

Investigation of Brand Name-Country of Origin Preference in Four Different Product Groups with Respect to Conspicuous Consumption Tendency

Volkan Dogan

Department of Business Administration,
Faculty of Economic and Administrative Sciences,
Eskisehir Osmangazi University, 26480, Eskisehir, Turkey.
Email: vodogan@ogu.edu.tr

Behçet Yalın Özkara

Department of Business Administration,
Faculty of Economic and Administrative Sciences,
Eskisehir Osmangazi University, 26480, Eskisehir, Turkey.
Email: bozkara@ogu.edu.tr

ABSTRACT: The aim of this study is to examine different preferences for brand name–country of origin shaped in line with levels of conspicuous consumption tendency and to determine Turkish consumers’ preferences for brand name–country of origin combinations in different product groups. The study was conducted in Eskisehir (Turkey) with a sample of 413 people chosen through convenience sampling. The study data were collected with a questionnaire and face-face-to interviews. The participants’ preferences for brand name-country of origin combinations were determined separately based on four different product groups(hedonic, utilitarian, durable and non-durable). The study showed that, for all the four product groups, the participants preferred the products with a Turkish brand name and Turkey as the country of origin most, followed by the products with a French brand name and France as the country of origin. This finding suggests that, with respect to the four product groups in the study, Turkish consumers preferred domestic products over foreign products. Also, the participants who preferred French brand name-France as the country of origin for the hedonic product, French brand name-Turkey as the country of origin for the utilitarian product, French brand name-Turkey as the country of origin for the durable product and French brand name-France as the country of origin for the non-durable product were found to have highest tendency of conspicuous consumption in the corresponding product groups. In other words, as the level of conspicuous consumption increased, the participants tended to prefer French brand name-France as the country of origin for the hedonic product, French brand name-Turkey as the country of origin for the utilitarian product, French brand name-Turkey as the country of origin for the durable product and French brand name-France as the country of origin for the non-durable product.

Keywords: Brand name; Country of origin; Congruence between brand name and country of origin; Conspicuous consumption

JEL Classifications: M31

1. Introduction

Consumers consume in order to satisfy their needs throughout their lives. Many factors account for the process of making decisions regarding consumption of consumers. These factors guide consumers in making consumption decisions and shape their purchasing processes. Consumption is an act that involves psychological, economic and sociological contents. Regarding consumers’ purchasing decisions, the psychological content refers to consumers’ consideration of abstract properties of products or services (Solomon et al., 2002) and their own psychological tendencies, the economic content of consumption refers to their consideration of their own economic status, and the sociological content refers to their consideration of the symbols and images that products or services possess in social integrity (Firat, 1991). In the light of this, examining the relationships among these distinct contents with psychological, economic and sociological approaches could make significant

contribution to developing deeper understanding of consumption and to the improvement of the discipline of marketing, which deals with consumption in depth.

One cannot assume that the factors involved in the process in which consumers evaluate the products or services to be purchased are merely consumer-centered. A close look at the products and services in contemporary global and local markets suggests that it is almost impossible to come across a product or service without a brand. The main reason for this is the effort to differentiate increasingly similar products and services from others against the increasing product and service diversity in the continuously globalizing and developing markets around the world. The concept of brand, which is considered to ensure a product's or service's differentiation from others from a narrow perspective, emerges as a phenomenon that influences consumers' purchasing decisions and serves to persuade and manipulate them in their purchasing decisions from a comprehensive perspective.

Brand acts as the shop window of a product or service because it is the brand of a product or service that consumer's pay attention to first when they meet that product or service for the first time. Therefore, creating and designing a positive perception associated with a brand is a major marketing strategy. Brand name and country of origin play a key role in brand perception (Ailawadi and Keller, 2004). In addition, congruence or incongruence between brand name and country of origin can affect attitudes towards and ideas about a brand (Dinnie, 2002). Consumers can have different perceptions and attitudes depending on brand name and country of origin (Leclerc et al., 1994). The perceptions and attitudes held by consumers in purchasing process can turn into behavior in the process, that is, they can shape consumers' purchasing decision. In the consumption process, brand name and country of origin act as a factor on the side of products or services rather than as a factor on the side of consumers. On the other hand, tendencies and values of consumers may have an impact on purchasing decisions (Dogan, 2012). Conspicuous consumption tendencies of consumers' can also be thought as a factor having a similar effect on purchasing decisions. Factors such as conspicuous consumption tendencies of consumers can be considered as consumer-related factors that have psychological and sociological content. In this sense, examining the relationships between product- or service-related factors and consumer-related factors, the two factors that may affect consumers' purchasing decisions, involves investigating purchasing decision process from a broad perspective and on a dialectical basis. Such an examination could make a significant contribution to the marketing literature in terms of making inferences about consumers' purchasing decision process, which is the core of marketing. In the light of this, the study aims to examine whether preferences for different brand name-country of origin combinations varied depending on the level of conspicuous consumption tendency or not. Furthermore, the study aims to identify the most favorable preferences among different brand name-country of origin combinations and then to compare the congruence between brand name-country of origin and incongruence between brand name-country of origin.

2. Conceptual Framework and Literature Review

2.1. Brand Name

Brand name is an important marketing strategy weapon for brands. Determination of a brand name is a strategic marketing decision and it is an important component of the brand for its future. The names of brands can be perceived by consumers as foreign or domestic. A brand name is perceived as domestic when the name is the same as the language of consumers, and a brand name is perceived as foreign when it is in a language different from that of consumers.

Brand name plays an important role in consumers' brand perceptions (Ailawadi and Keller, 2004). A foreign brand name has a positive effect on brand recognition (Schmitt et al., 1994) and promotes consumers to buy (Kinra, 2006). Also, compared to domestic brands, foreign name brands are associated with higher quality, more status, more reputation more technological properties (Kinra, 2006). In addition to foreign branding, another important factor is the country which foreign language belongs to. Salciuviene et al. (2010) found that consumers are more likely to prefer French brand names.

