

**IBN HALDUN UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MANAGEMENT**

MASTER THESIS

**IMPACT OF COUNTRY OF ORIGIN ON PURCHASE
DECISIONS: CASE OF TÜRKİYE'S COUNTRY OF
ORIGIN EFFECT ON CONSUMER CLOTHES
PURCHASE DECISIONS IN YEMEN, SANA'A**

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ISTANBUL, 2024

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by

HANAN SALAH

**A thesis submitted to the School of Graduate Studies in partial
fulfillment of the requirements for the degree of Master of Arts in
Management**

THESIS SUPERVISOR

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ISTANBUL, 2024

APPROVAL PAGE

This is to certify that we have read this thesis and that in our opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Management

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I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

Name Surname:

Signature:



ÖZ

MENŞEİ ÜLKE ETKİSİNİN SATIN ALMA KARARI ÜZERİNDEKİ ETKİSİ: TÜRKİYE MENŞEİ ÜRÜNLERİN YEMEN/SANA'DA TÜKETİCİLERİN KIYAFET SATIN ALMA KARARLARINA ETKİSİ

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Bu araştırma, menşe ülke etkilerinin tüketici davranışları üzerindeki etkisini, 'Made in Türkiye' etiketinin Yemenli müşterilerin giyim satın alırkenki kararları üzerindeki önemine odaklanarak ele almaktadır. İki ülkenin gelişen ticari bağları göz önüne alındığında, Türkiye ile Yemen arasındaki ilişkileri anlamak iş dünyası ve politikacılar için kritik önem taşımaktadır.

Bu çalışma, Menşe Ülkesinin müşterinin satın alma kararını ne ölçüde etkilediğini görmek için tüketici bakış açısı ile yürütülmüştür. "Made in Türkiye"nin önemi; farklı yaş, cinsiyet ve eğitim alt grupları incelenerek değerlendirilmektedir. Birincil veriler, Sana'a'daki Yemenli müşterilere yöneltilen standartlaştırılmış soru sorma araçları kullanılarak toplanmıştır. Ayrıca bu çalışma; verilerin başarılı bir şekilde anlaşılabilmesi için tanımlayıcı istatistikler, korelasyon analizi ve regresyon analizinin kapsamlı bir şekilde kullanımını içermektedir.

Bu çalışmanın bulguları, 'Made in Türkiye' etiketinin Yemen'deki tüketici davranışları üzerinde ve özellikle de giysi tercihleri üzerinde önemli bir etkiye sahip olduğunu ortaya koymaktadır. Veriler aynı zamanda Türk giyim üreticilerinin ve pazarlamacılarının yüksek düzeyde ilgi gördüğünü ve Yemenlilerin ortamında markalaşmanın ve pazar konumlandırmanın önemini vurgulamaktadır. Bu çalışma,

arařtırmaların çok az ilgisini çeken bir pazardan ampirik veriler saęlayarak uluslararası pazarlama hakkındaki bilimsel söylemi güçlendirmektedir. Politikacılar, bu sonuçları daha verimli ve üretken ticari ortaklıkları teşvik etmek için kullanma potansiyeline sahiplerdir.

Anahtar Kelimeler: "Made in...", Menş e Etiketleri, Menş e Ülke, Türkiye, Yemen.



ABSTRACT

IMPACT OF COUNTRY OF ORIGIN ON PURCHASE DECISIONS: CASE OF TÜRKİYE'S COUNTRY OF ORIGIN EFFECT ON CONSUMER CLOTHES PURCHASE DECISIONS IN YEMEN, SANA'A

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This study looks at the influence of “Country-of-Origin” impacts on consumer behavior, focusing on the importance of the 'Made in Türkiye' label on Yemeni consumers' clothing purchasing decisions. Understanding the relationships between Türkiye and Yemen is critical for businessmen and policymakers, given development of trade relations between the two nations.

This study is being undertaken from a consumer standpoint to see to what extent “Country-of-Origin” influences a consumer's purchase decision. Different age, gender, and education subgroups are investigated, and the significance of the "Made in Türkiye" is assessed. Primary data are gathered through the use of standardized questionnaires given to Yemeni consumers in Sana'a. To effectively interpret the data, the study makes comprehensive use of descriptive statistics, correlation analysis, and regression analysis.

The study's findings reveal that the 'Made in Türkiye' label has a significant influence on consumer behavior in Yemen, particularly in terms of garment preferences. The data also show a high level of interest in Turkish clothing makers and marketers, emphasizing the importance of branding and market positioning in the Yemeni environment. The study adds to the scholarly discourse about international marketing

by providing empirical data from a market that has gotten little research attention. Policymakers have the potential to use these results to foster more efficient and productive trade partnerships.

Keywords: Country-of-Origin, “Made in...”, Origin Labels, Türkiye, Yemen.



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This study was accomplished. Thanks to the spirit of cooperation that I received generously from my supervisor, family, and friends. Without them, my efforts would not have been crowned with success, and I would not have reached my goal.

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LIST OF SYMBOLS AND ABBREVIATIONS

COI	Country of Origin Image
COO	Country of Origin
PCI	Product-Country Image



CHAPTER I

INTRODUCTION

1.1. Background of the Study

The product country image, more often known as the “Country-of-Origin” effect, is one feature that might provide a competitive advantage. Numerous investigations have been conducted to determine the nature of this phenomenon and how it affects consumers' perceptions and purchasing decisions (Baker & Ballington, 2002). The term "country of origin" refers to the country where the product was made or the nation to which the product is associated. It is called the motherland of a product. "Made in..." labels frequently identify the country of origin. These labels started in ancient Greece when it was customary to mark goods with signs, logos, and other details associated with their place of origin (Scholar, 2014).

Actually, one of the most studied topics in the field of international marketing is country of origin (COO). It names COO as a significant factor in consumers' decision-making processes. Earlier research considered that the impact of the COO is related to brand impression and assessments in global marketplaces. Although the concept of a COO is broadly related, national views and product contexts approach it in different ways (Dissanayake & Bmac, 2018).

Nevertheless, it is well acknowledged in the literature that customers' perceptions of a brand's COO affect their choice of that brand. Consumer decision-making is greatly influenced by perceived COO (Cakici & Shukla, 2017).

Nowadays, customers are continuously overwhelmed with plenty of product information delivered via packaging, branding, advertising, and other channels. Consumers employ this information to establish preferences and purchasing decisions, but it also triggers emotions, feelings, imagery, and fantasies. Country of origin can be viewed as an external indication of product quality. Moreover,

consumers have been found to infer product quality assessments from product-country images, which include ideas about a country's products as well as more general features such as its economy, labor, and culture (P. Verlegh et al., 1999).

Additionally, customer experience is becoming more and more recognized as a crucial phenomenon in management practice with significant consequences for customer relationship building. According to previous studies, the origin of the product affects purchasing decisions by consumers. In this study, we try to measure the effect of the country of origin of clothes bearing the label "Made in Türkiye" on the purchasing decision of Yemeni citizens residing in the Yemeni capital, Sana'a.

Following is a list of the factors that contribute to the effect of the country of origin on the consumer decision process according to Uyar (2018):

- i. As globalization continues to grow, customers increasingly view brand name and provenance as indicators of quality.
- ii. Consumers view a product's country of origin information as a standardization indication and a characteristic that sets it apart from competing products.
- iii. Some foreign enterprises get marketing benefits when entering a new market by providing information about the country of origin and brand name.
- iv. As a result of globalization, consumers now see foreign goods favorably.

In the light of the above, the study, in its theoretical and analytical parts, attempts to measure the impact of the country of origin on the consumer's purchase desire and decision. In this research, Turkish clothes were used to measure the effect of the "Made in Türkiye" label on Yemeni consumers residing in the city of Sana'a.

