his situation offers competitive benefit for them from the first against stage their competition on the market.
- Today, purchasers have suitable feelings about of international goods because of global mass communication tools, which all information about the product is transmitted directly.
- Some nations have established reputation in terms of different product classes. Perfume and wine for France, Technology in Japan, pizza for Italy, cheese for Holland, rice in India, coffee in Brazil and watch from Switzerland can all be examples. Purchasers have tended into favour popular countries' good.

1.3.3. Factors Affecting Country of Origin Effect

There is some significant factors decrease or increase the country of origin influence, which is extremely important for success. (Samiee, 1994) is these factors divided into three main categories as factors related to customers, factors related to market and product, as well as environmental factors. In this regard, three groups examined the factors influencing the country of origin effect.

1.3.3.1. Factors Related to Consumers

There are Many consumers factors are related to impact country of origin impact including such customer loyalty , consumer interest, demographic features , consumer related information ,experience and so forth are present;

Demographic Features: The demographic characteristics of customers play an important role in the extent to which customers prefer local or foreign products, Therefore, these attitudes toward the country of origin as one of the indicators used in their evaluation and preferences for local or foreign products, Hence, we can also said the demographic factors have a significant impact on purchasing patterns For customers in general and their preferences in particular. In addition, there are several demographic factors influencing the country of origin, including such race , age, income, gender and education are relevant population factor (Neese & Hult, 1996).

Consumer Interest: When the customer needs to know more about the characteristics and characteristics of the product, the effect of the country of origin information is less influenced by its choices and preferences, thereby, Institutions can overcome the negative impact of customer attitudes towards their country of origin to highlight the intrinsic and even secondary characteristics related to the product in its advertising campaigns.

Customer Loyalty: Increasing customer loyalty is leading to an increase preferential of domestic products, where as many customers in all countries of the world prefer to buy products of their country even if it is higher price or lower quality (Cateona Philip, 1993).

Consumer Information and Experience: In order to determine the country of origin information, consumers' information and opinions on goods are seen as a significant factor (Sujan, 1985). The less knowledge customers have about goods, the more external indicators like country of origin are needed. However, customer trust in the product or brand is affected by the degree to which they know it; this trust in turn affects the loyalty of the consumers to buy a particular product. Also, (Samiee, 1994) indicates that some brands are known to all but its products are not known to everyone as such (Sony) Electronics brands, Therefore the Consumers is believed more interested in the country of origin of the product for the unknown brands. However, related parts known brands, it plays a greater role than the country of origin in affecting Consumers purchasing decisions, which explains the rapid spread of new products with well-known brands.

1.3.3.2. Factors Related to Product and Market

(Cateona Philip, 1993) notes that customers may not consider all product of a country in the same standard, according to the product type, their perception change. Thus, the country image of an existing product could influence evaluations of new products from that country. However, consumers are recognized that familiarity with products from different countries that influence composition of the customer's direction towards the country of origin may influence assessments of new products.

Globalization has brought the understanding and evaluation types of consumers about facts and products change. The resulting country of origin impact varies in most studies depending on the category of the product. Moreover, multinational brands are typically well known, so consumers may be likely to know and aware of their countries of origin. The country-of-origin information could be more identifiable from brands and their names that evoke country associations (Melnik, Klein, & Völckner, 2012).

1.3.3.3. Environmental Factors

The environmental factors that affect country of origin can be evaluated as the degree of economic growth level, inter-national relations and similarities, and culture. We need to understand how different environmental factors influence consumer evaluations of goods from various sources compared to domestic ones;

Economic Development Level: According to the results of many researches, Consumers indicated that as being highly weighted by a country of origin product, but regarded a product made outside of the country as a strong positive incentive or attribute to consideration in making selection and purchasing decisions .More economically developed nations (U.S.A., British and German) were further indicated to have a favourable (positive) product / brand assessment of their countries of origin, whereas less developed nations like Bangladesh have negative product evaluation (Kaynak, Kucukemiroglu, & Hyder, 2000).

International Relations and Similarities: The economically more powerful group is dominant because of its privileged position in global economic and international relations, while the less powerful or emerging economies are considered to be dependent on their relations with a dominant group, which is also reflected in factors that affecting consumers perceptions and product evaluation method (Orudzheva & Gaffney, 2018).

Culture: The country of origin effect is evolving based on intercultural differences and has a different influence on customer preferences, decisions and evaluations. In addition, the consumer perception of brand names are influenced by culture .country-of-origin also affects as an influence or bias held by consumers. Thus, the COO effect has been moved from the products level to the brand level in consumers' products assessment (Lim & O'Cass, 2001).

1.3.4. Difference between Country of Origin and “Made In”

Country of origin refers in general the place to which the commodity belongs. Before manufacturing firms moved their facilities production to low-cost nations like Malaysia, Vietnam, China, Thailand etc. Country of origin and conceptualization has been used as similar. Nevertheless, globalization leads these two definitions to diverge. Currently the country of origin is used as belonging, while the place produced is made in. For instance, Canon is a Japanese brand as its home country but produces in Taiwan because of its low cost benefit (Al-Sulaiti & Baker, 1998b).

The more one explore into the meaning of the words that are of think about us, the more complicated things are. Products are not necessarily made in “countries.” They are made in “places,” or geographic origins, which may be anywhere from one a city to a state or province, a country, a region. Furthermore,, the “Made in” can mean manufactured-in but also assembled-, designed-, or invented-in, made by a producer whose domicile is located , and, always wanting to look like it was made-in (Papadopoulos, 1993).

1.3.5. Country-of-Origin and Product Evaluation

There is a lot of research in assessing and measuring the relationship between product evaluation and country of origin, and thus various literatures have been obtained in literature, all of those studies indicate that country of origin does indeed affect product evaluations. Consequently, This issue is particularly is important for countries for resource-poor, developing countries which need to increase manufactured exports and for companies which provide goods in countries other than those where sold (Bilkey & Nes, 1982).

Moreover, consumers are using diverse goods attributes to evaluate products. These data cues inclusive intrinsic (taste, design, performance etc.) and extrinsic

(brand name, price, country-of-origin, etc.) provide the focused for quality assessment. A product-country match is means a country is believed to have the strengths to manufacture the particular product division, such as French shoes and German cars. The study included four product dimensions: (a) creativity, (b) design, (c) prestige, and (d) workmanship. In the United States, Mexico, and Ireland, data were collected. According to the product-country match results in this study, cars and show manufactured from Germany, Japan, and the and the U.S are favoured over those made in Italy, England, Finland, and Taiwan (Han, 2006).

(Papadopoulos & Heslop, 2014) find out that the Dutch consumers are very idiosyncratic in their chosen process. They depend more rely on intrinsic factors (taste, style, and function) than on extrinsic factors (the country-of-origin and price) to make a purchasing decision. Respondents place little significance on the country-of-origin as a determinant to a product preference.

1.3.6. Measurement of Country of Origin

A major methodological weakness in the country of origin literature is its reliance on poorly conceptualized and tested psychometric measures. An empirical study by (Martin & Eroglu, 1993) contributed a rare try in the consumer behaviour literature to develop a psychometrically examined measurement scale of the multi-dimensional construct of country image. Factor analysis of their final 14-item scale, confirmed the presence of three factors: a political dimension, an economic dimension and a technological dimension. More effort is required in developing psychometrically sound measures of country of origin effects on product evaluation, as well as of its antecedents of country and ethnic image.

More recently, (Chattalas, 2005) developed and validated a new scale to measure country of origin image. Using cross-cultural data from Japan, Turkey and the USA, the authors developed a ten-item, seven-point Likert scale that interestingly includes three items related to attitudes towards a country's people (the people of the country are "well-educated", "friendly toward the USA in international affairs" and "the technical skills of work force are high"). In addition, the attributes contributing to any specific country-of-origin image facet may differ across different purchasing settings. In earlier studies has only examined COO effects for durable, manufactured goods.

1.4. Consumer Affinity

Marketing literature has a attention for consumer animosity for approximately over two decades (Klein, Ettenson, & Morris, 1998). One-country consumers for example Iran consumer may feel animosity towards USA. This negative may cause them to refuse to purchase products belonging to that country. On the other words, to understand the country of origin of a product in international marketing strategies, it was necessary to suggest a different concept to state the positive impact of a consumer on a particular foreign country (Bernard & Zarrouk-Karoui, 2014). As an opposite of consumer animosity, consumer affinity has found a place in consumer behaviour literature recently.

Consumer affinity explain as a “feeling of love, sympathy, and a certain attachment to foreign countries from personal experience or normative exposure which influences consumer when making decisions related to the products and services derived from the affinity country” (Oberecker, Riefler, & Diamantopoulos, 2008). Consumer affinity has been described as a positive feeling towards to a reference (in the context of this study the referent is an affinity country) and produce an action of consumption behaviour. In addition,, an affinity defines positive feelings towards a country rather than a global mood or affection in common (Oberecker & Diamantopoulos, 2011).

Although consumer idea of affinity appeared in 2006 (Jaffe & Nebenzahl, 2006), theory on the consumer affinity subject is quite low and at its infancy. The idea of consumer affinity is s based primarily on social identification. This concept includes people being categorized into different groups. The classification may be founded on age, gender, race, country of origin and so on by being in this division, the see other people as in-groups and out-groups. In-groups are those that considered a section of their group and outside groups are those that considered not a section of their group (Lawrence, 2012). Thus, people who have a sensation of affinity for a particular nation, since they identify themselves with that particular nation, suppose it is their own country (Nes, Yelkur, & Silkoset, 2014).