Brand name offers significant opportunities for marketing professionals and brand managers to persuade consumers and create positive image and associations in the minds of consumers. Although brands are owned by shareholders or owners in economic terms, they are under the ownership of consumers in psychological, sociological and semiotic sense. Therefore, creating a brand name which helps that brand have a positive image in the minds of consumers, rather than creating a brand name

associated with shareholders or owners, can make a positive contribution to the brand. In addition, research suggests that writing font styles used in writing a brand name create different perceptions and different sensations in consumers and that a brand name written in italics creates a more positive and aesthetic perception (Grohmann et al., 2013). Thus, in addition to creating a favorable brand name, choosing a writing font style for a brand name which creates a positive association and image in consumers can offer additional advantages to companies and brands.

2.2. Country of Origin

Different countries have different connotations in the minds of individuals. In fact, in the minds of consumers, Germany has a sound and perfect image, Japan has an advanced and futuristic image, England has a reliable image (Baker and Ballington, 2002), and France has a hedonic image (Peabody, 1985). The impact of the country of origin is the effect of the country of origin of a product on consumers' evaluation of that product (Gurhan-Canli and Maheswaran, 2000a). The country of origin of a product, or where it is produced, is a factor that consumers take into consideration particularly during their purchasing decision process regarding a product. Where a product is produced can influence purchasing decisions (Okechuku, 1994; Verlegh and Steenkamp, 1999; Baker and Ballington, 2002). The country of origin of a product is effective on purchasing decisions through factors such as brand image, quality perception, brand awareness, level of brand trust and brand perception. Creating a strong perception of the country of origin facilitates attracting customers (Martin, 2010) because a product manufactured in a strong or developed country is considered to evoke positive associations in consumers' minds. Moreover, the country of origin of a product affects the perception of quality as perceived by consumers (Chu et al., 2010; Martin, 2010).

Consumers tend to have a more favorable attitude towards products manufactured in developed countries than those manufactured in developing countries (Cordell, 1992; Manra et al., 1998; Drozdenko and Jensen, 2009). This situation confirms the idea that the country of origin of a product is an indication of the reliability of brand quality associated with that product (Agrawal and Kamakura, 1999). The advantage of products manufactured in developed countries over those manufactured in developing countries can be attributed to the fact that developed countries are associated with high quality products whereas developing countries are associated with low-quality products (Pecotich and Ward, 2007).

While consumer perceptions of the brand of a product are influenced by the country of origin (Koubaa, 2008), the effect of the country of origin can vary from individual to individual. Gurhan-Canli and Maheswaran (2000a) found that individuals in Japanese and American cultures are affected by the impact of the country of origin in different ways and at different levels. In addition, consumer's level of motivation towards a brand or the product determines the level of the impact of the country of origin. While individuals who are highly motivated towards a brand or product focus less on the country of origin, individuals with low motivation towards a brand or product focus more on the country of origin (Gurhan-Canli and Maheswaran, 2000b). Also, ethnocentrism is considered to be effective on consumer decisions. In fact, individuals' ethnocentric tendency can promote them to prefer domestic goods (Balabanis and Diamantopoulos, 2004). In this case, the impact of the country of origin may vary depending on ethnocentric tendencies. In addition, the level of knowledge about a product of interest can affect the extent to which consumers are influenced by the country of origin. Kaynak and Cavusgil (1983) found that, as the level of knowledge about a product of interest increases, the impact of the country origin in purchasing decisions decreases.

2.3. Congruence between Brand Name and Country of Origin

The congruence and consistency between brand name and country of origin, which are considered as two distinct components and marketing weapons of brands are another important factor in terms of creating positive consumer perceptions.

While brand name and country of origin may create different consumer perceptions separately, they can also lead to different consumer perceptions together (Leclerc et al., 1994; Dinnie, 2002). In fact, when the country of origin is not congruent with a brand name, that brand is defined as a hybrid brand in the relevant literature (Czepiec and Cosmas, 1983). For example, if the name of a doll brand produced in France is 'beautybaby', this brand can be considered as a hybrid brand since the country of origin and the brand name (France-English) are not congruent.

Chao et al. (2005) suggested that the congruence (consistency) between brand name and country of origin is preferable for consumers and has a positive effect on their purchase intention. Also,

Melnyk et al. (2012) found that the incongruence between brand name and country of origin leads to decreased purchase intention. Research also suggests that the congruence between a French brand name and France as a product's country of origin creates more hedonic associations than the incongruence occurring when either a brand name or a product's country of origin is not French or France, respectively (Leclerc et al., 1994). Furthermore, the congruence between a brand name and a product's country of origin has positive effects on quality perceptions regarding that product (Haubl and Elrod, 1999).

The congruence between brand name and country of origin is considered to influence consumer perceptions about brands. Therefore, examining hybrid brands and non-hybrid brands in terms of values and tendencies shaping consumers' purchasing decisions can be useful in making inferences about the relationships between brands and consumers.

2.4. Hedonic and Utilitarian Goods

All products around the world actually provide benefits to consumers. Products can be categorized based on the contents and characteristics of these benefits. In fact, distinction between hedonic and utilitarian products originates from this basis. Another reason why products are divided into two categories as hedonic and utilitarian are hedonic and utilitarian consumption desires (Batra and Ahtola, 1990). While hedonic product consumption desire is controlled by feelings and emotions, utilitarian product consumption desire is controlled by reasoning and rational intelligence (Roy and Sharon, 2012). In other words, the emotional dimension of hedonic consumption is more intense than that of utilitarian consumption (Mano and Oliver, 1993). Hedonic and utilitarian consumption incentives differ from each other through an individual's intrinsic self-promotion and self-prevention (Roy and Sharon, 2012). Also, purchasing decisions regarding hedonic products tend to be shaped in line with desires and wishes whereas purchasing decisions about utilitarian products tend to be shaped by needs and necessities (Bazerman et al., 1998).