1.2. Statement of the Problem

Price and brand recognition are two elements that frequently affect consumers' opinions on and intentions to buy a product. However, as more businessmen offer their products to customers throughout the world, the globalization of production and markets has added another aspect to the list. As a result, many international

customers may consider a product's country of origin (COO) while assessing both local and foreign goods (Ahmed et al., 2004).

People throughout the world consider COO while evaluating products due to the relative strength of COO compared with other informational cues. This information can help marketers develop more effective strategies to support Turkish businessmen in selling their products. Therefore, the impact of Türkiye's country of origin on consumer decisions about textile purchases in Yemen/Sana'a will be shown by the researcher in this study.

The purpose of this study is to look into the impact of "Country-of-Origin" on consumer behavior, with a particular focus on the role of the 'Made in Türkiye' label on clothes purchase decisions among Yemeni customers. Understanding the relationships between Türkiye and Yemen is critical for businessmen and policymakers, given the development of commercial relations between the two nations.

1.3. Significance of the Study

Studies on the effect of country of origin in developing countries are extremely limited and can't be found. Additionally, it is unclear what function the COO has in affecting Yemeni customers' preferences and intents to buy Textile items because there has been little research done to date on the impact of the COO of Turkish products on Yemeni consumers' view.

Moreover, by examining COO impacts on the evaluation of Turkish clothing, this study seeks to contribute to the body of research on international marketing.

As a result, a secondary objective of this study is to determine if Yemen, a developing country in the Middle East, may benefit from the COO framework that has been created and extensively examined in Western industrialized countries. The literature on COO impacts is reviewed in the chapter that follows, and we then create a research model and a set of hypotheses that are put to the test using information acquired from 388 Yemeni consumers.

1.4. Research Objective

- To understand the influence of country of origin on customer purchase decision.
- To investigate the effect of the "made in Türkiye" label on customer buying behavior.
- To overview the influence of country of origin on customer purchase intentions.
- To comprehend the influence of product involvement on customer purchase decision
- Therefore, in this study, the researcher will examine those aspects to determine if they have a real influence, whether positive or negative, and assist the marketers in acquiring the best approach to develop their service to increase their profit.

1.5. Research Questions and Hypothesis

RQ1: What effect does the "Made in Türkiye" label have on Sana'a-based Yemeni customers' perceptions of product quality?

What impact does the "Made in Türkiye" label have on Sana'a-based Yemeni customers' perceptions of the worth of apparel products?

How do Yemeni shoppers in Sana'a perceive the legitimacy and dependability of clothing bearing the "Made in Türkiye" label, and how does this affect their decision to buy?

RQ2: How do Yemeni shoppers in Sana'a evaluate the qualities and characteristics of apparel based on the degree of product involvement?

What part does product involvement play in Sana'a Yemeni shoppers' decision-making, and how does it affect their general contentment with the garments they buy?

RQ3: How does the existence of the "Made in Türkiye" label affect Yemeni shoppers' intentions to buy clothing in Sana'a?

How does the "Made in Türkiye" label interact with other variables like quality and brand reputation when forming purchase intentions among Yemeni customers in Sana'a?

H1: Clothes bearing the "Made in Türkiye" label have a positive impact on Yemeni consumers (residing in Sana'a) purchase decisions.

H2: Product involvement has a positive impact on Yemeni consumers (residing in Sana'a) purchase decision of clothes.

H3: Clothes bearing the "Made in Türkiye" label have a positive impact on Yemeni consumers (residing in Sana'a) purchase intention.

1.6. Scope And Difficulties of the Study

When a customer looks at a product from another country, they are likely to adopt a "Country-of-Origin" image because it is the most accessible information to find out (Hong & Wyer, Jr., 1989). Therefore, this study attempts to look into how Yemeni consumers' perceptions and buying habits are affected by the perception of a product's place of origin. Customers' opinions and purchase intentions are both influenced by the country of origin's image. Products from nations with favorable reputations tend to be preferred by consumers, and they are also more likely to command higher prices for them. Therefore, the researcher aims to find if textile products of Turkish origin have an actual effect on Yemeni consumers' purchase intentions and decisions.

Difficulties:

The difficulties that I encountered during the research can be summarized as follows:

- An eight-year-old military conflict in Yemen has caused a lack of government statistics, making it difficult to find accurate economic data (United Nations, 2022).
- The poor quality of internet service in Yemen made publishing the questionnaire and obtaining answers take time.
- Lack of sources and previous research that studies Yemeni consumer behavior
- Lack of sources that study the impact of the Türkiye country of origin on consumers in third world countries.
- Some small companies in Yemen Importing goods from Türkiye do not have a reliable database.

1.7. Organization of the Study

This study consists of six main chapters:

- Chapter One covers the study's introduction, problem, objectives, significance, scope, limitations, and organization.
- Chapter Two presents a review of the literature.
- Chapter Three looks at the relationship between Yemen and Türkiye.
- Chapter Four looks at the research methodology and hypothesis.
- Chapter Five discusses the results.
- Finally, Chapter Six includes discussion, conclusion, and recommendations.



CHAPTER II

CRITICAL REVIEW OF RELATED LITERATURE

2.1. Theoretical Framework of Concepts

2.2. Consumer and Consuming

Western nations went through a protracted period of prosperity after World War II. Strong economic growth brought about by new industrial techniques for the mass manufacturing and distribution of commodities and higher pay improved many people's quality of life while simultaneously fostering the development of new kinds and higher levels of consumption (Blue, 2017).

Customers are the performers on the stage of the market. Though there is a slight difference between a buyer and a consumer. Those who purchase or utilize products and services are often called consumers. Buyers might be defined as final, institutional, or industrial purchasers. With a far narrower meaning, the last term, "consumer", refers to those who buy just for their own use—that is, for whom the items or services are eventually intended (Gonzalez & Lee, 2013).

On the other hand, consuming is the act of increasing entropy in return for existential or sensory benefits. Existential benefits are well established, such as meeting Maslow's demands. However, experiential rewards—which refer to the momentary boost in happiness people feel when they are engaging in a goal-directed, purposeful manner—might be just as significant. One method to have such sensations is to consume (Csikszentmihalyi, 2000).

Nevertheless, despite evidence of the economic importance of consumption, there wasn't much research done in this field during most of the 20th century. Academic researchers first truly started looking at the nature and substance of consumption itself in the 1960s and 1970s (Blue, 2017).

According to Zygmunt Bauman (2007), consumption is one of the unbreakable components of biological survival that we, as humans, share with all other living organisms. It is a constant and irremovable condition and facet of existence that is not constrained by time or history. When viewed in this light, consuming is a phenomenon that has been for as long as there have been living things. It is also unquestionably a permanent, essential component of every type of life that has been described in historical accounts and ethnographic research.

Contrary to consumption, which is essentially a characteristic and activity of individual people, consumerism is a feature of society. The very individualistic ability to want, desire, and crave for something must be separated (called "alienated") from people and recycled/ reified into a force that drives the "society of consumers" in order for a society to have that attribute. Also, it maintains its direction as a unique form of human togetherness while also establishing specific guidelines for efficient personal life strategies and objectives (Zygmunt Bauman, 2007).

"Consumerism" can be defined as *"a specific kind of social structure that results from the recycling of regular, consistent, and, in a sense, "regime-neutral" human needs, wants, and longings into the primary engine and mechanism of society, one that drives systemic reproduction, social integration, social stratification, and human development"*. Additionally, it is important for the processes of group self-actualization and individual and group self-identification (Zygmunt Bauman, 2007).

2.3. Consumer Behavior

"All marketing decisions are based on assumptions and knowledge of consumer behavior"(Hawkins & Mothersbaugh, 2010).