The definition of affinity is not related with the identity of country in question; this ideology can be clarified by the example that a person can have sympathy for a certain place without the point of view of feeling indigenous from that specific country. In addition, consumer affinity is a two-dimensional second-order

construct consists of (1) sympathetic feelings (with low positive effect) and (2) attachments (high positive effects) of (Oberecker & Diamantopoulos, 2011). South Korea's popular music called K-Pop is a normative affinity an example of a national or regional normative affinity could be level. This music is very popular among the young people from Asia Pacific countries and some European countries like Turkey. In addition, the affinity towards South Korea transforms brand preference and positive product evaluation. For example; Cell phones of Samsung and digital devices are attractive status symbols coveted by young consumers all over the world (Wongtada, Rice, & Bandyopadhyay, 2012).

The affinity components can be divided into seven drivers, inclusive two macro and five micro drivers (Nes et al., 2014). Table 1.3 shows consumer affinity components as below.

Table 1.1. Consumer Affinity's Drivers : (Oberecker et al., 2008).

Micro drivers	Macro drivers
Culture	Travel
Lifestyle	Family and friends
Weather condition	
Politics	
Food	
Art and history	

Culture: found out that values and customs can reinforce the sense of affinity and "sense of cultural proximity" can influence attitudes about other nations.

Art and history: Many cases linked to art, architecture and history of a country can affect affinity.

People: a feeling of affinity with the people of a country can. Make emotion of affinity towards your country.

Weather condition: atmospheric and weather conditions may have a positive influence on a specific country's attitudes.

Food: food is one of every country's visible aspects. Interesting memories about food and drink of a particular country may be creating an emotion of affinity.

Politics: historical relationship between the two countries in times of war and the strategies of each other may be political reasons for affinity.

Family and friends: The United States is an immigrant country. Many Americans say that they have a special sensation to the country of origin (Nes et al., 2014). Speak about your family and friends, offered that the samples consists of consumers of Chabahar and possible Pakistani origin or have family ties over the border, is true.

Travel: travel is associated to the individual experience in a specific country, which can be a long-term or short-term experience. The experience can be stimulating affinity emotion towards a specific country. Travel and family and friends can be considered emotional aspects and other dimensions can be regarded large dimensions that are significant for the countries (Nes et al., 2014).

Affinity is different from the micro-country image concept, which explains the perceptions of consumers about products from a particular country. Considering that country image is all beliefs and descriptive information a person has about a country, then affinity is clearly different. In international marketing literature, the image of the country mostly only addressed the cognitive dimension of country image. The emotional dimension of country image may explained by consumer affinity (Bernard & Zarrouk-Karoui, 2014).

1.5. Yemen Market Structure and History

1.5.1 Market Structure of Yemen

In this section, Yemen market in general, Yemen's geographical location, administrative regions, and demographics in the country, Political History, and Yemen's economy. The information will be given in this section will further enable to Turkish companies, who aiming to join Yemeni market, to bestead understand basic market conditions in the country.

1.5.2. Yemen Market in General

There are 21 provinces in Yemen, which make the market very colourful. Different consumers have different behaviours. In order to get in this market, first of all we have to divide consumers to groups and distinguish the differences between these consumer groups (Profile, 2008).

Today, Yemen does not have stable state because of the war. Besides, the ongoing civil war has seriously degraded the country's capability and infrastructure attached to international trade and investment. The economy in Yemen is focused largely on cash. The limited financial system is controls by the state, and the system banking is very weak. In contrast, The Yemeni market is likely to need to open large markets when the civil wars end (H. Contributors, 2019).

Yemeni was a dominant market route of some exported products like coffee, frankincense, myrrh etc. Because of the unstable economic and political conditions, there is virtually no exported product. The economy depends largely on oil exports, remittances from abroad, and foreign aid, which fuel a consumer market, the informal sector (F. Contributors, 2019).

Significantly, Turkish companies need to learn these consuming behaviours with care. Because they are not enough to take risks of miss guides and any activity in rush.

Yemen economy continues based on imports. Among the imported products are agricultural products like wheat and meslin, rice, cane, palm oil, milk etc. and non-agricultural products like petroleum, medicine, motor vehicles, gold, and trailers as consumer service. Limited export products are agricultural products such as onions, shallots, garlic, coffee, leeks, banana, avocado, etc. and products such as fish, fresh, chilled electric motors and generators, parts for motor vehicles (I. Contributors, 2019).

Yemen exports and imports By Country and Region 2015

This section addresses the Yemen exports and imports by foreign country in Yemen that is described in the tables below¹. There are four products category in the general that we will have determined food, textiles and clothing, wood and plastic products.

Table 1.2. Food Products Import &Export Values of Yemen(W. Contributors, 2019a)

Country	Export (\$)	Import (\$)
Saudi Arabia	12.047.96	161.758.77
Unspecified	1.753.78	32.320.78
Oman	970.20	21.320.78
Netherlands	968.96	3.162.36

¹ Note: There is no new vision data statistics in 2020 about Yemen exports and imports because has not been updated and it is still under war.

Lebanon	532.95	15.877.36
Argentina	230.90	814.81
Thailand	122.93	32.398.88
Vietnam	120.41	214.10
Turkey	83.47	53.811.93

Table 1.3: Textiles and Clothing Import &Export Values of Yemen(W. Contributors, 2019c)

Country	Export (\$)	Import (\$)
Pakistan	259.02	10.334.02
Saudi Arabia	228.98	9.639.12
Unspecified	192.16	7.786.33
Kenya	16.86	4.78
Malaysia	7.22	472.00
India	5.73	16.543.42
Oman	5.09	7.76
Jordan	3.25	2.709.74
Turkey	0.40	3.061.63

Table 1.4: Wood Import &Export Values of Yemen(W. Contributors, 2019d)

Country	Export (\$)	Import (\$)
Jordan	253.50	929.62
Oman	168.38	430.15
India	93.31	4.493.01
Saudi Arabia	34.30	0.68.070.52
Qatar	5.32	1.69
Malaysia	3.28	62.465.62
Unspecified	2.33	5.152.68
Sweden	0.66	14.077.36
Turkey	0.00	3.755.80

Table 1.5: Plastic or Rubber Import &Export Values of Yemen(W. Contributors, 2019b)

Country	Export (\$)	Import (\$)
China	1.141.90	54.880.24
Saudi Arabia	452.08	96.528.78
India	115.74	12.079.01
Unspecified	51.54	9.640.02
Malaysia	10.00	927.47
Korea	3.20	5.718.47
Germany	1.99	891.62
Oman	0.99	6.083.40
Turkey	0.00	1.629.31

1.5.3. Yemen's Geographical Location

Yemen is located at the southwestern corner of the Asian continent, and to the South of the Arab Peninsula. The kingdom of Saudi Arabia is its boundary on the

north, the Red Sea on the west; Oman and the Gulf of Aden are its boundaries on the east and the south, respectively. It is situated precisely in the strait of Bab el Mandeb strait which links the Red Sea and the Gulf of Aden and is one of world's busiest shopping areas.(C. Contributors, 2019).

Yemen land area is around 555,000 square kilometers. In addition, Sana'a is the capital and home to roughly of the Republic of Yemen. 2.7 million Yemenis. For reference, Yemen's area is also almost twice as large as the U.S. state of Wyoming (Dahan, 1996).

Yemen is administratively divided into 21 governorates, including the Secretariat for Capital. These governorates are split into 333 districts. Yemen's population is overwhelmingly Arab. The Arabic language is the official language. Nearly all of Yemen's population is Muslim, save a Jewish minority (Profile, 2008).

Yemen's topography is different with coastal plains adjacent to mountains and hills. Furthermore, Yemen also has desert plains spreading into the interior of the Arabian Peninsula and into Saudi Arabia. Yemen's weather is also varied but much of it is desert - the warmest of which are in the eastern portion of the country. There are also rainy and hot regions along Yemen's western coast and its western mountains are temperate with a seasonal monsoon (C. Contributors, 2019).

At the present situation, administrative division in Yemen is split into two major, which is governorates grade, districts level. The governorates grades are the first level in Yemen administrative system and involve governorates, districts and special administrative regions. At present, there are 22 governorates, inclusive the capital Sana'a (Amanat Al Asima) and archipelago of Socotra. The 22 governorates are then separate into 333 regions (Bartmess, 2011) . There are top ten populated city in Yemen. We have are presented in Table 1.6 below.

Table 1.6: Top Ten Populated City in Yemen (G. Contributors, 2019)

Name of the City	Population
Sana'a	1,937,451
Al Hodaydah	617,871
Taiz	615,222

Aden	550,602
Mukalla	258,132
Ibb	234,837
Dhamar	160,114
Amran	90,792
Sayyan	69,404
Zabid	52,590

1.5.4. Demographics in Yemen

As one of the least industrialized countries in the world, Yemen is well recognized. . Recording by the National Bureau of Statistic of Yemen the population in 2019 was 29.55 million. It’s noticeable, population, on par with Saudi Arabia, it is well beyond the boundaries of Oman, Qatar, Bahrain, Kuwait, Saudi Arabia, United Arab Emirates, etc.(W. P. R. Contributors, 2019).

Explanation of Yemen frequently regurgitate dismal socioeconomic statistics that paint agrarian image of its route: “poverty and malnutrition have remained as high as or higher than they were a decade ago; education, health and other social services worse than a decade ago. Moreover, the once-promising middle class has been pauperized and has shrunk. For years, Yemen has ranked high on the Foreign Policy Index of Failed States” (Burrowes & Kasper, 2007).



Figure 1.2. Map of Yemen Nations Online 2019(A. Contributors, 2019)

1.5.5. History and Culture of Yemen

In this section it will be introduced history, culture and economic of Yemen. Development of Yemen today linked with some essential main events. 1962 revolution resulted ending monarchy era and foundation of Republic of Yemen.