Hedonic products satisfy hedonic feelings of consumers and utilitarian products satisfy their benefit-oriented feelings. Chitturi et al. (2008) found that hedonic products are perceived as fun and exciting while utilitarian products are perceived as safe and secure.

Compared to the process of purchasing hedonic products, in the process of purchasing utilitarian products, consumers tend to perform cost-benefit analyses more and take cost-benefit analyses more into consideration for the products in question. In addition, the level of interest in hedonic products can vary depending on the age of individuals. Individuals can have more rational purchasing decision mechanisms with the increased age and they can have a consumption graphic where utilitarian products are consumed more. The reason why having a rational decision mechanism leads to an increase in the level of interest in a utilitarian product could be the fact that the benefits of utilitarian products are more objective than those of hedonic products (Holbrook and Hirschman, 1982).

In comparison with other brands, brands with French names create more hedonic perceptions in consumers' minds (Leclerc et al., 1994). This situation indicates that a product can be perceived as hedonic or utilitarian based on its brand name. In this sense, hedonic and utilitarian products lead to different brand name expectations in consumers. Also, hedonic products produced in developed countries are known to be perceived in a more positive way than hedonic products produced in developing countries (Manrai et al., 1998). This suggests that there is a network of relationships between hedonic consumption and hedonic products, and being produced in a developed country. Hedonic and utilitarian products can be distinguished through many different cases. A product's brand name and country of origin are examples of these distinguishing cases.

2.5. Conspicuous Consumption

Consumption is a process in which consumers' physical and economic needs are satisfied, as well as their social and psychological needs. The most important feature that distinguishes conspicuous consumption from other consumer typologies is that it is a type of consumption aimed at satisfying social needs rather than material needs (Belk, 1988). In addition, conspicuous consumption is an individual's demonstration of his or her possessions and power to those around him or her through leisure activities and luxury purchases (Trigg, 2001). Conspicuous consumption is associated with gaining respect in the social sphere, the desire to be noticed by others and feelings about distinguishing oneself (Shukla, 2008). Conspicuous consumption focuses on boosting happiness and gaining status in social integrity (Podoshen and Andrzejewski, 2012).

Individuals with higher tendency of conspicuous consumption accept to pay more for a product to feel unique (Amaldoss and Jain, 2005). In fact, consumers are willing to pay more money for brands with foreign brand names than brands with domestic brand names. This is because their desire for consumption is reduced when a product they own is also possessed by others (Amaldoss and Jain, 2005). Consumers with higher tendency of conspicuous consumption are more inclined and willing to purchase brands with foreign brand names, which are also foreign to their own society and culture because they can isolate themselves from their own community and feel unique when they buy brands with foreign names. O' Cass and Frost (2002) suggested that conspicuous consumption is affected by the congruence between one's self-image and the image of a brand. Consumers with higher tendency of conspicuous consumption are considered to be identifying themselves with brands with foreign names and to be more inclined towards brands with foreign names than individuals with lower tendency of conspicuous consumption.

Conspicuous consumption is not a phenomenon related to an individual's ethnic origin (Chung and Fischer, 2001). The underlying philosophy of conspicuous consumption is an exaggerated display of possessions to people around (Mason, 2001). The brand name of a product that an individual owns and a product's country of origin are thought to be important details in terms of displaying possessions in a more impressive way. After all, components of any brand such as its brand name and country of origin is indicators of that brand as a whole and the status it provides consumers with. A purchased product's brand name and country of origin are factors that can promote one's personal image. In this sense, conspicuous consumption is a behavioral tendency to possess special products that can promote personal image in order to display one's status to people around (O' Cass and McEwen, 2004).

2.6. Research Hypotheses

Hedonic and utilitarian products have different typologies. Hedonic and utilitarian products differ from each other especially in terms of consumers' associations about them. Hedonic behaviors are thought to be closely associated with leisure whereas utilitarian behaviors are thought to be closely related to necessities (Scarpi, 2005). In this sense, purchasing decisions and expectations about hedonic and utilitarian products have different structures. The congruence between a product's brand name and country of origin and having a developed country as the country of origin are known to create hedonic perceptions (Leclerc et al., 1994). Individuals with higher tendency of conspicuous consumption, which is considered to be shaped by hedonic shopping values, are thought to prefer that there is congruence between a product's brand name and country of origin and the origin country is a developed (foreign) country in their purchasing decisions regarding hedonic products. In this sense, the preferences of individuals with higher and lower tendencies of conspicuous consumption for congruence between brand name-country of origin and the origin country may vary with respect to their purchasing decisions regarding hedonic products. Below is the hypothesis operationalized in the light of this:

H₁: Conspicuous consumption tendency varies significantly depending on the preference for a combination of brand name-country of origin with respect to a hedonic product.

The purchase decision process about utilitarian products, which has a different typology from hedonic products and promises consumers mainly different gains, has a different structure. Individuals with higher tendency of conspicuous consumption wish to possess products that can make them different from the rest of their community and promote them in social integrity. In comparison with domestic brands, brands with foreign brand names are generally perceived by consumers as high quality (Peterson and Jolibert, 2005; Kinra, 2006) and different. For this reason, individuals with higher tendency of conspicuous consumption are expected to prefer a brand with a foreign brand name in any condition. On the other hand, if a product to be purchased is not a hedonic product but a utilitarian product, then the purchasing decision process will be shaped by consumers' reasoning rather than their feelings. Therefore, even if individuals have higher tendency of conspicuous consumption, they are more likely to prefer a utilitarian product with a domestic origin due to factors such as spare parts, after sales service, transportation and so on. This situation is caused by the fact that reasoning plays a more active role than feelings in choosing a utilitarian product. In fact, individuals with higher tendency of conspicuous consumption are expected to prefer a product with foreign brand name and a domestic origin regarding their decisions to purchase a utilitarian product. In this sense, the preferences of individuals with higher and lower tendencies towards conspicuous consumption for congruence between brand name-country of origin and the origin country may vary with respect to

their purchasing decisions regarding utilitarian products. Below is the hypothesis operationalized in the light of this:

H₂: Conspicuous consumption tendency varies significantly depending on the preference for a combination of brand name-country of origin with respect to a utilitarian product.