Consumer behavior is defined as the behaviors that customers perform when searching for, purchasing, utilizing, evaluating, and rejecting goods and services that they feel will suit their needs. Consumer behavior study is concerned with how people allocate their available resources (time, money, and effort) to products they intend to consume (Schiffman & Lazar, 2007). This behavior happens for the individual or within the framework of a group or organization. The use and disposal

of items and their buying and distribution are all covered under the field of consumer behavior (Diksha Panwar et al., 2019).

According to Romanowski et al. (2016), acquiring, consuming, and disposing are the three fundamental behaviors of consumers. They also gave the following explanation:

Acquisition: Making a selection based on a particular set of criteria occurs

Consumption: is the process by which people use the products and services they have purchased to suit their wants.

Disposal: The disposal of goods that are no longer useful because they were damaged during consumption or because the need that drove their acquisition has ended.

Today's business simply cannot afford to disregard the signals coming straight from the market, the main sources of which are customers, despite the fact that understanding consumer behavior is difficult, as shown in Figure 2.1. The capacity to accurately detect and analyze these signals may be the key to success, particularly in the internet and social media era. It is critical for businesses to continuously analyze customer behavior and adjust their plans in order to implement a successful marketing strategy (Romanowski et al., 2016).

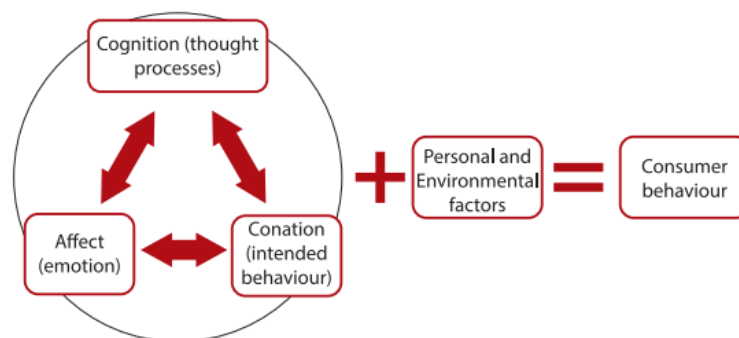


Figure 2.1. Consumer Behavior Dynamics
(Romanowski et al., 2016)

In 2004, two Romanian experts, Cătoiu and Teodorescu, characterize consumer behavior from two key vantage points (Dumitrescu & Fuciu, 2015).

- In a limited sense, it showcases the behavior of individuals when they buy or use products and services. At that time, the focus of marketing was on promoting the product or service. However, as the marketing concept evolved, this approach became associated with classical marketing ideas.
- In a broad sense, considering the modern marketing concept, consumer behavior encompasses all aspects of the end user's behavior toward both tangible and intangible assets.

2.4. Consumer Behavior Models

In a research conducted by Xinhui and Han (2016) consumer purchase behavior was identified as *"the process of people when they search, choose, purchase, use, comment and dispose product or service; include consumer's subjective mental activity and objective material activity"*.

Furthermore, there are many reasons why models are created. Still, the two main motivations for creating most consumer models are to help build a theory that directs research on consumer behavior and to make it easier to compile what is currently known about consumer behavior (Vijayalakshmi Vijaya, 2018). Therefore, studying these models aids in forming new theories and comprehending complicated interactions and also serves as a foundation for debates and research. These models will also aid in examining customer buying and consumption behavior.

- The Howard-Sheth model

The Howard Sheth model of customer behavior was put out by John Howard and Jagadish Sheth in their 1969 work, "The Theory of Buyer Behavior."

The Howard Sheth Model is a complex information processing sequence that integrates many social, psychological, and marketing aspects of consumer decision-making. The purpose is to present an experimentally confirmed image of consumer

behavior and its results in addition to giving an explanation of consumer behavior in terms of cognitive functioning (Howard, 1977).

This Model of Consumer Decision Making offers an attempt to explain why consumers make the decisions they do. “*Extensive Problem Solving (EPS)*, *Limited Problem Solving (LPS)*, and *Routinized Problem Solving (RPS)*” are three degrees of decision-making that Howard Sheth has helped to distinguish (Sivakumar, 2021).

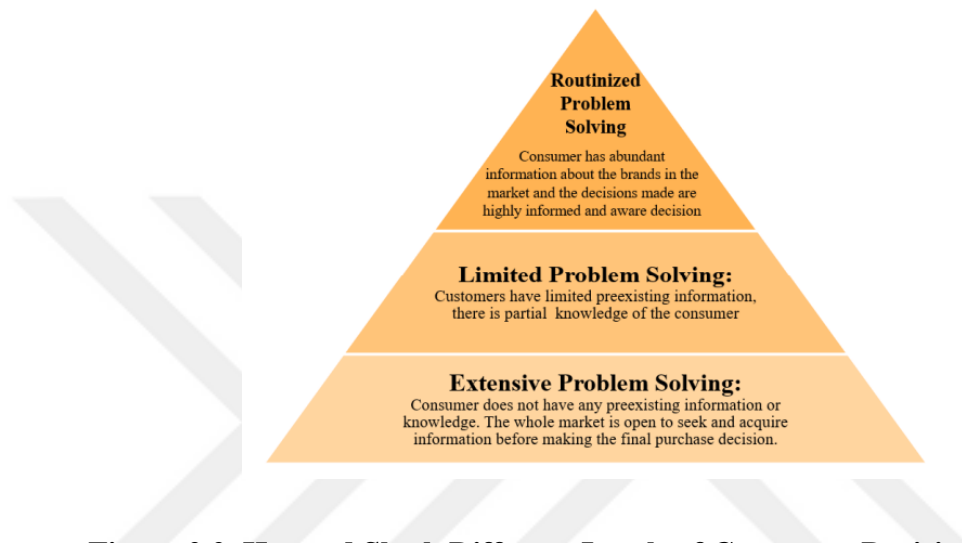


Figure 2.2. Howard Sheth Different Levels of Consumer Decision-Making
(Sivakumar, 2021)

This model assists in understanding how social, psychological, and marketing factors affect a consumer's ability to make logical decisions.

Four sets of concepts are proposed by the Howard Sheth model, including:

- i. Inputs
- ii. Perceptual and learning construct (Hypothetical construct)
- iii. Output
- iv. Exogenous Variables or External factors.

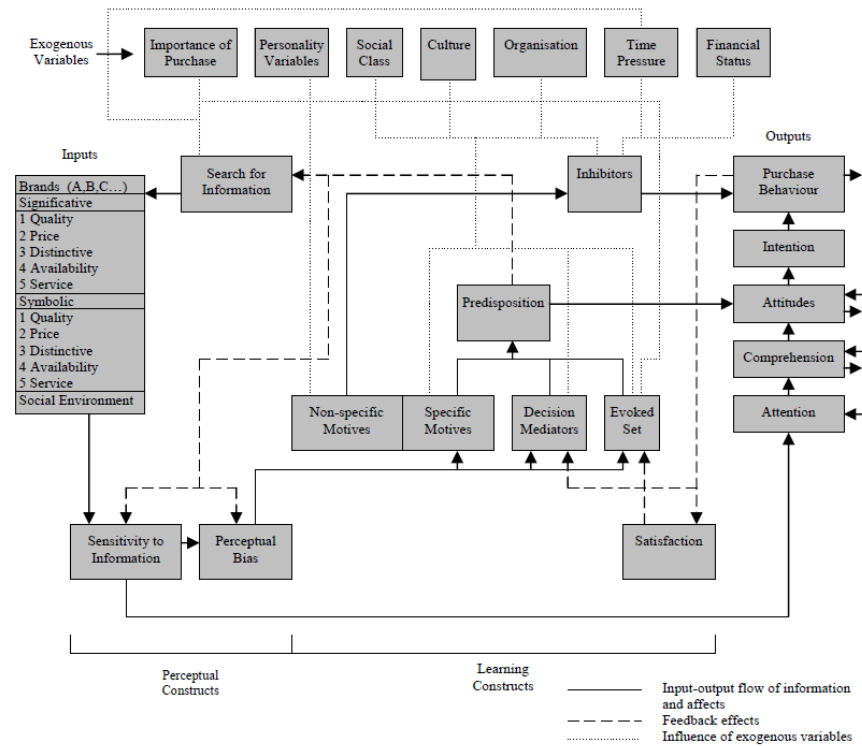


Figure 2.3. Howard and Sheth Model
(Bray Jeff, 2008)

In a report done by Yavm Chowdary (2020), the variables were explained as follows:

Table 2.1. Howard and Sheth Model

Input	The buyer's side stimuli are considered input factors. They are Symbolic stimulus (It represents our perspective on Quality, Price, Distinctiveness, Service, and Availability), Social stimulus (This includes knowledge available via society such as family, reference groups, and social class), and Significance (which is the details provided about the Quality, Cost, Distinctiveness, and Availability from the company side).
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Table 2.1. (cont.)