1.5.5.1. History

The old walled city Sana'a is considered the oldest city in the world, established by Noah's eldest son, Shem, the ancestor of Qahtan. Bilqis, the Queen of Sheba (Saba), is discussing in the Bible and the Koran. The kingdom of Saba, with its capital, Marib, had existed since the first millennium B.C.E. The Marib Dam given irrigation for some twenty-five thousand acres of most Yemenis is urban dwellers or sedentary farmers. The majority of Yemenis are urban dwellers or sedentary farmers. Arable earth; its destruction in the first centuries C.E. is described in the Koran as a punishment from God (E. C. Contributors, 2019).

The name of Yemen was called from the words for 'prosperity' and 'blessings'. Because of its location on the old spice routes, Yemen, the famed house of the Queen of Sheba, has been at the crossroads of Africa, the Middle East and Asia stands for thousands of years, and has been known as Arabia Felix (Profile, 2008).

1.5.5.2. Culture

Yemen is rich in history. Its outstanding architecture, with its unparalleled houses, has been blended seamlessly into the beautiful landscape. Literature, comprehensive poetry, has been passed on orally to new generations, contributing the language with many aphorisms and proverbs. People culture has a rough, masculine edge to it, but Yemeni language and speech are expression, strong and poetic. Moreover, Yemenis speak Arabic, which is part of the family of Semitic languages. Classical Arabic, the language of Islam and the Koran, is used on formal appropriateness. The spoken dialects, whose regions roughly correspond to the six cultural areas, are used in daily life. English is the foreign language most commonly used, and in Sana'a and Aden Russian is still understood (E. C. Contributors, 2019).

2. METHODOLOGY

In this chapter, the subject of the research, purpose and importance, research questions, research method, the model and hypothesis of the study were explained.

2.1. Subject of the Research

The research focuses on the relationships among the country of origin, consumer affinity, product judgment and willingness to buy. Within the scope of this subject, the main implication of the study is to determine awareness of Turkish products in the Yemeni market. Therefore, this study determines the perceptions of Yemen's consumers towards Turkish products.

2.2. Purpose and Importance

The trend of globalization and multinational production within the last decade has underscored the need for greater proficiency in understanding the effects of the country-of-origin and the impacts of country image on cross-national consumer behaviour. The Turkish companies need more information about the country-of-origin effects to make better decisions regarding manufacturing and marketing strategies.

The aim of this study is to examine the impact of country of origin and consumer affinity on product judgment and willingness to buy in Yemen as an example of a politically and economically complex and undeveloped country.

In this specific situation, the aims of the study were classified as follows;

- To determine the impact of the consumer affinity on country of origin
- To determine the effect of the consumer affinity on Turkish product judgment
- To examine the influence of the country of origin on the willingness to buy Turkish products
- To examine the effect of the country of origin on the Turkish product judgment

The findings of this study were expected to provide useful insights for Turkish companies that have planned to move their production and market to Yemen country. In addition, this study will help Turkish companies to realize the how country of origin and consumer affinity affects the Yemen's consumers' willingness to buy Turkish products. This study is the first research on judgments of Yemeni consumers about Turkish products, consumer affinity and willingness

to buy Turkish products. Although these concepts are embedded in the marketing literature, there are a limited number of studies on consumer perceptions in Yemen.

2.3. Research Questions

The research is an exploratory research and it is the first time study that can lead and form a basis for future studies on consumer product evaluations in Yemen. Since the studies on this subject are very limited in the literature, the research subject was tested by creating research questions. Research questions are as follows;

- What are the most selling Turkish products in Yemen?
- How often do you use Turkish products?
- Which Turkish products did you buy or use before?
- What is the perception of Yemeni consumers about buying Turkish products?
- What is the impact of the CoO in purchasing the Turkish products?
- What are the judgments of Yemeni consumers about Turkish products?
- How does Consumer affinity affect Yemeni consumers' judgments about Turkish products?

2.4. Research Method

This research is utilized the quantitative research method. The online survey conducted to collect data. Qualitative research is a method that adopts an interpretative approach to the research problem based on an interdisciplinary holistic perspective. The facts and events on which the research is carried out are considered in their own context and interpreted in terms of the meanings people attribute to them (Altunısık, Coskun, Bayraktaroglu, & Yıldırım, 2010). The research is designed in two stages. In the first stage of the study, after deep literature review, hypothesis and research conceptual framework is completed. In the second stage of the study, the pilot study was conducted to measure the comprehensibility of expressions and questions in the questionnaire.

In the second stage, the research model created to study the samples was collected, which consists of Yemeni consumers who have been chosen by the appropriate sampling method, through an online questionnaire application.

In this study, the primary data gathered via survey were evaluated using SPSS version 23 (Statistical Program for Social Sciences) and AMOS 21.

2.5. The Model and Hypothesis of the Study

This section includes the model research, the hypotheses of the research and some studies used in the development of the hypotheses. First, terms of the study are defined below.

Consumer affinity (CA): defined as a “feeling of love, sympathy, and a certain attachment to foreign countries from personal experience or normative exposure which influences consumer when making decisions related to the products and services derived from the affinity country. Consumer affinity understood as positive feelings directed to a reference (in the context of this study the referent is an affinity country) and produce an action of consumption behaviour. Moreover in specific, an affinity describes positive emotions towards a country rather than a general mood or affection in common (Halim & Zulkarnain, 2017).

Product Judgment: Research related to country of origin in the past three decades has focused on how a country of origin to shape product judgment, evaluated in terms of production quality, technological advancement, reliability and value. While established country-of-origin studies presume a direct relationship between consumer product judgment and purchase behaviour, the animosity model suggests that consumer animosity affects buying behaviour directly and independently of product judgment. Unlike previous findings, the literature overwhelmingly reports that product judgment positively leads to customers 'willingness to buy the work by (Abosag & Farah, 2014).

Willingness to buy: is defined as the consumers' willingness to buy products with different countries of origin. There are two categories that are representative of the dependent variable commonly investigated in country-of-origin studies: consumer's perception or evaluation of products' quality and consumer's likelihood of purchase or willingness to buy. While product perception and willingness to buy seem to be intuitively related, they could be conceptually and practically distinct (Cai, Cude, & Swagler, 2002).

In the figure below can be seen study conceptual research model;

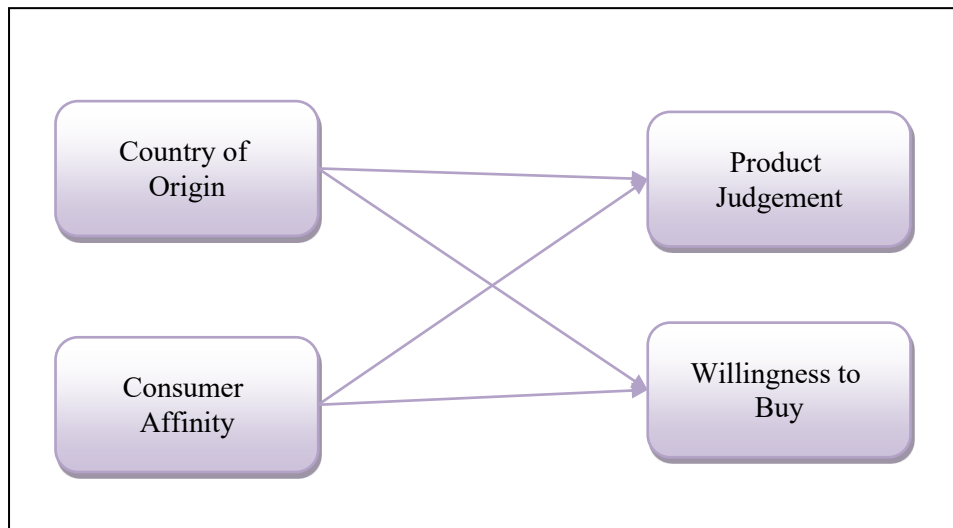


Figure 2.1: Conceptual Research Model

According to the current model research, the hypotheses of the study were described and can be stated as following;

(Bilkey & Nes, 1982) stated the importance of the country of origin context for especially resource-poor, developing countries. (Hulland, 1999) also states that the country of the brand and the brand name are both important in consumer decision-making. (Roth & Romeo, 1992) also examines consumer's perception of products, which emanate from a particular country. As it knows, the literature supports that both the brand's country of origin and the country of manufacture are important in consumer product evaluations and willingness to buy (Laroche, Kim, & Zhou, 1996; Phau & Prendergast, 2000) According to (Hsieh, Pan, & Setiono, 2004) if the consumers have a positive perception of a country, they appreciate the brands from that country; on the contrary, a negative image of a country in the eyes of the consumer prevents it from purchasing its brands. Therefore, the intention of consumers to purchase products is compatible with the impressions of the brands on the image of the country of origin. (Diamantopoulos, Schlegelmilch, & Palihawadana, 2011) found a similar conclusion with previous studies that the brand image of the country of origin affects the intention of consumers to purchase foreign products. The following hypotheses have been established because of the literature review:

H1: The Country of origin has positive effect on the product judgment.