Just like the case with utilitarian products, consumers are considered to make their purchasing decisions about durables based on their reasoning rather than their feelings. The reason for this is the fact that durables are made to last and to be used for a long time and that consumers are predicted to prefer products with a domestic origin regardless of conspicuous consumption tendency due to factors such as spare parts, after sales service, etc. Also, individuals with higher tendency of conspicuous consumption are expected to prefer a product with a brand name in the language of a foreign or developed country so that they can make others feel that they are different. Consequently, individuals with higher tendency of conspicuous consumption are expected to prefer a product with a brand name in the language of a foreign (developed) country and a domestic origin regarding their decisions to purchase a durable product. In this sense, the preferences of individuals with higher and lower tendencies towards conspicuous consumption for congruence between brand name-country of origin and the origin country may vary with respect to their purchasing decisions regarding durables. Below is the hypothesis operationalized in the light of this:

H₃: Conspicuous consumption tendency varies significantly depending on the preference for a combination of brand name-country of origin with respect to durables.

Individuals with higher tendency of conspicuous consumption are considered to prefer products with a congruent combination brand name and origin of country, and with a foreign (developed) country origin in their purchasing decisions about non-durables as these products are meant for short term usage and they are more likely to promote individuals as socially different in daily life. This situation is caused by the fact that consumer's associate foreign (developed) countries with high quality (Pecotich and Ward, 2007) and they perceive brand names in the language of a foreign (developed) country as high quality, too. In addition, the congruence between brand name and country of origin are known to evoke hedonic perceptions in consumers (Leclerc et al., 1994). In fact, individuals with higher tendency of conspicuous consumption are expected to prefer products with a congruent combination of brand name and origin of country, and with a foreign (developed) country origin in their purchasing decisions about non-durables as they desire to be socially distinguished and wish to possess products that evoke perceptions related high quality and hedonic attributes.

H₄: Conspicuous consumption tendency varies significantly depending on the preference for a combination of brand name-country of origin with respect to non-durables.

3. Method

3.1. Aim

The aim of this study was to examine the choices made by consumers among different brand name-country of origin combinations with respect to conspicuous consumption tendencies. This study also aims to come up with a suggestion concerning the preferability of hybrid and non-hybrid brands in a developing country, Turkey.

3.2. Population and Sample

This study is a cross-sectional research with regard to its perspective of time. The research universe consisted of individuals residing in Eskişehir (Turkey) city center. A non-probabilistic sampling method, the convenience sampling method, was used in this study due to time constraints and the difficulty of access to the sample. As a part of the data collection process, a total of 462 questionnaires were administered to the participants, but the analyses were carried out with a total of 411 questionnaire forms as 51 of them were excluded because of incomplete or incorrect answers. The questionnaire form contained 11 statements and 11 multiple-choice questions: one control question, seven multiple-choice questions, 11 statements and three multiple-choice questions aimed at determining the participants' demographic characteristics. Considering the fact that there were 11 statements in the questionnaire, the study met Stevens' (1996, p.72) recommendation that 15 subjects per independent variable are needed and $N > 50 + 8M$ (M = the number of independent variables), the minimum sampling size criteria (for parametric analysis in social sciences), suggested by Tabachnik and Fidell (2007, p.123).

3.3. Data Collection Method, Tool and Research Design

A questionnaire and face-to-face method was used in this study to collect data. The questionnaire form included the conspicuous consumption scale developed by Chaudhuri et al. (2011) in order to measure the conspicuous consumption tendencies among the participants. The scale consisted of 11 statements and one dimension. The internal consistency level of the conspicuous consumption scale was 0.82 (Cronbach's alpha) in a study with an Indian sample by Chaudhuri et al. (2011), and the same level was 0.90 (Cronbach's alpha) in a study with an American sample by Giovannini (2012). In the light of this, since the internal consistency levels of the conspicuous consumption scale were found to be 0.70 and higher in both of the studies above (Tabachnick and Fidell, 2007), the internal consistency of the scale is considered to be within acceptable limits. The reason why this scale was used in the study was the fact that it yielded acceptable internal consistency levels both in India and the United States, two countries with different cultural structures. The participants' agreement with the items of the conspicuous consumption scale were measured based on the principles of 7-point Likert scale ranging from "Strongly agree" to "Strongly disagree".

Entirely fictitious brand names in French and Turkish were created in brand name-country of origin combinations. There were four fictitious French brand names created for this study: "Le carbergière", "Le cartèauèr", "Le fèrre" and "Le dévin". In the same way, there were four fictitious Turkish brand names created for this study: "Türkkar", "Türkyol", "Ütüsan" and "İçkiDiyarı". The first question in the questionnaire was a control question aimed at checking whether the fictitious brand names "Le carbergière", "Le cartèauèr", "Le fèrre" and "Le dé vin" were really perceived by the participants as French brand names. As a result, all of the participants stated that they perceived the fictitious French brand names created for this study were really in French. Also, the extent to which they perceived the photos of a convertible car and its four-door sedan version as hedonic was measured with the hedonic product scale developed by Voss et al. (2003). The participants' agreement with the items of the hedonic product scale were measured based on the principles of 6-point rating scale. The hedonic product scale consisting of five items were placed under each of the photos of the convertible and sedan car models. This made it possible to check whether the car photos created beforehand as hedonic and utilitarian were really perceived in that way or not. In addition, the photos of an iron and a bottle of wine were used as a durable and non-durable product, respectively. After that, four different brand name-country of origin combinations were placed under the photos in order of convertible car (hedonic product), sedan car (utilitarian product), iron (durable product) and wine (non-durable product), and then the participants' choices among these options were determined. The following are the brand name-country of origin combinations placed under each of the photos: French brand name-France as the country of origin, French brand name-Turkey as the country of origin, Turkish brand name-Turkey as the country of origin, and Turkish brand name-France as the country of origin. In order to indicate the products' countries of origin, the expressions 'Made in Turkey' and 'Made in France' were written under the photos. In addition, the fictitious brand names of the products were placed just above the products' countries of origin. Figure-1 shows this part in the questionnaire.