Hypothetical Constructs	These are the internal states of the person that deal with the external inputs. The changes in these states, which are not observable, can be deduced from the output variables. The core element of the model and the psychological elements are undoubtedly in work while the customer makes the decision. The learning constructs describe the buyer's knowledge, opinion, attitude, and ultimate decision on which product or brand to select, whereas the perceptual structures describe how a person defines the product.
Output	The results of internal operations, such as the choice to purchase and the disclosure of consumer opinions and desires, are referred to as output. The customer's actual purchase is the most crucial output variable since it includes acting in accordance with their desires.
Exogenous Variables or External factors	Additional external factors that affect the purchase process. These include elements like the buyer's perceived worth of the purchase, the consumer's personality qualities, and involvement in a social group, the consumer's financial status, and the pressure of time.

(Yavn Chowdary, 2020)

- The Engel, Blackwell, and Miniard model

The Consumer Behavior Model by Engel, Kollat, and Blackwell was developed in 1968 and revised in 1973 and 1978. Later, Engel, Blackwell, and Minard (1990) improved it by seeing consumer behavior as a five-stage decision-making process (Vijayalakshmi Vijaya, 2018).

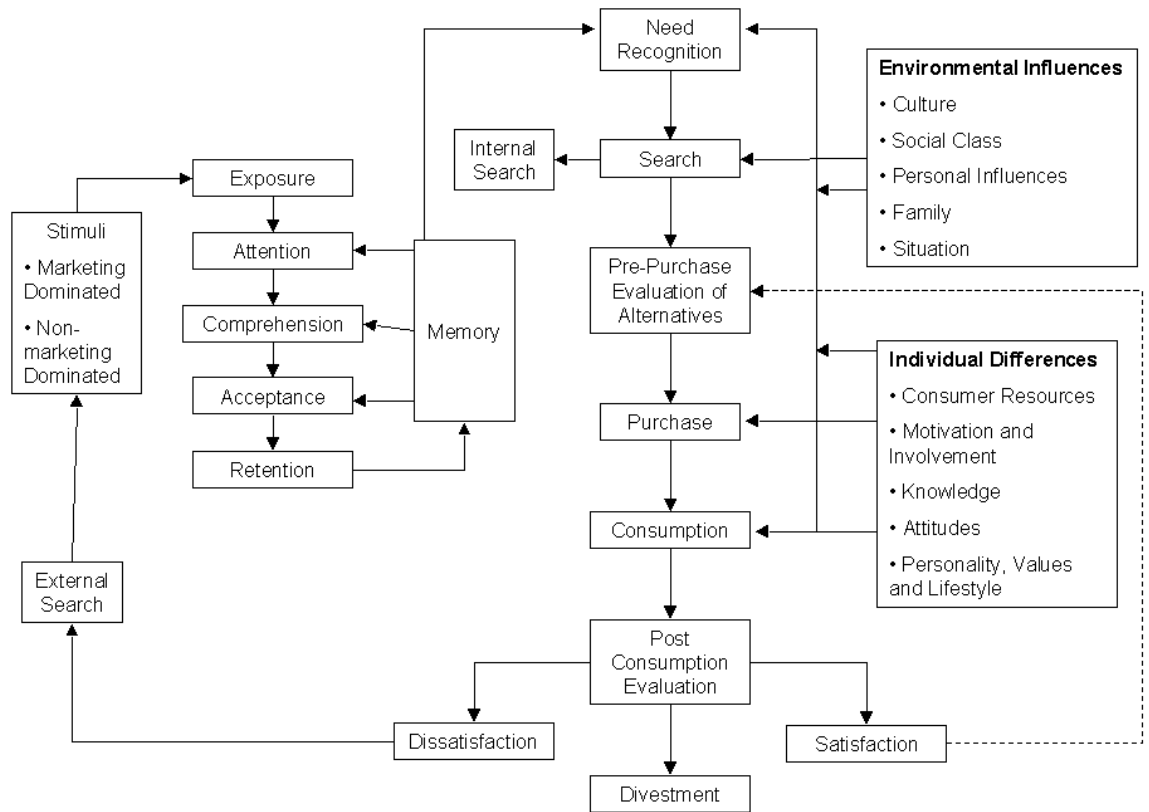


Figure 2.4. The Engel-Blackwell-Miniard Model
(Solomon et al., 2006)

According to Kamal Ismail (2010), the five steps are:

Table 2.2. The Engel, Blackwell, and Miniard Model

<p>Need recognition</p>	<p>A difference between the customer's ideal situation and existing circumstances leads the consumer to recognize the need for specific items. This distinction encourages the customer to make an effort to achieve the desired condition. To get the customer to act, this need must be relatively urgent and must be met using the resources at hand. Multiple factors affect how much the desired and actual states differ from one another.</p>
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2.5. Consumer Decision-Making Process

Understanding how and why customers behave in particular ways and make particular purchases has long been a popular topic in marketing as it helps companies improve their strategies and grow their market share. How to change consumers' buying habits is an issue that all marketers face nowadays. Therefore, convincing individuals to purchase their products or services is one of the problems that modern marketers must overcome. Therefore, comprehending consumer purchasing behavior illuminates the psychology of how consumers perceive, feel, and select from a range of options (brands, goods, and retailers), as well as how the consumer is influenced by their surroundings (culture, family, and the media). It also makes clear how customer decision-making and motivation vary throughout items. All of this aids in our comprehension of how marketers may improve their campaigns to establish stronger connections with customers (Stankevich, 2017).

Consumer behavior refers to the choices that customers make while making purchases and the elements that impact their decisions. Many goods and services require extensive, time-consuming processes before being decided to buy, including extensive research, brand comparisons, and evaluations. Marketers' capacity to sway consumer behavior through purchase is significantly influenced by their understanding of consumer behavior. Marketers must comprehend the precise needs that consumers aim to meet and how they convert those needs into purchasing criteria. They have to understand how consumers evaluate several choices and use this information to pick among rival brands (Belch & Belch, 2021).

Furthermore, it's crucial to understand what are influencing consumers' decisions to buy. From the standpoint of a marketer, it is critical to grasp this subject matter in order to improve a company's offerings, target customers more effectively, and understand how consumers regard a product in relation to rivals. By providing value and guaranteeing customer satisfaction, all of these acts have the effect of giving the business a competitive edge and increasing its worth (Stankevich, 2017).

2.6.1. Decision-Making Models

Consumer behavior is attempted to be explained by a number of models in marketing and consumer buying theory. However, they are very different from one another.