H2: The Country of origin has positive effect on the consumer willingness to buy

(Verlegh, 2007) states that consumers may intentionally purchase products from a particular foreign country in order to establish closer connections to the country they admire. (Oberecker et al., 2008) argue that emotional attachment to the country affects the consumer's decision to purchase products from the country of affinity rather than cognitive beliefs about a country's ability to produce reliable, quality, or fashionable products. In addition, (Oberecker & Diamantopoulos, 2011) showed that affinity feelings affect the purchasing intention of consumers. In line with these studies, the following hypothesis has been established. (Wongtada et al., 2012) reinforces the assumption that the structure of affinity to a country may affect the way consumers evaluate and their willingness to purchase products of that country. The following hypotheses have been established because of the literature review:

H2: The Consumer affinity has effect on product judgment

H3: The Consumer affinity has effect on the consumer willingness to buy

2.6. Limitations

This study was limited with only Yemenis consumers. Consumers from other countries are not including within the focus of this research. Moreover, this research was limited for only social sciences including such traders student, economics, business administration, and so on. In addition, the time matter is the major constraint of the study to connection all Yemenis consumers purchasing products from Turkey. Time restrictions is a significant matter for both participants and research student, since so many of participants noticed the questionnaire form very long and time-consuming.

The most important limitation of this research; the fact that the Yemenis consumers have used goods made in Turkish for long periods. Furthermore, this research has been conducted on consumers over the age of 18 who make the decision, experience, knowledge and intention to purchase Turkish goods.

2.7. Participants and Sampling

In this study, the target population was Yemeni customers who were interested in purchasing Turkish products. Yemen had a population of 22 million total individuals Therefore; the target population of this study was 1.2 million customers.

Table 2.1 shows the sample numbers according to the size of the population with 95% confidence and 5% sensitivity. In social sciences, $\alpha = 0.05$ significance level is found to be sufficient (Yazıcıoğlu & Erdoğan, 2014). In this direction, taking into account the nature of the research, 384 people were identified at the significance level of $\alpha = 0.05$.

Table 2.1: Number of Samples Used in Multivariate Analysis (Yazıcıoğlu & Erdoğan, 2014)

Amount of Universe	Sample
100	80
500	217
750	254
1000	278
2500	333
5000	357
10000	370
25000	378
50000	381
100000	383
1000000	384
100000000	384

In this study, the research universe is composed of businesses selling on websites, social media, market places and consumers who use the internet environment. Interestingly, data were collected through an online questionnaire. As selecting the sample group, convenience-sampling method was used and questionnaire application was online distributed through 700 people in Yemen. However, 421 of questionnaire forms were approved after the testing of forms.

2.8. Data Questionnaire and Collection

The data primary was collected with a questionnaire survey .The questionnaire form has three parts. In the first part, the demographic features of the participants are determined by four questions. Then, the second part of the survey is concerning consumers' purchasing habits about Turkish products. Then, the third section of the survey consist the statements of Country-of-origin Effect-product category, Consumer Affinity, Product Judgment and Willingness to Buy. Table 2.2 shows the scales used in survey and developers of each scales and number of items in the each scale.

Table 2.2: Research Scales

Scale	Developers	N of Items
Country of Origin	Lascu and Babb (1997)	10
Consumer Affinity	Farooq and Palacios Alcala (2017) Adapted from Oberecker & Diamantopoulos, (2011)	6
Product Judgment	Kline et al. (1998)	6
Willingness to Buy	Kline et al. (1998)	5

The reply of the respondents for all of the statements were collected on 5-point Likert scale (“1=Strongly Disagree”, “2=Disagree”, “3=Neutral”, “4=Agree” and “5=Strongly Agree”).

The data gathered via survey application was analyzed and the hypotheses were tested with SPSS-23 statistics program. In analyzing process, frequency tables, descriptive statistics, Structural Equation Modelling were used.

2.9. Pilot Study

Since this study was originated and designed in the Turkey and behavioural data would be collected in a non-Turkish-speaking foreign country, Yemen, I used extreme caution in preparing the questionnaires for study. Separate bilingual experts translated questionnaires into Arabic and English. To validate the Arabic version of the questionnaire, I conducted a pilot study with twenty Yemeni students in university 19 may who stated that they carried out such activities over the internet and agreed to complete the survey. Questionnaires were simplified as much as possible. The instructions and spelling rules were revised based upon the feedback from the subjects of the pilot study in order to get consistent responses from the subjects and facilitate survey administration in Yemen.

3. ANALYZES&FINDINGS

In this section, characteristics demographic, descriptive and reliability scales of the analysis, and hypothesis assay in context to the Data collected through the questionnaire application were calculated and analyzed.

3.1. Demographic Analysis

Demographic characteristics of the respondents like group, age, gender, monthly family income, educational level and so on was also analyzed in this section.

Table 3.1 displays the distribution of the respondents in expression of gender variable. In line with the Table 3.1, 419 The questionnaire was attended by participants, and 309 of the respondents are male (%73,7) and 110 of them are female (%26,3).

Table 3.1: Distribution of respondents In Terms of Gender Variable

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	309	73,7	73,7	73,7
Female	110	26,3	26,3	100,0
Total	419	100,0	100,0	

Table 3.2 shows the Participants of distribution as regards age group variable. According to Table 6.2, 4 participants are between 18 and under 92 participants are between 20-26 (%1,0). 168 participants are between 18-25 (%40,1). 221 participants are between 26-35 (%52,7). 12 participants are between 26-45 (%2,9). 6 participants are between 46-55(%1,4) .8 participants are among 55 and over (%1,9). It can be state that %93 the age of the participants about 18-35.

Table 3.2: Distribution of respondents In Terms of Age Group Variable

Age Group	Frequency	Percent
Under 18 years	4	1,0
18-25	168	40,1
26-35	221	52,7
26-45	12	2,9
46-55	6	1,4
Over 55 years	8	1,9
Total	419	100,0

Table 3.3 shows the Participants of distribution as regards of monthly family income variable. According to Table 6.3, 150 participant has monthly family income less than “44.000 RY” (%35,8). 128 participants have family income between “44.000 RY – 88.000 RY” (%30,5). 61 participants have monthly family income between “88.100 RY – 132.000 RY” (%14,6). 24 participants have monthly family income between “132.100 RY – 166.000 RY” (%5,7). The monthly family income amongst 56 participants “166.000 RY and above” (%13,4). It can be said that %66,3 Monthly family income of participants over 44.000 RY.

Table 3.3: Distribution of respondents in Terms of Monthly Income Variable

Income status	Frequency	Percent
Less than 44000 RY	150	35,8
44000 RY - 88000 RY	128	30,5
88100 TL- 132000 RY	61	14,6
132100 RY -166000 RY	24	5,7
Over 166000 RY	56	13,4
Total	419	100,0

Table 3.4 indicates the Participants of distribution in education level variable. In line with the Table 6.4, 59 participant has a high school educational level (%14,1). 245 participant has a college educational level (%58,5). 115 participant has graduate degree educational level (%27,4). It can be said that majority of the participants have college and graduate degrees.

Table 3.4: Distribution of Participants in Education Level Variable

Education	Frequency	Percent
High School	59	14,1
College	245	58,5
Graduate degree	115	27,4
Total	419	100,0

Table 3.5 be inverted the participants of distribution as regards “Have you ever buy or use Turkish products?” question. In line with the 6.5, 390 participants have been answered yes (%93,1) and 29 participants have not been answered yes (%6,9).

Table 3.5: Distribution of Participants in Terms of “Have You Ever Buy or Use Turkish Products?” Question

	Frequency	Percent
Yes	390	93,1
No	29	6,9
Total	419	100,0

Table 3.6 indicates the participants of distribution answers as regards of “How often do you use Turkish products?” question. In line with the Table 3.6.93 participants have always used Turkish products (%22,2). 115 participants have often used Turkish products (%27,4). 122 participants have sometimes used Turkish products (%29,1). 69 participants have rarely used Turkish products (%16,5). And lastly 20 participants have never used Turkish products (%4,8). It can be said that, in general participants have sometimes used Turkish goods.

Table 3.6: Distribution of Participants’ Answers In Terms of “How Often Do You Use Turkish Products?” Question

	Frequency	Percent
Always	93	22,2
Often	115	27,4
Sometimes	122	29,1
Rarely	69	16,5
Never	20	4,8
Total	419	100,0

Table 3.7 shows the Participants of distribution as regards of answers in terms of “Which Turkish products did you buy or use before?” question. In line with the Table 3.7; 296 participants have confirmed their purchase of the food product, the largest percentage (%76). 259 participants have confirmed their purchase of the textile product, which is the second largest percentage (%66). 131 participants have confirmed their purchase of the furniture product, which is the third largest percentage (%34). 87 participants have confirmed their purchase of the electronics product, which is the fourth largest percentage (%22).10 participants have confirmed their purchase of the health materials, a small percentage (%3).9 participants have confirmed their purchase of the clothing products, a small percentage (%2). 6 participants have confirmed their purchase of the cosmetics products, a very small percentage (%2). 4 participants have confirmed their purchase of the shoes, belt, bag, accessories, a very

small percentage (%1). 2 participants have confirmed their purchase of the cleaning products, a very small percentage (%1). 1 participant has confirmed their purchase of the plastics products, there is no percentage (%0). 1 participant has confirmed their purchase of the spare parts products, There is no percentage (%0).1 participants have confirmed their purchase of the paints products, There is no percentage (%0).

Table 3.7: Distribution of Participants' Answers In Terms of "Which Turkish Products Did You Buy or Use Before? [You Can Tick More Than One]" Question

	Frequency	Percent
Textile	259	66%
Food	296	76%
Furniture	131	34%
Electronics	87	22%
Clothing	9	2%
Health Materials (Medicine, Dental Materials etc.)	10	3%
Cleaning Products	2	1%
Cosmetics	6	2%
Plastics	1	0%
Shoes, Belt, Bag, Accessories	4	1%
Spare Parts	1	0%
Paints	1	0%

It can be said that the participants confirmed that the generality Turkish goods are bought in Yemen its food, textile, furniture and electronics.