There were three questions at the end of the questionnaire aimed at determining the participants' genders, ages and monthly incomes. For the internal validity of the scales, expert opinion was sought and translation/back-translation method was used. In addition, a pilot questionnaire was administered in order to revise the statements and the questionnaire.

3.4. Research Limitations

-The study was conducted with individuals residing in Eskişehir city center by using a non-probabilistic sampling method, the convenience sampling method, due to time constraints and the difficulty of access to the sample. For this reason, caution is recommended regarding the generalizability and external validity of the results of this study.

-The results of this study are limited to the time period when the research data were collected (March 2013-April 2013).

-In this study, a convertible car was used as a hedonic product, a sedan car was used as a utilitarian product, an iron was used as a durable product, and a bottle of wine was used as a non-durable product (Figure 1). The product samples (photos) used as representatives of particular product types were another limitation to the study.

Figure 1. The product samples used as representatives of particular product types in survey

 Brand name: Le carbergière Country of Origin: Turkey Price : 40.000 TL OPTION-1	 Brand name: Le carbergière Country of Origin: France Price : 40.000 TL OPTION-2	 Brand name: Türkkar Country of Origin: Turkey Price : 40.000 TL OPTION-3	 Brand name: Türkkar Country of Origin: France Price : 40.000 TL OPTION-4
 Brand name: Türkyol Country of Origin: France Price : 40.000 TL OPTION-1	 Brand name: Türkyol Country of Origin: Turkey Price : 40.000 TL OPTION-2	 Brand name: Le cartésuèr Country of Origin: France Price : 40.000 TL OPTION-3	 Brand name: Le cartésuèr Country of Origin: Turkey Price : 40.000 TL OPTION-4
 Brand name: Le férre Country of Origin: Turkey Price : 80 TL OPTION-1	 Brand name: Le férre Country of Origin: France Price : 80 TL OPTION-2	 Brand name: Utüsan Country of Origin: Turkey Price : 80 TL OPTION-3	 Brand name: Utüsan Country of Origin: France Price : 80 TL OPTION-4
 Brand name: İçki diyarı Country of Origin: France Price : 80 TL OPTION-1	 Brand name: İçki diyarı Country of Origin: Turkey Price : 80 TL OPTION-2	 Brand name: Le dé vin Country of Origin: France Price : 80 TL OPTION-3	 Brand name: Le dé vin Country of Origin: Turkey Price : 80 TL OPTION-4

4. Findings and Interpretation

As can be seen Table 1, about 70% of the participants were male and 30% of them were female. With respect to the participants' monthly income, the vast majority of them (71.8%) had a monthly income of "2251 TL and more". Finally, the majority of them were in "26-35" age group (32.8%) or "36-45" age group (38.2%).

No factor analyses were performed for the hedonic product and conspicuous consumption scale as they are single-dimensional scales, but their internal consistency levels were examined. As can be seen in Table 2, the internal consistency levels of the versions of the hedonic product scale with both the hedonic product (a convertible car) and the utilitarian product (sedan car), and that of the conspicuous consumption scale were found to be higher than the acceptable lower limit of 0.70 suggested by Nunnally (1978:245). The correlation coefficients among the statements of the scales were also examined and the lowest correlation coefficient was found to be higher than the acceptable limit of 0.30 suggested by Tabachnick and Fidell (2007).

As shown by the one sample t-test result in Table 3, the convertible car was perceived as more hedonic than the sedan car ($m_{\text{hedonic}}=4.50$, $m_{\text{utilitarian}}=2.94$, $p<0.05$). This finding confirms that the convertible car can be considered as a hedonic product and the sedan car can be considered as a utilitarian product in the later stages of the study as well.

As can be seen in Table 4, regarding the convertible car (a hedonic product), the sedan car (a utilitarian product), the iron (a durable product) and the wine (a non-durable product), the combinations were ranked in the order of preference from the most favorable to the least favorable as "Brand name=TR, Country of Origin=TR", "Brand name=FR, Country of Origin=FR", "Brand name=FR, Country of Origin=TR" and "Brand name=TR, Country of Origin=FR".

Table 1. Demographic Characteristics of the Participants

Demographic Characteristics	Frequency	Percentage
Gender		
Male	286	69.6
Female	125	30.4
Monthly Income		
750 TL and less	5	1.2
751 TL – 1500 TL	15	3.6
1501 TL – 2250 TL	96	23.4
2251 TL and more	295	71.8
Age		
25 and younger	22	5.4
26-35	135	32.8
36-45	157	38.2
46-55	68	16.5
56 and older	29	7.1
Total	411	

Table 2. Internal Consistency of the Scales

Scale	Number of Statements	Cronbach's Alpha coefficient
Hedonic product scale (convertible car)	5	0.88
Hedonic product scale (sedan car)	5	0.93
Conspicuous consumption scale	11	0.89

Table 3. The Participants' Level of Hedonic Product Perceptions about convertible and sedan cars

	Mean	sd	t	df	Sig
Convertible car	4.50	1.17	78.205	410	0.001
Sedan car	2.94	1.09	54.690	410	0.001

As can be seen in Table 5, except for the durable product (iron), conspicuous consumption tendency varied significantly depending on the brand name-country of origin combination in the purchasing decision process about the hedonic product (the convertible car), the utilitarian product (the sedan car) and the non-durable product (the wine).