Table 2.3. Decision-Making Models

Name of the Model	Model
Anderson Decision Model. (1965)	One of the earliest models of customer behavior was put forth by Anderson in 1965. Anderson Decision Model recognizes the role that information plays in helping customers make decisions. Furthermore, it highlights the significance of customer thought but fails to consider those opinions in connection to behavior for repeat purchases (Diksha Panwar et al., 2019b).
Nicosia Model of Decision Process (1976)	The relationship that exists between a brand and a client is the main emphasis of this model. It uses an event flow that passes through many different fields or stages. This model was the first to be widely accepted as a representation of consumer decision-making processes. The Nicosia model differentiates four "fields" of activity: customer attitude creation, information search and assessment, the act of making a purchase, and finally post-purchase feedback. The model focuses particularly on the process of choosing a product or brand (<i>Nicosia, F.M., Consumer Decision Processes, 1996</i>).
Gilbert Decision Model. (1991)	According to this model, there are 2 types of factors that affect consumers. Because of their closeness to the individual, psychological impacts such as perception and learning are included in the first level of effects. Examples of second-level effects that have arisen as a result of socialization are family and reference groups (Schiffman & Lazar, 2007).

Table 2.3. (cont.)

Stimulus-Response Model of Buyer Behavior (2009)	This model states that the stimulus-response of purchasing behavior consists of four interaction components, of which the buyer's profile and the decision-making process are the two main components (Diksha Panwar et al., 2019).
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2.6.2. Traditional Model of Decision-Making

The "five-stage model of the consumer buying process" outlines the five phases that consumers take when making a purchase of a product or service. This is the typical approach to consumer decision-making.

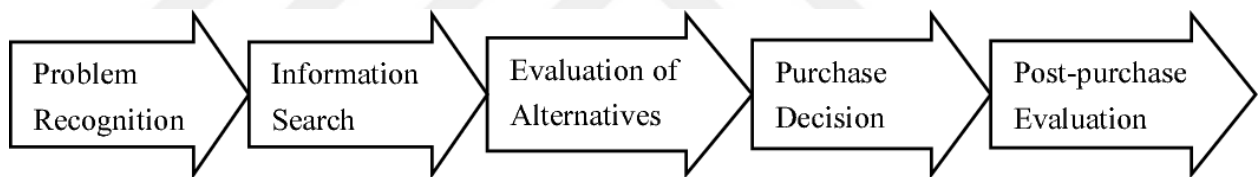


Figure 2.5. The Engel, Blackwell, and Miniard Model
(Hawkins & Mothersbaugh, 2010)

I. Need recognition

When customers recognize that they need something, they enter the model's first step, "(need/problem recognition)".

One may have external or internal needs. The presence of a need is indicated by an immediate, incredibly simple impulse known as an internal stimulus. An external stimulus is something that happens to an individual as a result of outside influences. Marketers use sales promotions and advertising to create an imbalance or need. When customers think of an unmet need and believe that a product may supply it, they have established a want. Furthermore, marketers could purposefully create the

need or circumstance in order to make customers feel uncomfortable without the products or to assist them in achieving a desired position (Stankevich, 2017).

II. Information search:

In the second stage, called “information search”, one looks for information on a product to find choices.

The ultimate purchase choice is not often made immediately, even while individuals are aware of their problems, are aware of the items that are accessible to them, and are paying attention to them. Similarly, when prospective clients are considering a good or service, they usually do the following before moving further: they determine what options are available, look into the specifics of those options, and ultimately select the one that has the best chance of giving the intended outcomes (Gonzalez & Lee, 2013).

Internal (like memory) and external sources can both provide information. For instance, asking friends and relatives about their recent purchases of a new product can provide external information. Open resources such as blogs and reviews can also be used for research. Another external information source is marketing-controlled material like brochures, TV advertising, banner ads, etc (Santos & Gonçalves, 2021).

The amount of risk involved, the degree of interest, and the consumer's past purchase behavior all influence how long this phase takes. When there is a range of substitute products available, consumers have formed an evoked set. This category contains the most widely used options. After selecting the primary set, the customer will do more research to further reduce the number of possibilities available to them (Stankevich, 2017).

III. Evaluation of alternatives:

When sufficient information is gathered and a decision is found to be the most suitable for the person's needs, they participate in the alternative evaluation. According to Belch and Belch (2021b), learning, desire, and attitudes are integrally related to the evaluation process. While making effective decision, a product is

typically judged based on how the user would feel after using it. After analyzing and assessing the options based on established evaluation criteria, the consumer may ask themselves questions like: "Do I actually need the product? Are there alternatives out there? Is the original product that bad?"

IV. Purchase:

According to (Kotler & Keller, 2009), after evaluating various brands on the choice desk, consumers eventually develop preferences among them. However, there are two variables that may affect whether they actually make the purchase, which are the opinions of others and unexpected conditions.

- a) Unexpected situational factors, such as an unanticipated, required buy item, are ones that might occur and alter the intended purchase.
- b) Other people's opinions, which refers to the degree to which a consumer's purchase intention may be changed as a result of another person disliking the alternatives they picked or refusing to meet the requirements necessary to support the buy intention.

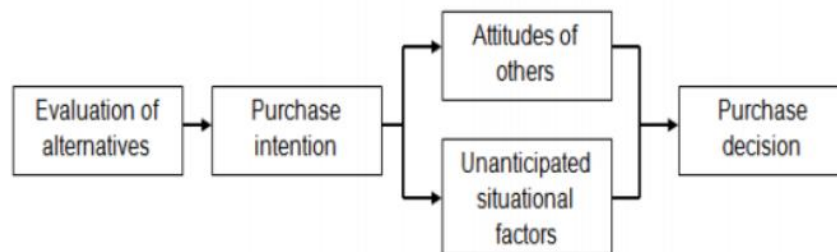


Figure 2.6. Variables That May Affect the Purchase Decision
(Gonzalez & Lee, 2013)

V. Post-purchase behavior:

The final phase in the consumer decision-making process is post-purchase evaluation, in which the buyer compares the product's actual performance to his expectations. At this point, the customer evaluates the process of decision-making

that went into selecting the alternative and experiences varied degrees of satisfaction or displeasure (Gonzalez & Lee, 2013).

Reducing any confusion that the buyer may have about his decision is a crucial part of post-purchase assessment. This evaluation produces feedback that improves experience level and learning process, influencing related actions in the future (Belch & Belch, 2021b). Product use, post-purchase services, service quality, customer happiness, word-of-mouth marketing, and repurchasing are all examples of post-purchase consumer behavior.

In marketing, some consumer behavior models incorporate satisfaction in the feedback cycle that links finished experiences to continuing consumer activity in markets. They refer to satisfaction as the decision processor's final output.

2.7. Factors Affecting Consumer Buying Behavior

Consumer behavior is the collective term for a set of behaviors that are directly related to purchasing, using, and disposing of goods and services. Among these acts are decisions made both before and after a procedure (Haghshenas et al., 2013).

The consumer frequently seeks the things they want to use first, picking just those that appear to be most useful. After choosing their goods, the customer estimates how much money they have to spend. Following that, the customer evaluates current commodity pricing to determine which commodities are best for them to purchase. Other factors that impact the consumer's decisions include social, cultural, personal, and psychological ones (Dr. Nilesh B. Gajjar, 2013).

Table 2.4. Factors Influencing Consumer Buying Behaviors

<i>Factors Influencing Consumer Buying Behaviors</i>		
Internal or Psychological factors	a) Motivation	A person's inner desire or impulse that drives them to make a purchase in order to fulfill their primary and secondary wants is known as their motivation.
	b) Perception	Perception is the process of selecting, acquiring, and analyzing data to develop meaningful knowledge about the environment.
	C) Beliefs and Attitudes	Customers have certain attitudes and beliefs concerning different products due to the fact that these attitudes and ideas shape a brand's image and influence customer purchasing decisions.
2. Social factors	a) Family	1-Joint families are those where there are more people in the family and shared decision-making is preferred over individual decision-making. 2- Nuclear families are those where there are fewer people in the family and individuals have more decision-making flexibility.
	b) Reference Group	a group of individuals who, either directly or indirectly, have a major effect on someone's opinions, attitudes, and actions.
	c) Roles and status	People choose products based on their roles and social status.