3.2. Descriptive Analysis of the Scales

In this part, means, and frequencies standard deviations of each statement was explain aspect in the scales were indicated and the obtained data were assessed. Before everything, Country-of-origin -Product Category Scale statements was examined in terms of means, frequencies and standard deviations. In the table can be shows the results 3.8.

Table 3.8: Descriptive Analysis of Country-Of-Origin -Product Category Scale

Statement	Mean	Std. Deviation
To make sure that I buy the highest quality product or brand, I look to see what country the product was made in .(Origin1)	3,8640	,94748
I feel that it is important to look for country-of-origin information when deciding which product to buy.(Origin2)	3,7160	1,00620

Seeking country-of-origin information is less important for inexpensive goods than for expensive goods.(Origin3)	3,2411	1,15607
I look for country-of-origin information to choose the best product available in a product class. (Origin4)	3,6778	1,01602
I find out a product's country of origin to determine the quality of the product. (Origin5)	3,7375	1,00373
When I am buying a new product, the country of origin is the first piece of information that I consider. (Origin6)	3,5465	1,06020
To buy a product that is acceptable to my friends and my family, I look for the product's country of origin. (Origin7)	3,5704	1,03604
If I have little experience with a product, I search for country-of-origin information about the product to help me make a more informed decision. (Origin8)	3,6325	,99928
If a country has a good reputation in one product category, this will has a positive influence on the reputation of other products from the same country. (Origin9)	3,4988	1,09888
Whilst a country might have a good reputation in one product category, this doesn't necessarily mean that it has the same good reputation for other products from the same country. (Origin10)	3,5298	1,11146
Total	3,6014	

Country-of-origin -Product Category Scale consists of 10 statements. As it can be seen in Table 3.8, means of Country-of-origin -Product Category Scale statements are generally near “4= Agree” that is medium of country of origin effect , and also the mean of the declarations is 3,60 among which indicates “4= Agree” and “3= Neutral”.

According to the schedule, the Statements of the most important means for the responses offered through respective participants of “To make sure that I buy the highest quality product or brand, I look to see what country the product was made in.” with 3,86; “I find out a product's country of origin to determine the quality of the product.” with 3,73 and “I feel that it is important to look for country-of-origin information when deciding which product to buy..” with 3,71. According to this result, it can be said that interviewees believe the country-of-origin information should be primarily preferred to buy a foreign product. According to the total mean of all

statements (3,614), participants are nearly agreed with the country of origin statements at product category.

Moreover, the lowest means are “Seeking country-of-origin information is less important for inexpensive goods than for expensive goods.” with 3,24; “If a country has a good reputation in one product category, this will has a positive influence on the reputation of other products from the same country.” with 3,39 and “Whilst a country might have a good reputation in one product category, this doesn’t necessarily mean that it has the same good reputation for other products from the same country..” with 3,52. Based on these results, it can be said that interviewees do not believe that expensive products and good reputation less important for country-of-origin. According to the Country of origin Scale the overall mean of statement (3.6014) which is nearly agree with the Country-of-origin statement at product category.

Secondly, statements about Consumer Affinity were analyzed and showed by Table 3.9 as regards of frequencies, means and standard deviations.

Table 3.9: Descriptive Analysis of Consumer Affinity Scale

Statement	Mean	Std. Deviation
Turkey awakes pleasant feelings (Affilinity1)	3,9761	,86362
I like Turkey(Affilitiy2)	3,9761	,90157
Turkey awakes feelings of sympathy(Affilitiy3)	3,7470	,96243
I am captivated by Turkey(Affilitiy4)	3,6826	1,01988
I want to travel to Turkey(Affilitiy5)	4,0072	,90318
I feel inspired by Turkey(Affilitiy6)	3,6754	1,03047
Total	3,844	

The table notes that, the highest means of the answers offered by respondents are the statements of “I want to travel to Turkey.” with 4,00; “Turkey awakes pleasant feelings and I like Turkey” with 3,97 these two questions The same answer, which means that the context of the sentence is similar. According to this result, it can be said that respondents believe the pleasant feelings and travel to Turkey should be primarily preferred to buy a Turkish product

According to the Consumer Affinity Scale, the overall mean of statement (3.844) which is agree they participants have feeling affinity against Turkey. Thirdly,

statements about Product Judgment were analyzed in frequency terms, means and standard deviations. Table 3.10 can be displays the results.

Table 3.10: Descriptive Analysis of Product Judgment Scale

Statement	Mean	Std. Deviation
Products made in Turkey are carefully produced and have fine workmanship. (Judgment1)	3,6826	,89761
Products made in Turkey are generally of a lower quality than similar products available from other country. (Judgment2)**	3,5442	,97815
Products made in Turkey show a very high degree of technological advancement. (Judgment3)	3,4916	,91599
Products made in Turkey usually show a very clever use of colour and design. (Judgment4)	3,6086	,92779
Products made in Turkey are usually quite reliable and seem to last the desired length of time. (Judgment5)	3,5537	,95037
Products made in Turkey are usually a good value for the money. (Judgment6)	3,5800	,97832
Total	3,57	

Reversed Coded**

As it can be seen in Schedule 6.10, means of Product Judgment declarations are commonly near “4= Agree” that is average of Product Judgment, and the mean of the statements is 3,57 which is among “4= Agree” and “3= Neutral” . The table notes that, the essential means of the responses offered through participants are the statements of “Products made in Turkey are carefully produced and have fine workmanship.” with 3,68; “Products made in Turkey usually show a very clever use of colour and design” with 3,60; These two questions they are not the same they are close answer, which means that the context of the sentence is similar. According to this result, it can be said that interviewees believe the goods made in Turkey is distinguished by fine workmanship and usage of design and colour.

Furthermore, because of the concept of context the sentence from the negative side “Products made in Turkey are generally of a lower quality than similar products available from other country” has 3,68 means which has been reserved coded .

According to the products judgment scale; the total mean of statement (3.57) show that Yemeni consumers judgment is positive about the Turkish products but not very high.

Table 3.11: Descriptive Analysis of Willingness to Buy Scale

Statement	Mean	Std. Deviation
I would feel guilty if I bought a Turkish products** (Buy1)	4,1504	,90391
I would never buy a Turkish products**(Buy2)	4,3031	,81626
Whenever possible, I avoid buying Turkish products**(Buy3)	4,2697	,80745
Whenever available, I would prefer to buy products made in Turkey(Buy4)	3,4511	1,06009
I do not like the idea of owning Turkish product**(Buy5)	4,1790	,94029
Total	4,07	

**Reversed Coded

According to the table, the total mean of the answers offered by respondents' show that they prefer and have an absolute desire to buy Turkish products

3.3. Scales Reliability

Before performing data analysis, the reliability of the data should be examined. Interestingly, we need look for normal distributions of all Items with absolute values of the data. In other words, (Tabachnick, Fidell, & Ullman, 2007) suggested that examining data should be conducted previous to data analysis for data accuracy and statistical assumption confirmation. as long as, the statistical assumption of multivariate normality and were assessed before conducting CFA and SEM. Multivariate normality was assessed through inspection of univariate distributions, the standardized skewness, and the kurtosis index of all survey items. (Kline, 2015) discuss that item with absolute values in the Index of skewness above 3.0 and in the kurtosis index greater than 7.0 are extremely non-normal indicators. Each item was examined by value of the standardized skewness and kurtosis index (see Table 3.12); none of the items was found to be extremely non-normally.

Table 3.12: Value of the Standardized Skewness and Kurtosis Index of Each Survey Item

Variable	Skew	c.r.	Kurtosis	c.r.
Buy1	-1,117	-9,336	1,079	4,510
Buy2	-1,321	-11,038	1,967	8,220
Buy3	-1,100	-9,190	1,054	4,404
Buy4	-,601	-5,026	-,106	-,444
Buy5	-1,331	-11,120	1,694	7,079
Judgment1	-,804	-6,722	,837	3,498
Judgment2	-,554	-4,628	-,088	-,366
Judgment3	-,359	-2,997	-,339	-1,416
Judgment4	-,589	-4,922	,314	1,312
Judgment5	-,481	-4,017	-,114	-,478
Judgment6	-,800	-6,686	,371	1,552
Affility1	-1,114	-9,312	1,942	8,113
Affility2	-1,110	-9,278	1,640	6,853
Affility3	-,734	-6,138	,452	1,888
Affility4	-,812	-6,784	,363	1,518
Affility5	-1,048	-8,757	1,505	6,289
Affility6	-,752	-6,283	,235	,980
Origin10	-,703	-5,876	-,251	-1,048
Origin9	-,495	-4,138	-,643	-2,689
Origin8	-,598	-4,994	-,282	-1,180
Origin7	-,647	-5,409	-,297	-1,243
Origin6	-,598	-5,001	-,391	-1,634
Origin5	-,864	-7,220	,343	1,432
Origin4	-,749	-6,258	,067	,282
Origin3	-,302	-2,524	-,859	-3,589
Origin2	-,848	-7,089	,218	,911
Origin1	-1,078	-9,008	1,180	4,932
Multivariate			214,372	55,443

In literature as the concept of comparative Skewness and Kurtosis for values (Byrne, 1996), kurtosis value is bigger than 5 indicates that the data is not normally distributed (Kline, 2015) If the skewness value is ± 3 and the Kurtosis value is bigger than ± 10 as an expresses that it can be accepted as an indicator that the data is not normally distributed.

After normality analysis, the internal consistency is evaluated. In this section, results of reliability analysis of scales in research studies are given. According the Cronbach's Alpha value is desired to be 70%, this limit can be drawn up to 60% in

exploratory research. In addition, The Cronbach's Alpha value, given Table 3.13, was examined in measuring the reliability of our study.