With respect to the hedonic product, the option with a French brand name and France as the country of origin had the highest conspicuous consumption tendency. This finding shows that the participants with higher conspicuous consumption tendency preferred the hedonic product option with a French brand name and France as the country of origin. The favorable hedonic product option with a French brand name and France as the country of origin was followed by the option with a Turkish brand name and Turkey as the country of origin and then the option with a Turkish brand name and France as the country of origin. With respect to hedonic product, the conspicuous consumption tendencies of these three brand name-country of origin combinations varied significantly from each other.

With respect to the utilitarian product, the option with a French brand name and Turkey as the country of origin had the highest conspicuous consumption tendency. This finding shows that the participants with higher conspicuous consumption tendency preferred the utilitarian product option with a French brand name and Turkey as the country of origin. In addition, the favorable utilitarian product option with a French brand name and Turkey as the country of origin was followed by the option with a Turkish brand name and Turkey as the country of origin and then the option with a Turkish brand name and France as the country of origin. With respect to utilitarian product, the conspicuous consumption tendencies of these three brand name-country of origin combinations varied significantly from each other.

Table 4. The Participants' Preferences for Brand Name-Country of Origin Combinations

Product	Brand Name-Country of Origin	Frequency of preference
Hedonic product (convertible car)	Brand name=TR, Country of Origin=TR	215
	Brand name=FR, Country of Origin=FR	126
	Brand name=FR, Country of Origin=TR	55
	Brand name=TR, Country of Origin=FR	15
Utilitarian product (sedan car)	Brand name=TR, Country of Origin=TR	228
	Brand name=FR, Country of Origin=FR	112
	Brand name=FR, Country of Origin=TR	50
	Brand name=TR, Country of Origin=FR	21
Iron (durable product)	Brand name=TR, Country of Origin=TR	269
	Brand name=FR, Country of Origin=FR	87
	Brand name=FR, Country of Origin=TR	41
	Brand name=TR, Country of Origin=FR	14
Wine (non-durable product)	Brand name=TR, Country of Origin=TR	192
	Brand name=FR, Country of Origin=FR	167
	Brand name=FR, Country of Origin=TR	32
	Brand name=TR, Country of Origin=FR	20
Total		411

With respect to the durable product, the level of conspicuous consumption tendency varied significantly depending on the preferences for brand name-country of origin combinations. Despite not being statistically significant, the option with a French brand name and Turkey as the country of origin had the highest conspicuous consumption tendency. Again, despite not being statistically significant, this finding shows that the participants with higher conspicuous consumption tendency preferred the durable product option with a French brand name and Turkey as the country of origin.

Finally, with respect to the non-durable product, the option with a French brand name and France as the country of origin had the highest conspicuous consumption tendency. This finding shows that the participants with higher conspicuous consumption tendency preferred the non-durable product option with a French brand name and France as the country of origin. In addition, with respect to non-durable product, the conspicuous consumption tendencies of the option with a French brand name and France as the country of origin and the with a Turkish brand name and Turkey as the country of origin varied significantly from each other.

Table 5. Anova Analysis Results About Whether Conspicuous Consumption Tendency Varied Depending On Four Different Brand Name-Country Of Origin Combinations Or Not

	Homogeneity of variance		Analysis of Variance Result (One-way)				
	Levenestatis.	Sig.			Mean difference	Se	Sig.
Hedonic product (convertible car)	2.799	0.40	FR-FR (Tamhane's T2)	FR-TR	+0.256	0.224	0.830
				TR-TR	+0.663*	0.153	0.001*
				TR-FR	+1.002*	0.271	0.007*
Utilitarian product (sedan car)	1.882	0.132	FR-TR (Scheffe)	TR-FR	+0.980*	0.343	0.044*
				TR-TR	+0.684*	0.206	0.012*
				FR-FR	+0.299	0.224	0.620
Iron (durable product)	3.324	0.020	FR-TR (Tamhane's T2)	FR-FR	+0.076	0.264	1.000
				TR-TR	+0.513	0.219	0.130
				TR-FR	+0.004	0.412	1.000
Wine (non-durable product)	1.681	0.170	FR-FR (Scheffe)	TR-FR	+0.555	0.312	0.369
				TR-TR	+0.513*	0.140	0.004*
				FR-TR	-0.033	0.255	0.999

Table 6. Research Hypotheses Analysis Results

H₁: Conspicuous consumption tendency varies significantly depending on the preference for a combination of brand name-country of origin with respect to a hedonic product.	Supported
H₂: Conspicuous consumption tendency varies significantly depending on the preference for a combination of brand name-country of origin with respect to a utilitarian product.	Supported
H₃: Conspicuous consumption tendency varies significantly depending on the preference for a combination of brand name-country of origin with respect to durables.	Not Supported
H₄: Conspicuous consumption tendency varies significantly depending on the preference for a combination of brand name-country of origin with respect to non-durables.	Supported

5. Conclusion and Recommendations

This study found that, the participants' purchase intentions for the non-hybrid brands were higher than their purchase intentions for the hybrid ones in all the product groups in the Turkish sample involved in this study. Also, the most favorable option among the different brand name-country of origin combinations was the one with a Turkish brand name and Turkey as the country of origin, followed by the combination with a French brand name and France as the country of origin. This finding is an indication of the fact that, considering the Turkish sample involved in this study, the participants held more positive attitudes towards domestic products and they have more purchase intention about domestic products than foreign products. This result is confirmed by the findings

reported by Okechuku et al. (1994), Baker and Michie (1995), and Verlegh and Steenkamp (1999). In other words, this study supported the argument that consumers have more positive attitudes towards the products or brands with a domestic origin than those with a foreign origin even if the country of origin is a developed country. At this point, we should note that this finding might be attributed to the fact that the study was conducted in a developing country, Turkey. In this sense, it would be more appropriate to consider this finding as an indication of the fact that consumers in developing countries have more positive attitudes towards and prefer the products or brands manufactured in their domestic countries in comparison with those with a foreign origin even if these products' or brands' country of origin is a developed country. Moreover, considering that Turkey is a collectivist country, this finding also supports the argument made by Gurhan-Canli and Maheswaran (2000a) that consumers in collectivist countries have more positive perceptions about the products manufactured in their domestic countries without consideration to the technical specifications of these products. In fact, at this point, this finding brings about the following research question: Do consumers in developed-developing countries and those in individualist-collectivist countries react to brand names, countries of origin, and the congruence between brand name and country of origin in different ways? This research question could be examined in future studies.