Table 2.4. (cont.)

Cultural factors	a) Culture	Culture is the most important influence determining an individual's wants and actions.
	b) Sub-Culture	A subculture is a set of values held by a segment of the larger society. This segment might be made up of countries, religions, racial groupings, or geographical areas.
	c) Social class	The social class that a person belongs to affects their purchasing decisions. Our society is divided into three different socioeconomic classes: upper class, middle class, and lower class, respectively.
Economic factors	<ul style="list-style-type: none"> Personal Earnings Family income Income assumptions Savings Consumer liquid assets Consumer credit Other financial variables 	
Personal factors.	<ul style="list-style-type: none"> Age Occupation Income Life Style 	

(Nilesh B. Gajjar, 2013)

2.8. Purchase Intention

(Ajzen, 2008) describes intention as a state of mind kept in human memory that will trigger a response at the right moment. Human behavior toward a particular task is regularly predicted by intention, which is seen as a type of motivation. Marketing

researchers have carefully considered the aspects that support intention since a stronger intention would represent a higher possibility of performance. On the other hand, if there is a greater distance between intention and action, the degree of connection will decrease (Nguyen & Pham, 2021).

In fact, choosing a purchase is a complicated process. Purchase intent is frequently associated with consumer behavior, perceptions, and attitudes. Furthermore, buying intention is an important predictor of the purchasing process. Price, perceived quality, and value may all have an impact on the desire to buy (Mirabi et al., 2015).

Purchasing intention is seen as a key predictor of actual purchases. In reality, purchase intention is anticipated to be low if a product is assessed to be of low value either because of poor quality or an expensive price, while purchase intention is anticipated to be high if a product is judged to be of great value (Chang & Wildt, 1994).

Purchase intention, in general, represents customers' desire to try their best and how much work they intend to put into taking part in a certain habit. They say that the strength of people's intentions considerably influences their chance of actually engaging in a given behavior. When a person's intentions are strong, he or she is more likely to engage in a certain behavior (Haque et al., 2015).

2.9. Product Involvement

The term "involvement" comes from social psychology. (Krugman, 1965) was the first researcher to apply this approach to marketing. He discovered how involvement affected TV ads. The idea of involvement affects how the business advertises, and customer behavior is correlated with both high and low involvement.

(Traylor, 1981) defines involvement as *“a consumer’s understanding or recognition of a specific product. The higher level the consumer consideration of the product is called high involvement and the lower level, low involvement.”*

While Engel et al. (1995) reports involvement as that “under a specific environment, a consumer is stimulated by personal recognition and/or interest in the product. The higher the level, the higher of the involvement; the lower the level, the lower of the involvement.” Another way to describe product involvement is as "consumer's concern"(Javed, 2013).

2.10. “Country-of-Origin” and Country Image

2.10.1. Country-of-Origin, Its Definition and Effect on the Product

The roots of the "Made in" label may be traced back to ancient Greece when it was common practice to stamp goods with logos, marks, and other origin-related information. In ancient Egypt, brick makers and farmers both labeled their products with the region of origin. The reasons for this were product identification and differentiation. From ancient times, nations have been acknowledged for their goods, such as India for its spices, France for its wines and perfumes, China for its herbs, Egypt for its textile industry, Australia for its pearls, and so on. The source of the product was specified not just for identifying purposes but also to express quality (Scholar, 2014).

According to the definition stated by Lin and Chen (2006), a country’s stereotype indicates individuals in a country have stereotypes and preferences for items of another country.

It is critical to realize that country of origin is more than "just another" quality signal and its impacts on consumer behavior are based on a broader range of connotations, including normative dimension (P. Verlegh et al., 1999).

The term "COO" refers to the conclusions that consumers generate about these items depending on the countries in which they are produced. When the COO is unfavorable, buyers may pay more attention to the brand of the items and that has an impact on consumer buying behavior and purchase decisions. Many consumers placed significance on the "Made-in" label (Sevanandee & Damar-Ladkoo, 2018).

Varied consumers have varied views about the country where the goods were made. The same country, therefore, may be viewed differently across the globe. In certain countries, it is a high-ranking and trustworthy COO, while in others; it is a low-ranking COO. The view of the country varies with time. In general, opinions about the items' historical, socioeconomic, political, and cultural traits are linked to sentiments toward the COO (Sevanandee & Damar-Ladkoo, 2018).

(Nagashima, 1970) defines Country-of-origin as *“The picture, the reputation, and the stereotype that businessmen and consumers attach to the products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background; history and traditions. It represents the set of descriptive, differential and informational beliefs that an individual might have toward a given country”*.

According to (Javed, 2013b), COO is a crucial component in affecting consumer opinions, buying intentions, and customer behavior. Zeynep Gurhan-Canli and Durairaj Maheswaran (2000) suggest that a variety of circumstances call for the usage of the country of origin as a clue when assessing new items.

Country of origin effect on product:

The country of origin of a brand may affect how consumers recognize product positioning by lowering perceived risks, serving as a guarantee, and enhancing the positioning plan. As a result, it can have an impact on customers' purchasing decisions and provide a considerable competitive advantage. On the other hand, “Country-of-Origin” linkages might have a detrimental impact on the strategy for brand positioning. To prevent detrimental country of origin effects on the perceived positioning of the brand, consumer perceptions of the brand's origin must align with connections with the product category (Adina et al., 2015).

The “Country-of-Origin” construct is predicated on the idea that there are brand and country images in addition to the perceived qualities of items marketed under a particular brand name or linked with a certain country. There are also dynamic two-way interactions between these structures. For instance, the perception of Japanese-made goods has drastically changed in the USA and Western Europe. A "made in

Japan" label denoted a poor copy of goods created in developed nations during the 1950s. Subsequently, as part of a larger marketing plan aimed at improving image, Japanese firms moved manufacturing to knowledge-intensive items and focused on income-elastic market niches. Nowadays, the "made in Japan" logo is a symbol of premium items with great craftsmanship (Lampert & Jaffe, 1998).

Moreover, "Country-of-Origin" construct plays a significant role in determining how consumers evaluate, perceive, and behave while making purchases. As a result, it may provide brands with a considerable competitive edge. Many studies have shown the benefits that a product's nation of origin brings, including perceived quality and familiarity with the product (Thakor & Lavack, 2003).

According to (Nigel Morgan & Annette Pritchard, 2004), country names are brands that aid consumers in assessing items and choosing what to buy. They are in charge of associations that might increase or decrease the perceived value of goods. The "country equity" term refers to the emotional significance that comes from customers associating a brand with a certain country. Nevertheless, it has been observed that there are many different ways to transmit origin information, most notably through the brand name. Air France and Newcastle Brown Ale, Mercedes-Benz, L'Oreal, and Nakamichi have origin cues that may appeal to certain customer groups, even though in the names of the latter three products there is no specific country or location is mentioned. These brands are present in a variety of product categories, including liquor (Glenlivet, Cinzano), consumer electronics (Samsung, Braun), automobiles (Oldsmobile, Toyota, Hyundai), clothing (Chanel, Versace), and footwear (Bally, Prada, Rockport). Many brand names have these perceived origin links that were either generated by the language used in the brand name or by advertising (Thakor & Lavack, 2003).

Research conducted by LA Manrai & AK Manrai (1993) showed that if a consumer has a relatively high-quality impression and overall impression of a product produced in a particular country, their desire to make a decision to buy it would increase.