Cronbach's alpha verified the reliability of the questionnaires; furthermore, the questionnaires have been prepared with high validity content (according to specialists). The gathering data were analyzed using SPSS software and were tested using AMOS 20.0 was applied in order to analyses the data. The findings indicate that Coa affect the willingness to purchase, consumer affinity and the Product Judgement to paying more for Turkish goods and product information is moderating the relationship among this.

The data collected in this context were tested according to 70% reliability. Thus, it can be stated that the respondents give consistent answers for values above this value.

Table 3.13: Reliability Statistics of Each Scales

Scale	Cronbach's Alpha	N of Items
Country of Origin	,861	10
Consumer Affinity	,925	6
Product Judgement	,777	6
Willingness to Buy	,699	5

Country of Origin, Consumer Affinity, Product Judgment, Willingness to buy variables measurement model which constituted the concept model of the research was developed. In assessing the measurement model, goodness of fit and factor loadings, Cronbach's Alpha (C.A), Composite Reliability (C.R.), Average Variance Extracted (AVE), the correlation between the structures and discriminant validity are used in assessing the validity of the structures

3.4. Confirmatory Factor Analysis

Confirmatory factor analysis provides some insight into the structure of latent variables. It is applied when the researcher knows the information. This knowledge depends on theory, empirical research, or it can be based on both. With the observed measurements, the researcher it assumes that there are relations between the underlying premises of the factors and then tests this hypothesis structure statistically (Byrne, 2010). There are particular measures that can be calculated to check goodness of fit for confirmatory factor analysis .The metrics that ought to be recorded are on file below, along with their reasonable thresholds. Goodness of fit is inversely linked to

sample size and the number of variables in the model. Thus, the below thresholds² are simply a guideline. The thresholds listed in the table below are from (Hu & Bentler, 1999).

Table 3.14: Fit Indices and Acceptable Thresholds

Measure	Threshold
Chi-square/df	<3 very good <5 good >5 bad
CFI	>.95 great >.90 traditional >.80 sometimes permissible
AGFI	>.80
RMSEA	<.05 good .05-.10 moderate >.10 bad

Confirmatory factor analysis fit goodness and parameter estimates for social media behaviours are presented in the tables below. When the parameter values related to all of the scales are examined, it is seen that the regression coefficients and standardized regression coefficients are within the accepted limits and t values at the $p < 0.01$ significance level are significant.

² Further details contextualized thresholds; see Table 12-4 in Hair et al. 2010 on page 654.

Table 3.15: Factor Loading of Confirmatory Factor Analysis

			Unstandardized Regression Weights	Factor Loadings	S.E.	C.R.	P
Origin1	<---	COO	1,000	,746			
Origin4	<---	COO	1,109	,772	,072	15,391	0,00
Origin5	<---	COO	1,134	,799	,071	15,934	0,00
Origin6	<---	COO	1,034	,690	,076	13,588	0,00
Origin7	<---	COO	1,107	,755	,074	15,002	0,00
Origin8	<---	COO	1,017	,720	,071	14,307	0,00
Origin9	<---	COO	,623	,401	,080	7,796	0,00
Affility6	<---	Consumer Affinity	1,000	,765			
Affility5	<---	Consumer Affinity	,889	,775	,053	16,665	0,00
Affility4	<---	Consumer Affinity	1,040	,804	,049	21,152	0,00
Affility3	<---	Consumer Affinity	,990	,810	,056	17,562	0,00
Affility2	<---	Consumer Affinity	1,025	,896	,052	19,777	0,00
Affility1	<---	Consumer Affinity	,944	,861	,050	18,879	0,00
Judgment6	<---	Product Judgement	1,000	,695			
Judgment5	<---	Product Judgement	1,119	,801	,077	14,529	0,00
Judgment4	<---	Product Judgement	,921	,675	,074	12,484	0,00
Judgment3	<---	Product Judgement	1,018	,756	,074	13,827	0,00
Judgment1	<---	Product Judgement	,976	,740	,072	13,572	0,00
Buy5	<---	Willingness_to_Buy	1,000	,591			
Buy3	<---	Willingness_to_Buy	1,204	,828	,102	11,806	0,00
Buy2	<---	Willingness_to_Buy	1,167	,794	,101	11,610	0,00
Buy1	<---	Willingness_to_Buy	1,184	,728	,107	11,062	0,00

The table below includes the goodness of fit regarding the default model. It is seen that all values of the measurement model are within the acceptable goodness of fit stated in the literature.

Table 3.16: Model Fit Summary

Model	GFI	AGFI	CFI	NFI	CMIN/DF	RMSEA
Default model	,898	,872	,942	,908	2,518	,060

Convergent validity attempts to show that certain measures theoretically assumed to be related to forming the same structure are indeed related; that is, it tries to show a convergence between similar measures. On the other hand, discriminate validity tries to show that two criteria that are not expected to be theoretically related are actually irrelevant; that is, it tries to distinguish between different measures (Kline, 2015). In this study; Factor loadings, composite reliability (CR), Maximum Shared Variance (MSV) and Average Variance Extracted (AVE) regarding the convergence validity and discriminant validity were evaluated. In convergent validity, the correlation of

different measurements of the same structure should be sufficiently high and statistically significant. The main indicator of convergent validity is the AVE value, which should be over than 0.50. Also, according to Fornell Larcker criterion (Fornell & Larcker, 1981), the AVE value should be comparing with corresponding correlation values with other variables for establishing discriminant validity. It means that variables measuring the same structure have a certain level of correlation with variables measuring other structures, but not very high correlation (Peter, 1981) and The AVE value should be over the MSV. The values in Table 6.13 and indicated in bold are the square roots of the AVE values. This value must be higher than the values in its column. Since the diagonal values in the table above are higher than the values in its column, it can be said that the discriminate validity is provided. It is seen that the validity and reliability of the measurement model is ensured. As it can be seen in Table 3.13, the model meets the discriminant and convergent validity criteria.

Table 3.17: Discriminant and Convergent Validity of the Model

	Cronbach's Alpha	CR	AVE	MSV	MaxR (H)	Product Judgment	Country of Origin	Consumer Affinity	Willingness to Buy
Product Judgement	0,852	0,854	0,540	0,531	0,859	0,735*			
Country of Origin	0,868	0,873	0,502	0,265	0,889	0,494	0,709*		
Consumer Affinity	0,925	0,925	0,672	0,531	0,931	0,729	0,515	0,820*	
Willingness to Buy	0,819	0,827	0,549	0,123	0,847	0,261	0,151	0,351	0,741*

* the square root of AVE

3.5. Structural Model Test

In Table 3.18, where the unstandardized and standardized regression coefficients are given in the structural model, it is seen that all of the variables and the relationships between the variables used in the model are significant.

Table 3.18: Regression Weights of the Model

			Unstandardized Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
Product Judgement	<--	COO	,153	,195	,036	4,276	0,00
Willingness_to_Buy	<--	COO	-,018	-,022	,044	-,408	,684
Product Judgement	<--	Consumer Affinity	,546	,681	,049	11,248	0,00
Willingness_to_Buy	<--	Consumer Affinity	,303	,361	,048	6,354	0,00
Origin5	<--	COO	1,000	,799			
Origin4	<--	COO	,984	,776	,059	16,600	0,00
Origin1	<--	COO	,873	,739	,056	15,662	0,00
Origin6	<--	COO	,910	,688	,064	14,260	0,00
Origin7	<--	COO	,983	,761	,061	16,147	0,00
Origin8	<--	COO	,900	,722	,059	15,239	0,00
Origin9	<--	COO	,536	,391	,069	7,717	0,00
Affinity6	<--	Consumer Affinity	1,000	,763			
Affinity5	<--	Consumer Affinity	,891	,776	,054	16,610	0,00
Affinity4	<--	Consumer Affinity	1,042	,804	,049	21,103	0,00
Affinity3	<--	Consumer Affinity	,992	,810	,057	17,480	0,00
Affinity2	<--	Consumer Affinity	1,030	,898	,052	19,719	0,00
Affinity1	<--	Consumer Affinity	,943	,858	,050	18,716	0,00
Judgment1	<--	Product Judgement	1,000	,722			
Judgment3	<--	Product Judgement	1,042	,738	,075	13,838	0,00
Judgment4	<--	Product Judgement	,943	,655	,076	12,354	0,00
Judgment5	<--	Product Judgement	1,146	,786	,078	14,628	0,00
Judgment6	<--	Product Judgement	1,024	,676	,080	12,724	0,00
Buy1	<--	Willingness_to_Buy	1,000	,729			
Buy2	<--	Willingness_to_Buy	,985	,795	,068	14,578	***
Buy3	<--	Willingness_to_Buy	1,017	,829	,068	14,923	***
Buy5	<--	Willingness_to_Buy	,844	,592	,076	11,107	***

The table below includes the goodness of fit regarding the default model. It is seen that all values of the structural model are within the acceptable goodness of fit stated in the literature.