This study also examined brand name-country of origin combinations with respect to hedonic products and found that the participants favoring the product with a French brand name and France as the country of origin had higher conspicuous consumption tendency. This finding indirectly supports the suggestion made by Leclerc et al. (1994) that the brand name-country of origin combination that leads to highest hedonic perceptions is the combination of a French brand name and France as a product's country of origin. This is because individuals with higher hedonic perceptions and pursuits are considered to have higher tendency of conspicuous consumption. In fact, examination of conspicuous consumption tendencies in the dichotomy of hedonism-utilitarianism in future research could make a significant contribution to the literature.

The market shares of developing countries are growing rapidly (Gu et al., 2008). Also, the market shares of developing countries are estimated to surpass the markets of developed countries in terms of gross domestic product by 2035 (Wilson and Purushothaman, 2003). Therefore, in-depth analysis and investigation of the purchasing behavior and the perceptions in purchasing processes of consumers in developing countries can provide significant benefits and gains for brands in both developed and developing countries' markets. On the other hand, social media can serve to eliminate the impact of country for brands (Deshpandé, 2010). In fact, a more effective use of social media in an international platform that covers the markets of both developed and developing countries can make it possible for brands to evoke a more positive impression about their products in consumers' minds in a viral way.

References

- Agrawal, J., Kamakura, W.A. (1999), Country of origin: A competitive advantage?, *International Journal of Research in Marketing*, 16, 255-267.
- Ailawadi, K.L., Keller, K.L. (2004), Understanding retail branding: Conceptual insights and research priorities, *Journal of Retailing*, 80(4), 331-342.
- Amaldoss, W., Jain, S. (2005), Pricing of Conspicuous Goods: A Competitive Analysis of Social Effects, *Journal of Marketing Research*, 42(February), 30-42.
- Baker, M.J., Ballington, L. (2002), "Country of origin as a source of competitive advantage", *Journal of Strategic Marketing*, 10, 157-168.
- Baker, M.J., Michie, J. (1995), "Product Country Images: Perceptions of Asian Cars", Glasgow: University of Strathclyde, Department of Marketing, Working Paper Series No. 95/3.
- Balabanis, G., Diamantopoulos, A. (2004), "Domestic Country Bias, Country-of-Origin Effects, and Consumer Ethnocentrism: A Multidimensional Unfolding Approach", *Journal of the Academy of Marketing Science*, 32(1), 80-95.
- Batra, R., Ahtola, O.T. (1990), "Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes," *Marketing Letters*. 2(2), 159-170.
- Bazerman, M.H., Tenbrunsel, A.E., Kimberly, W.B. (1998), "Negotiating with Yourself and Losing: Understanding and Managing Conflicting Internal Preferences", *Academy of Management Review*, 23, 225-241.

- Belk, R.W. (1988), "Possessions and the extended self", *Journal of Consumer Research*, 15(2), 139-168.
- Chao, P., Wührer, G., Werani, T. (2005), "Celebrity and foreign brand name as moderators of country-of-origin effects", *International Journal of Advertising*, 24(2), 173-192.
- Chaudhuri, H.R., Mazumdar, S., Ghoshal, A. (2011), "Conspicuous consumption orientation: conceptualisation, scale development and validation", *Journal of Consumer Behaviour*, 10, 216-224.
- Chitturi, R., Raghunathan, R., Mahajan, V. (2008), "Delight by Design: The Role of Hedonic Versus Utilitarian Benefits", *Journal of Marketing*, 72(May), 48-63.
- Chu, P-Y., Chang, C-C., Chen, C-Y., Wang, T-Y. (2010), "Countering negative country-of-origin effects: The role of evaluation mode", *European Journal of Marketing*, 44(7-8), 1055-1076.
- Chung, E., Fischer, E. (2001), "When conspicuous consumption becomes inconspicuous: the case of the migrant Hong Kong consumers", *Journal of Consumer Marketing*, 18, 474-488.
- Cordell, V.V. (1992), "Effects of consumer preferences for foreign-sourced products", *Journal of International Business Studies*, 23(2), 251-269.
- Czepiec, H., Cosmas, S. (1983), "Exploring the meaning of made in: a look at national stereotypes, product evaluations, and hybrids", paper presented at *Annual Meeting of the Academy of International Business*, San Francisco, CA.
- Deshpandé, R. (2010), "Why You Aren't Buying Venezuelan Chocolate", *Harvard Business Review*, December, 25-27.
- Dinnie, K. (2002), "National Image and Competitive Advantage: The Theory and Practice of Country-of-Origin Effect", *Journal of Brand Management*, 9(4-5), 396-398.
- Doğan, V. (2012), *The relationship between symbolic money meanings and materialism*, Unpublished Master of Sciences Thesis, Eskişehir Osmangazi University Institute of Social Sciences.
- Drozdenco, R., Jensen, M. (2009), "Translating country-of-origin effects into prices", *Journal of Product & Brand Management*, 18(5), 371-378.
- Firat, A.F. (1991), "The consumer in postmodernity", *Advances in Consumer Research*, 18, 70-76.
- Giovannini, S.M. (2012), *The influence of brand consciousness on young consumers' self-versus social consumption for luxury fashion products*, Unpublished Master of Sciences Thesis, Graduate Faculty of North Carolina State University.
- Grohmann, B., Giese, J.L., Parkman, I.D. (2013), "Using type font characteristics to communicate brand personality of new brands", *Journal of Brand Management*, 20, 389-403.
- Gu, F.F., Hung, K., Tse, D.K. (2008), "When Does Guanxi Matter? Issues of Capitalization and Its Dark Side," *Journal of Marketing*, 72 (July), 12-28.
- Gurhan-Canli, Z., Maheswaran, D. (2000a), "Cultural variations in country of origin effects", *Journal of Marketing Research*, 37(3), 309-317.
- Gurhan-Canli, Z., Maheswaran, D. (2000b), "Determinants of Country-of-Origin Evaluations", *Journal of Consumer Research*, 27, 96-108.
- Haubl, G., Elrod, T. (1999), "The impact of congruity between brand name and country of production on consumers' product quality judgments", *International Journal of Research in Marketing*, 16, 199-215.
- Holbrook, M.B., Hirschman, E.C. (1982), The experiential aspects of consumption: Consumer fantasies, feelings, and fun, *Journal of Consumer Research*, 9, 132-140.
- Kaynak, E., Cavusgil, S.T. (1983), "Consumer attitudes towards products of foreign origin: do they vary across product classes", *International Journal of Advertising*, 2(2), 147-157.
- Kinra, N. (2006), The effect of country-of-origin on foreign brand names in the Indian market, *Marketing Intelligence & Planning*, 24(1), 15-30.
- Koubaa, Y. (2008), "Country of origin, brand image perception, and brand image structure", *Asia Pacific Journal of Marketing and Logistics*, 20(2), 139-155.
- Leclerc, F., Schmitt, B.H., Dube, L. (1994), "Foreign Branding and Its Effects on Product Perceptions and Attitudes", *Journal of Marketing Research*, 31, 263-270.
- Mano, H., Oliver, R.L. (1993), "Assessing the dimensionality and structure of the consumption experience: evaluation, feeling and satisfaction", *Journal of Consumer Research*, 20(December), 451-466.