2.10.2. Country's General Image

According to (Costa et al., 2016), the concepts of country of origin (COO) and country of origin image (COI) are inseparably linked. While COO research has examined whether or not a product's country of origin would influence consumers' opinions and preferences, COI research aims to identify the specific characteristics of a nation that would affect consumers' perceptions and attitudes (such as product ratings and behavioral intentions) toward a given country's products.

Table 2.5. Definitions of Country General Image

Definitions Of Country General Image	Source
“Generalized images, created by variables such as representative products, economic and political maturity, historical events and relationships, traditions, industrialization and the degree of technological virtuosity.”	(Bannister JP & Saunders JA, 1978)
"Country image is defined as consumers' general perceptions of quality for products made in a given country."	(C. Min Han, 1989)
“Mental representations of a country's people, products, culture and national symbols. Product-country images contain widely shared cultural stereotypes.”	(P. W. J. Verlegh & Steenkamp, 1999a)
“A mental network of affective and cognitive associations connected to the country.”	(Roth & Diamantopoulos, 2009)
“Buyers' opinions regarding the relative qualities of goods and services produced in various countries”	(Papadopoulos & Heslo, 1993)
“Composite ‘made in’ image consisting of the mental facsimiles, reputations, and stereotypes associated with goods originating from each country of interest.”	(Strutton D & Rody RC, 1995)

2.10.3. Consumers' Perceptions of Country Images and Products

Consumers' opinions of a product are influenced by its country of origin, often known as the product-country image (PCI). German, Swedish, and Japanese autos, Japanese consumer electronics, and French wines, for example, are often viewed and evaluated differently than Russian automobiles or Brazilian electronics (Laroche et al., 2005). Consumers may use country images to extrapolate the quality of unidentified items since they are unable to discern genuine quality (C. Min Han, 1989).

Some authors view the country of origin as the general opinion of a country without consideration of a product line. Yet, there is proof that the country of origin depends on a certain product line or that there is a link between particular product categories and country image dimensions (Lampert & Jaffe, 1998).

It is critical to understand the links between consumer country images and product images for a variety of reasons. Globalization and rising worldwide economic activity have increased the accessibility of brands from one country to customers in other nations. Companies are introducing their brands in other countries for tactical reasons such as economies of scale. In addition, businessmen in wealthy nations are moving to manufacture there more frequently to take advantage of lower labor and/or transportation expenses. For instance, consumers now have access to brands like Sony and Mitsubishi, which were now accessible in Australia with a "manufactured in Malaysia" tag. Brand marketers should be aware of the significance of brand equity as a valuable asset and source of competitive advantage for a corporation (Pappu et al., 2007).

2.10.4. The Role of Country Image in Product Evaluation

The COO effect, which may have both good and negative effects on a consumer's decision-making or future behavior, has been extensively described. It is a result of the COO, namely the image of the country as a whole. Consumers sometimes disregard other factors when assessing a product when the COO is linked to the highest quality or with cutting-edge technological standards, which may result in a

favorable association with the COO. High brand equity may result from this advantageous link, which would provide the COO goods a chance to command higher prices. In contrast, the impact of a poor or subpar COO would be harmful to the brands coming from that specific country (Luo et al., 2019).

Consumer concern over a product's source has important strategic effects on enterprises operating both domestically and internationally. Studies can give businessmen who export their goods, manufacture overseas, or compete with international competitors in their domestic markets useful strategic information. When one considers the expanding ability of free trade and the rapid globalization of national economies, the necessity of “country-of-origin” research becomes clear. Due to the broad theoretical and practical implications of “Country-of-Origin” research, hundreds of studies have been published since the 1960s (Laroche et al., 2005).

The result of a search conducted by (C. Min Han, 1989) showed that when customers are unfamiliar with a nation's goods, the image of the country can operate as a halo from which people infer the qualities of the products, which can then gradually impact their brand attitudes via their inferential beliefs. In contrast, as customers become accustomed to the country's products, the country image may evolve into an image that describes their opinions on those items' features and has an instant influence on their brand attitudes. These results imply structural connections between brand awareness, product attribute beliefs, and country image. The results have significant theoretical ramifications for how country image affects product appraisal.

Furthermore, it is important for marketers and merchants to comprehend and control the possible influence of “Country-of-Origin” construct, given that the majority of products with international origins are exposed to country stereotyping or image effects (Dagger & Raciti, 2011). When the nation and the product image have a strong favorable match, the country of origin has a positive impact on consumers' impressions of the product and willingness to pay for it. Conversely, “Country-of-Origin” construct would have a negative effect on customers' opinions about the products and desire to purchase them when a detrimental mismatch is obvious.

2.10.5. The Influence of the Country-of-Origin on the Marketing of the Product

The country of origin has been recognized as a significant signal that international marketers may employ to affect how customers perceive the brand. Many studies have been done on how it affects customer perceptions, emotions, and behavioral intentions. Also, consumers' sensitivity to COO has emerged as a pertinent problem for brand managers as a result of the increased competition from multinational businesses (Agrawal & Kamakura, 1999).

Many businessmen inform clients of their product's country of origin (COO). Depending on the product category and target market, a great COO may help businesses gain a competitive advantage and enter new markets. To indicate the country of origin of a product, country labels or the phrase "Made in..." are commonly used. Nevertheless, firms use a range of overt and covert tactics to reveal the place of origin of their items (Aichner, 2014).

Consumers are willing to spend more for branded goods from a COO that has a favorable country image than a COO that has a bad one, according to studies by (Koschate-Fischer et al., 2012). Customers are willing to pay extra for branded items from a company with a strong country image, according to equity theory. This is in addition to the fact that they are preferred and valued more highly by consumers.

Understanding the impression of imported goods by their country of origin is critical for firms competing in the domestic market since customers commonly have prejudices about other countries and base their purchase decisions on that knowledge (Jazmín Morán-Huertas, 2021).

The level of growth in a country may also impact consumer preferences. People perceive industrialized countries' exports to be of higher quality than those of emerging or developing countries, which are perceived poorly by consumers (Uyar, 2018).

2.10.6. Analyzing “Country-of-Origin” Implications on Brand Positioning Bases on A Cognitive, Affective, and Normative Level

I. Cognitive aspects of “Country-of-Origin” effects

On a cognitive level, the country of origin serves as a quality indicator for the product. Brands may also be ignored if the values and beliefs of their original countries do not fit with those of the buyer. Brands from countries with undesirable behaviors or governments, for example, may be influenced by this normative effect (P. W. J. Verlegh & Steenkamp, 1999).

II. Affective aspects of “Country-of-Origin” effects

Country of origin may serve as a kind of self-expression since customers associate certain brands with emotions of social position, pride, power, and a certain lifestyle (Adina et al., 2015). On an affective level, “Country-of-Origin” meanings can be produced through direct experiences, such as travel or engagement with foreigners, or through indirect experiences, such as those generated by art, education, the media, word-of-mouth, or stereotypes (P. W. J. Verlegh & Steenkamp, 1999).

III. Normative aspects of “Country-of-Origin” effects

Consumer ethnocentrism and misidentification are normative features that, by evoking sentiments of kinship or hostility toward certain countries, modify the link between “Country-of-Origin” construct and product purchasing. Feelings of attraction or revulsion toward native or foreign goods might emerge from ethnocentrism or misidentification. These responses are determined by societal, individual, and normative levels, which are impacted by cognitive and emotional processes. When developing the positioning strategy, it is important to carefully examine the target markets' rates of ethnocentrism and misidentification (Adina et al., 2015).

2.11. Cross-Cultural Consumer Behavior

The constant marketing issue for retailing in competitive international marketplaces has been to meet changing client requirements by offering the proper products/services. Customers may select specific products or brands not only because

they provide the anticipated functional or performance benefits but also because they can be used to symbolize the consumer's identity, social standing, or affiliation or satisfy emotional needs such as the desire for originality or growth. However, the consumer desires that are satisfied by using certain goods or brands vary greatly depending on the socioeconomic and cultural character of the consumer markets (Kim et al., 2002).