Table 3.19: Model Fit Summary

Model	GFI	AGFI	CFI	CMIN/DF	RMSEA
Default model	,883	,854	,923	2,994	,069

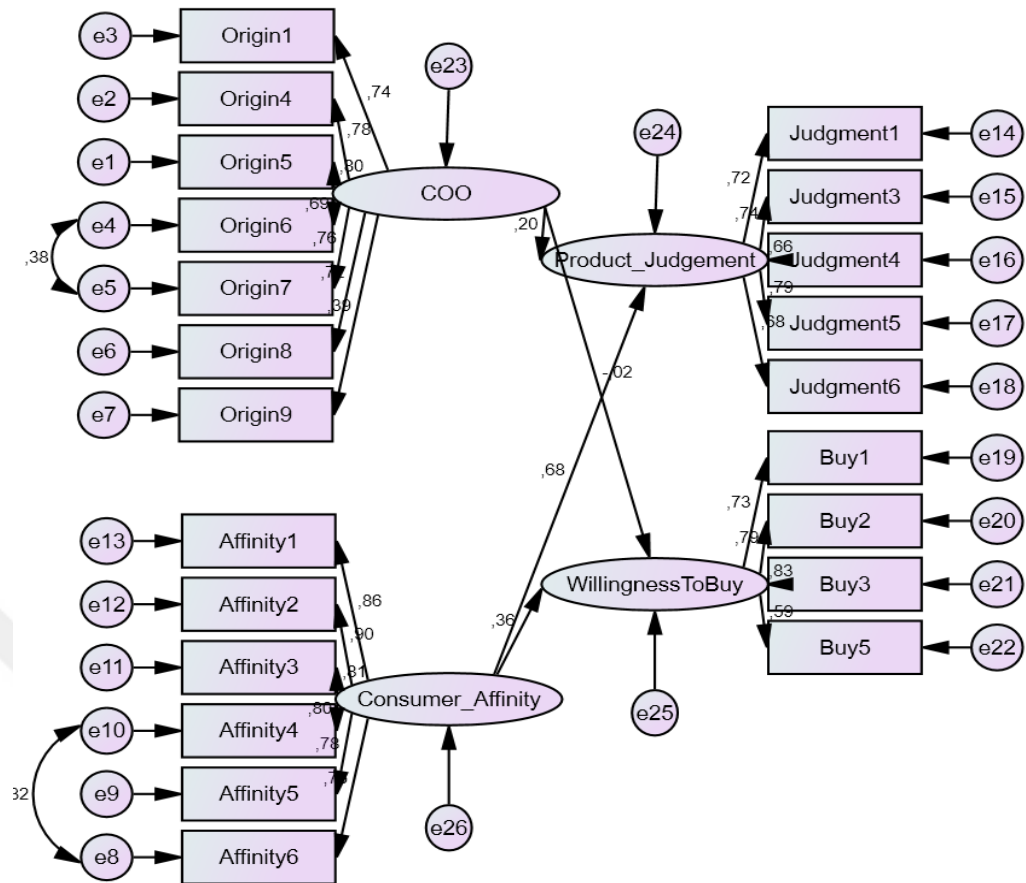


Figure 3.1: Structural Model Results

According to the results of the structural model, the country of origin does not affect the Yemeni consumers' willingness to buy Turkish products. However, the country of origin has an impact on the Yemeni consumers' judgments regarding Turkish products. In addition; the model results show that, the feeling of affinity of the Yemeni consumers against Turkey affect positively both products judgment and willingness to buy Turkish products. As a finding, it can be said that consumer affinity has a higher effect on the willingness to buy Turkish products of Yemeni consumers than the country of origin.

Hypotheses

In order to inspect the study's hypothesis, the necessary data collected in several sectors by way of a questionnaire. The first section of the questionnaire was Country-of-origin survey that measures Country-of-origin in ten questions; it is worth remembering this survey has been used by (Lascu & Babb, 1995), in their study. The second questionnaire is a questionnaire to measure the Consumer affinity, the questionnaire included six questions (Oberecker & Diamantopoulos, 2011), in this

study. The third survey is a questionnaire to measure the Product Judgement that contains six questions. It is worth mentioning that this survey was used by (Klein et al., 1998), in their research. The last questionnaire is used to measure Willingness to Buy. The questionnaire contains of five questions and it's used by (Klein et al., 1998).

Table 3.20: Results of the Hypotheses

Hypotheses	Estimate	p	Result
H1: The Country of origin has positive effect on the product judgment.	,195	0.00	Accepted
H2: The Country of origin has positive effect on the consumer willingness to buy	-,022	,684	Reject
H3: The Consumer affinity has effect on product judgment	,681	0,00	Accepted
H4: The Consumer affinity has effect on the consumer willingness to buy	,361	0,00	Accepted

As it seen in Table 3.20; the first hypothesis of the study was accepted. Accordingly, the country of origin positively affects the product judgment of the consumers. The second hypothesis of the study was rejected. In this sample, the country of origin does not affect Yemeni consumers' willingness to purchase products. The third and fourth hypotheses of the study were accepted. Consumer affinity of Yemeni consumers positively affects consumers' willingness to buy Turkish products and their judgments about Turkish products.

4. DISCUSSION AND CONCLUSION

In a globalizing world today, customers can access easily to all kinds of knowledge and they want or like to purchase easily products. Consequently, it can be noted that the behaviours of the consumers everywhere on the world are not the same as before. As it knows that have many factors, influencing Decision purchasing consumers like demographic, psychological, socio-cultural and environmental factors. In this research, it has been analyzed the effect of two factors, consumer affinity and country of origin, which are the antecedents of consumers purchase behaviour in global marketing area.

With the increasing international mobility of foreign branded products with globalization, it is seen that the number of studies are examined the effects of variables such as country image, animosity, country of origin, product judgment etc. are examined in different countries. However, it would not be correct to say that this assessment is valid for every country. Yemen has been the subject of few studies in terms of consumer research for many years, due to the civil war, economic and political problems. This study focus on the Yemeni consumers to understand their buying behaviours of Turkish branded products. Based on the historical relations between Yemen and Turkey are based on very old, Yemeni consumer perception of foreign origin products, affinity feelings toward Turkey and therefore their impact on purchase intent of Turkish products have been determined.

Country of origin and consumer affinity was investigated within the scope of this research. Country of origin at the product category level, affinity towards Turkey, judgments of Turkish products and willingness to buy Turkish products of Yemeni consumers were tested with the help of a structural model. To evaluate the country of origin in terms of perceived quality of Turkish products; consumers in Yemen were surveyed totally of 421 questionnaires were found suitable for the analysis required for the study.

This study reached the following conclusions:

- Descriptively, majority of the respondents extremely agreed with most of the statements that highlighting all variables. Most of the Yemeni consumers participating in the research have purchased Turkish products before.

- Almost half of the participants stated that they use Turkish products regularly or frequently. Turkish products purchased by the majority of Yemeni consumers participating in the research are food, textile, furniture and electronics.
- As a result of the research, it is understood that Yemeni consumers attach importance to the country of origin in the product category, just like in other countries.
- Yemeni consumers participating in the research has positive feelings towards Turkey. That means they have affinity to Turkey.
- The research has shown that Yemeni consumers have positive judgments about Turkish products.
- As a result of the research, it was concluded that Yemeni consumers are willing to buy Turkish products.
- It was concluded that the country of origin is not effective in Yemeni consumers' willingness to buy Turkish products, but it is effective in evaluating Turkish products.
- Consumer affinity is an important predictor of consumer behaviour in this study
- Consumer affinity feeling towards Turkey of the consumers participating in the research is an important variable in both the product judgment and the willingness to buy Turkish products.

According to the research findings, the recommendations are as follows;

- We observed "Turkish marketers will require an expanding repertoire of tools and constructs to enable them to compete and position their products more effectively". Specifically, from this study, the outcome that Yemeni consumers has considerable power in Turkish products, invest or travel to Turkey has clear consequences for that.
- We also advise Turkish marketers and politicians makers to undertake efforts in their communications to motivate toward Turkish products through most of provide and enhance more methods of marketing and advertising and promotion.

- Our discovering further indicates that Turkey might benefit from encourage affinity feelings through emotion Yemeni consumers. According to the results; most of the Yemeni consumers have affinity feeling towards Turkey. Tourism sector particularly can bring benefit from expansion attempt in evocate affinity feelings or reinforcing existing emotional bonds toward Turkey. Consequently, enhancing the country's attractiveness, as a tourism destination would be additional benefit.
- The present outcome in the COO studies, to satisfy the need on the COO researches, indicate that raise in the level of information influence directly their Consumer affinity to a country. Interestingly, this research can be useful for Turkey and other countries facing barrier while introducing their products in global markets. However, this can be supportive to numerous practitioners who are explored for solutions to reduction the biases against their goods.

The results of research do not contradict the literature, except that the country of origin and willingness to buy relationship. Although (Diamantopoulos et al., 2011; Laroche et al., 1996; Phau & Prendergast, 2000) stated that country of origin has impact on purchasing foreign product in a country; the result of this study did not support these studies findings. The reason for this is that although Yemeni consumers pay attention to the country of origin in their product selection; Country of origin may not be seen as a discriminating factor in purchasing products for consumers who have to choose from the existing product options in the problematic conditions of the country. This research found that consumer affinity towards a country increased Yemeni consumers' product judgment and willingness to buy. This ultimately supports finding of (Oberecker & Diamantopoulos, 2011; Oberecker et al., 2008; Vida & Reardon, 2008; Wongtada et al., 2012).

Recommendations for Future Study

Firstly, marketing efforts need to improve on the current knowledge about how consumers perceive Turkey as a country, and how Turkish brands can benefit from the country image or avoid utilizing an inappropriate linkage with the country image. Additionally, longitudinal researches are needed to track Turkey, particularly during the expansion of Turkey's goods in the Middle East.

Future researches should concentrate on whether consumers acquire the COO when purchasing Turkish goods. Therefore, the study design should be the intercepted design after consumers actually make purchases. A qualitative design is recommended to gain more details and insights. That wider deeper research and discussion on its concepts should be undertaken by future research as to improve the areas of this study.

In future studies on this topic; it may be advisable that the research is not limited to the country of Yemen, but should be conducted in different countries. Besides, more Turkish category products can be included in the study.

The country of origin influence of the good on Yemeni consumer's attitudes is one of the main factors driving the customer in its evaluation. Undeniably, one of the main dimensions that the country of origin negatively influences on customer trends is the element of innovation, technological and industrial progress. Therefore, Turkish manufacturers should focus on the research and development function.