Investigation of Brand Name-Country of Origin Preference in Four Different Product Groups with Respect to Conspicuous Consumption Tendency

- Manrai, L.A., Lascu, D.-N., Manrai, A.K. (1998), "Interactive effects of country of origin and product category on product evaluations", *International Business Review*, 7, 591-615.
- Martin, B. (2010), "Boosting your product's country of origin", *Journal of Strategic Marketing*, 18(4), 357-358.
- Mason, R. (2001), "Conspicuous consumption: a literature review", *European Journal of Marketing*, 18(3), 26-39.
- Melnyk, V., Klein, K., Völckner, F. (2012), "The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries", *Journal of Marketing*, 76(November), 21-37.
- Nunnally, J.C. (1978), *Psychometric theory* (Second edition), McGraw-Hill: New York.
- O' Cass, A., McEwen, H. (2004), "Exploring consumer status and conspicuous consumption", *Journal of Consumer Behaviour*, 4(1), 25-39.
- O' Cass, A., Frost, H. (2002), "Status brands: Examining the effects of non-product-related brand associations on status and conspicuous consumption", *The Journal of Product and Brand Management*, 11(2-3), 67-86.
- Okechuku, C. (1994), "The importance of product country of origin: a conjoint analysis of the United States, Canada, Germany and The Netherlands", *European Journal of Marketing*, 28(4), 5-19.
- Peabody, D. (1985), *National Characteristics*, Cambridge: Cambridge University Press.
- Pecotich, A., Ward, S. (2007), "Global branding, country of origin and expertise: An experimental evaluation", *International Marketing Review*, 24(3), 271-296.
- Peterson, R., Jolibert, A.J.P. (1995), "A meta-analysis of country-of-origin effects", *Journal of Business Studies*, 26, 883-900.
- Podoshen, J.S., Andrzejewski, S.A. (2012), "An examination of the relationships between materialism, conspicuous consumption, impulse buying, and brand loyalty", *Journal of Marketing Theory and Practice*, 20(3), 319-333.
- Roy, R., Sharon, N.G. (2012), "Regulatory focus and preference reversal between hedonic and utilitarian consumption", *Journal of Consumer Behaviour*, 11, 8188.
- Salciuviene, L., Ghauri, P.N., Streder, R.S., De Mattos, C. (2010), "Do brand names in a foreign language lead to different brand perceptions?", *Journal of Marketing Management*, 26(11-12), 1037-1056.
- Scarpi, D. (2005), "Hedonic and Utilitarian Behaviour in Specialty Shops", *The Marketing Review*, 5, 31-44.
- Schmitt, B.H., Pan, Y.G., Tavassoli, N.T. (1994), "Language and consumer memory: the impact of linguistic differences between Chinese and English", *Journal of Consumer Research*, 21 (December), 419-431.
- Shukla, P. (2008), "Conspicuous consumption among middle age consumers: psychological and brand antecedents", *Journal of Product & Brand Management*, 17(1), 25-36.
- Solomon, M.R., Bamossy, M., Askegaard, S. (2002), *Consumer Behavior: A European Perspective*, Prentice Hall Financial Times (Second edition), Engelwood Cliffs, N.J.
- Stevens, J. (1996), *Applied Multivariate statistics for the social sciences*, (3rd edition), Mahwah, Lawrence Erlbaum: New Jersey.
- Tabachnick, B.G., Fidell, L.S. (2007), *Using Multivariate Statistics*, (5th edition), Pearson Education: Boston.
- Trigg, A. (2001), "Veblen, Bourdieu, and conspicuous consumption", *Journal of Economic Issues*, 35(1), 99-115.
- Verlegh, P.W.J., Steenkamp, J.-B.E.M., (1999), "A review and meta-analysis of country-of-origin research", *Journal of Economic Psychology*, 20, 521-546.
- Voss, K.E., Spangenberg, E.R., Grohmann, B. (2003), "Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude", *Journal of Marketing Research*, 40 (August), 310-320.
- Wilson, D., Purushothaman, R. (2003), "Dreaming with BRICs: The Path to 2050," *Global Economics Paper*, No. 99, Goldman Sachs: New York.