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Appendix – 1. Survey Form in English

QUESTIONNAIRE

Dear participant, The survey is a part of my research degree of Master of Business Administration from Ondokuz Mayıs University, Turkey. I greatly appreciate your valuable time and efforts that you will spend in filling out this questionnaire. This survey is conducted to determine The Effects of Country of Origin on Consumer Product Evaluations in Yemen.

Please complete all parts of this questionnaire in accordance with your experience. I assure that all of your information acquired from this questionnaire will be confidentially kept and will be used for academic purpose only. Thank you in advance for your kindly cooperation.

Student name: Ahmed Helmi
Telephone Number: 05373706682
E-mail address: helmicarscom@gmail.com

Please tick () the box that most matches your answer

Part 1: Personal Information

1. Gender	<input type="checkbox"/> Female <input type="checkbox"/> Male
2. My age is:	<input type="checkbox"/> Under 18 years <input type="checkbox"/> 18-25 <input type="checkbox"/> 26-35 <input type="checkbox"/> 36-45 <input type="checkbox"/> 46-55 <input type="checkbox"/> Over 55 years
3. Your Monthly income:	<input type="checkbox"/> Less than 44000 RY <input type="checkbox"/> 44000 RY - 88000 RY <input type="checkbox"/> 88100 TL- 132000 RY <input type="checkbox"/> 132100 RY – 166000 RY <input type="checkbox"/> Over 166000 RY
4. Your Education Level:	<input type="checkbox"/> High School <input type="checkbox"/> College <input type="checkbox"/> Graduate degree

Part 2: Purchasing Habits about Turkish Products

Have you ever buy or use Turkish products?	<input type="checkbox"/> Yes <input type="checkbox"/> No
How often do you use Turkish products?	<input type="checkbox"/> Never <input type="checkbox"/> Rarely <input type="checkbox"/> Sometimes <input type="checkbox"/> Often <input type="checkbox"/> Always
Which Turkish products did you buy or use before? [You can tick more than one]	<input type="checkbox"/> Textile <input type="checkbox"/> Electronics <input type="checkbox"/> Food <input type="checkbox"/> Furniture <input type="checkbox"/> Other.....

<u>Please tick (X) the box that most matches your answer</u>	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
To make sure that I buy the highest quality product or brand, I look to see what country the product was made in					
I feel that it is important to look for country-of-origin information when deciding which product to buy					
Seeking country-of-origin information is less important for inexpensive goods than for expensive goods					
I look for country-of-origin information to choose the best product available in a product class					
I find out a product's country of origin to determine the quality of the product					
When I am buying a new product, the country of origin is the first piece of information that I consider					
To buy a product that is acceptable to my friends and my family, I look for the product's country of origin					
If I have little experience with a product, I search for country-of-origin information about the product to help me make a more informed decision					
If a country has a good reputation in one product category, this will has a positive influence on the reputation of other products from the same country					
Whilst a country might have a good reputation in one product category, this doesn't necessarily mean that it has					

the same good reputation for other products from the same country					
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Please fill the dots with The Turkey Country in statements. Then tick (X) the box that most matches your answer					
	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Turkey awakes pleasant feelings					
I like Turkey					
Turkey awakes feelings of sympathy					
I am captivated by Turkey					
I want to travel to Turkey					
I love Turkey					
I feel inspired by Turkey					

Please fill the dots with The Turkey Country in statements. Then tick (X) the box that most matches your answer both Turkey					
	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Product Judgment Kline (1998)					
Products made in Turkey are carefully produced and have fine workmanship					
Products made in Turkey are generally of a lower quality than similar products available from other country					

Products made in Turkey show a very high degree of technological advancement					
Products made in Turkey usually show a very clever use of color and design					
Products made in Turkey are usually quite reliable and seem to last the desired length of time					
Products made in Turkey are usually a good value for the money					

Please fill the dots with The nationality Turkish in statements. Then tick (X) the box that most matches your answer					
	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I would feel guilty if I bought a Turkish products					
I would never buy a Turkish products					
Whenever possible, I avoid buying Turkish products					
Whenever available, I would prefer to buy products made in Turkey					
I do not like the idea of owning Turkish product					

Appendix – 2. Survey Form in Arabic

الاستبيان

عزيزي المشارك، ان هذا الاستبيان هو جزء من بحثي لنيل لدرجة الماجستير في إدارة الأعمال من جامعة ١٩ مايو ، تركيا. إنني أقدر تقديراً عالياً وقتك الثمين وجهودك التي ستقضيها في ملي هذا الاستبيان. تم إجراء هذا المسح لتحديد آثار بلد المنشأ على تقييمات المنتجات الاستهلاكية في اليمن.

نرجو تعاونكم بالتكرم بالإجابة على هذه الاستبانة وفقا لتجربتك. نؤكد أن جميع معلوماتك التي تم الحصول عليها من هذا الاستبيان سيتم الاحتفاظ بها بشكل سري وسيتم استخدامها للأغراض الأكاديمية فقط. شكرا لكم مقدما على تعاونكم.

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يرجى وضع علامة () في المربع الذي يطابق معظم إجاباتك

المعلومات الشخصية

1- الجنس	ذكر () أنثى ()
2- العمر	18-25 () 18تحت سن () 36-45 () 26-35 () 55 فوق سن () 46-55 ()
3 - مستوى الدخل الشهري بالريال	() Less than 44000 RY () 44000 RY - 88000 RY () 88100 TL- 132000 RY () 132100 RY – 166000 RY () Over 166000 RY
4 - المستوى الدراسي	فوق الجامعي () جامعي () ثانوي ()

الجزء 2: عادات الشراء حول المنتجات التركية

هل سبق لك شراء أو استخدام المنتجات التركية؟	لا () نعم ()
كم عدد المرات التي تستخدم فيها المنتجات التركية؟	() نادراً () أحياناً () غالباً () دائماً () لا أستعمل أبداً

<p>() قماش () إلكترونيات () الغذاء () الأثاث () أخرى</p>	<p>ما هي المنتجات التركية التي اشتريتها أو استخدمتها من قبل؟</p>
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<p><u>يرجى وضع علامة () على المربع الذي يطابق معظم إجابتك</u></p>	لا أوافق بشدة	لا أوافق	بدون قرار	أوافق	أوافق بشدة
للتأكد من أنني أشتري المنتج أو العلامة التجارية الأعلى جودة، أتطلع لمعرفة البلد الذي تم تصنيع المنتج فيه					
أشعر أنه من المهم البحث عن معلومات بلد المنشأ عند تحديد أي منتج للشراء					
إن البحث عن معلومات بلد المنشأ أقل أهمية بالنسبة للسلع الرخيصة الثمن عن البضائع باهظة الثمن					
أبحث عن معلومات بلد المنشأ لاختيار أفضل منتج متوفر في فئة المنتج					
اكتشفت بلد المنشأ للمنتج لتحديد جودة المنتج					
عندما أشتري منتجاً جديداً ، فإن بلد المنشأ هو أول معلومة أراها					
لشراء منتج مقبول لأصدقائي وعائلتي ، أبحث عن بلد المنشأ للمنتج					
إذا كانت لدي خبرة قليلة في أحد المنتجات ، فأبحث عن معلومات بلد المنشأ حول المنتج لمساعدتي في اتخاذ قرار أكثر استنارة					
إذا كان البلد لديه سمعة طيبة في فئة منتج واحد ، فسيكون لهذا تأثير إيجابي على سمعة المنتجات الأخرى من نفس البلد					
في حين أن دولة ما قد تتمتع بسمعة طيبة في فئة منتج واحد ، فإن هذا لا يعني بالضرورة أنها تتمتع بنفس السمعة الجيدة للمنتجات الأخرى من نفس البلد					

يرجى وضع علامة () على المربع الذي يطابق معظم إجابتك	تركيا				
	لا أوافق بشدة	لا أوافق	بدون قرار	أوافق	أوافق بشدة
تركيا تستيقظ مشاعر ممتعة					
أنا أحب تركيا					
تركيا تستيقظ مشاعر التعاطف					
أنا مقتون من تركيا					
اريد السفر الى تركيا					
أنا أحب تركيا					
أشعر بالإلهام من تركيا					

يرجى وضع علامة () على المربع الذي يطابق معظم إجابتك	تركيا				
	لا أوافق بشدة	لا أوافق	بدون قرار	أوافق	أوافق بشدة
المنتجات المصنوعة في تركيا. أنتجت بعناية ولها صنعة ذات جودة					
المنتجات المصنوعة في تركيا هي عادة أقل جودة من المنتجات المماثلة المتاحة من بلد آخر					

تُظهر المنتجات المصنوعة في تركيا درجة عالية جدًا من التقدم التكنولوجي					
عادة ما تُظهر المنتجات المصنوعة في تركيا استخدامًا ذكيًا للألوان والتصميم					
المنتجات المصنوعة في تركيا عادة ما تكون موثوقة للغاية ويبدو أن تستمر في المدة الزمنية المطلوبة					
المنتجات المصنوعة في تركيا عادة ما تكون قيمة جيدة مقابل المال					

يرجى وضع علامة () على المربع الذي يطابق معظم إجابتك	تركيا				
	لا أوافق بشدة	لا أوافق	بدون قرار	أوافق	أوافق بشدة
سأشعر بالذنب إذا اشتريت منتجًا تركيًا					
لن أشتري منتجات تركيا أبدًا					
كلما أمكن ذلك ، أتجنب شراء منتجات تركيا					
كلما كان ذلك متاحًا ، أفضل شراء المنتجات المصنوعة في تركيا					
أنا لا أحب فكرة امتلاك منتج تركيا					