Culture is both a lens through which reality is viewed and an outline defining a plan of action. A culture is unique to a certain group of people while still being universal. As a result, an individual's behavior reflects the cultural value system they have embraced for a given scenario. People's cultural value systems grow over time as they become more deeply rooted in a particular group through socialization. The cultural value systems of individuals are formed by social culture, regional subculture, and familial values. As a result, the cultural value system incorporates both individual values and cultural components that people share with the group(s) to which they belong (Luna & Gupta, 2001).

In a study conducted by (Kim et al., 2002) to study consumer value, demands, and purchase behavior between Korea and China, they concluded that "*International comparisons are always tricky but the value that derives from studies such as this one lies in the reduction of prejudgment about how individuals in a given market will behave. As consumers, we take some things as given (a given item of clothing will fulfil its function, for example) but require something more - status, image, group conformity to actually make the purchase. Marketers need to focus on the factors that influence the decision rather than on factors that the consumer takes for granted*".

Another research done by Choi and Geistfeld (2004) aimed to investigate how cultural values influence consumer decision-making in the context of adopting e-commerce. It was observed that while the overall behavioral mechanism underlying choice is consistent across countries, there are differences in the relative significance of factors influencing consumers' intention to adopt online shopping, the effects of antecedents to perceived risk, and perceived self-efficacy.

CHAPTER III

YEMEN AND TÜRKİYE

3.1. Yemen Economic Situation and Foreign Trade

One of the poorest Arab nations, Yemen, is heavily reliant on diminishing earnings from its paltry oil and gas assets. A complicated civil war has led to economic concerns, unemployment, and shortages of food, water, and medical supplies. Yemen faces formidable economic difficulties that are made worse by persistent political instability. The economy has been wrecked by civil war, as has vital infrastructure. Even before the present conflict, poor management and corruption had left much of the nation in a state of persistent poverty, underdevelopment, and restricted access to essentials such as power, water, and healthcare (The Heritage Foundation, 2023).

The lack of government statistics makes it difficult to find accurate economic data. Yemen is a divided country with a de facto government in Sana'a and an internationally recognized administration in Aden. Despite their differences in severity, both communities continue to face dire economic situations. The exchange rate of the Yemeni rial (YER) between the southern and northern governorates significantly differs as a result of the two contending governments' opposing monetary policies (United Nations, 2022). Moreover, we can understand the economic situation in Yemen by looking at the following table:

Table 3.1. Unemployment, Inflation and Public Debt in Yemen

Unemployment	13.5%
Inflation	63.8%
Public Debt	63.1% Of GDP

(The Heritage Foundation, 2023)

The Yemeni economy kept shrinking. While Yemen's multifaceted war continues to be the key factor influencing the country's economic performance, health-related shocks, and structural flaws have further exacerbated economic volatility. The oil and agricultural industries, which together dominantly define Yemen's economic outcomes, are both inherently vulnerable to volatility and exogenous shocks such as fluctuations in global pricing, as well as pest and climate-related shocks. Yemen's economy is also largely unorganized, primarily dependent on remittances and dwindling international assistance inflows to support overall demand (World Bank, 2022).

According to the central statistics office in Yemen, the Gross domestic product annual growth rate can be shown in the following Figure:



Figure 3.1. Yemen GDP Annual Growth Rate
Central Statistical Organization Yemen

The vulnerabilities of poor families were exacerbated by the ongoing fluctuations in the Yemeni economy. According to estimates, the country's poverty rate increased from 49% in 2014 to almost 80% in 2022 (United Nations, 2022).

Private sector:

75% of businesses are still operating but at a greater cost and with a smaller capacity. The capacity of Yemeni firms to adjust to the resulting shocks has risen as a result of decades of periodic insecurity and instability. The private sector has benefited from a predominance of cash transactions, but this has also reduced possibilities for ordinary

Yemenis to participate and posed new governance difficulties. The private sector is increasingly contributing to several economic sectors, including manufacturing, construction, and services, according to recent data. When the public sector's service delivery fell short, the sector offered an alternative, particularly in the water and energy industries. In the humanitarian and relief effort, it has also been crucial. The Yemen Private Sector Cluster (YPSC) cites a number of issues that need to be addressed, including fragmented fiscal and monetary policies, damaged infrastructure, limitations on travel and the movement of people and goods, an unpredictable regulatory environment, and a lack of law enforcement (World Bank, 2022).

When it comes to foreign commerce and investment, Yemen's infrastructure and capability have been severely damaged by the civil conflict. The economy is mostly centered on cash. The state controls the little financial sector, and the banking system is extremely brittle.

According to (The Observatory of Economic Complexity, 2021), Yemen's imports and exports in 2021 were as follows:

IMPORTS total= \$12.6B

“The top imports of Yemen are Refined Petroleum (\$950M), Wheat (\$840M), Raw Iron Bars (\$550M), Cars (\$406M), and Rice (\$366M).

Importing is mostly from China (\$2.57B), Saudi Arabia (\$2.07B), United Arab Emirates (\$1.39B), Türkiye (\$1.1B), and Oman (\$781M).”

EXPORTS total= \$1.97B

“The top exports of Yemen are Crude Petroleum (\$1.06B), Scrap Iron (\$81.5M), Non-fillet Fresh Fish (\$79.7M), Gold (\$72.7M), and Non-fillet Frozen Fish (\$68.6M).

Exporting is mostly to Thailand (\$487M), China (\$411M), Saudi Arabia (\$218M), Oman (\$167M), and Austria (\$125M).”

3.2. Türkiye

Türkiye covers 780,580 square kilometers. It is bigger than the majority of European countries and has a very diverse environment that is divided into seven main areas. The Istanbul Boaz (Bosphorus) divides the European and Asian sides. Türkiye's 2,627 km of land borders are shared with Georgia, Armenia, Iran, Iraq, Syria, Greece, and Bulgaria. Georgia is bordered by Türkiye by 252 km, Armenia by 268 km, Nakhitchevan by 9 km, and Armenia by 268 km (“Türkiye In Brief,” 2005)



Figure 3.2. Türkiye Map
(britannica, 2023)

Türkiye is surrounded on three sides by the Black Sea in the north, the Mediterranean in the south, and the Aegean Sea in the west. The Sea of Marmara, a significant internal sea, is located between the Bosphorus and the Dardanelles, two significant waterways that connect the Black Sea to the rest of the globe, in the northwest (“Türkiye In Brief,” 2005).

3.2.1. Türkiye International Trade

In an unstable location, Türkiye is becoming more powerful. As the intersection of the East, which is developing, and the West, which is typically more developed, it has a special and significant geopolitical location. It finds itself as a link between two continents and has begun to make use of this position to progress in the constantly evolving world of international trade.

Türkiye has struggled to grow its economy and regain its former status as a global force ever since the Ottoman Empire fell. Türkiye's economy was weak and undeveloped up until the 1980s. Türkiye has started to assume its position in international commerce following the transition from a mostly closed, inward-focused economy to an open free market economy. It aspires to revive the nation's once-vibrant Silk Road, which was extremely busy and affluent. Moreover, Türkiye has experienced a variety of economies over the years, focusing on several avenues for growth and development. The export-import-encouragement and belief that international commerce and foreign policy could complement one another and be part of the same solution was the strategy that, in the end, allowed Türkiye to open its economy to the rest of the world (Rose Crebbin, 2016).

- **Exports and imports**

Data created in partnership with the Turkish Statistical Institute and the Ministry of Trade show that exports and imports increased by 13.9% and 36.6%, respectively, in January-November 2022.

According to the (Turkish Statistical Institute, 2022), in the period between January and November 2022, exports were 231 billion and 295 million dollars with a 13.9% increase, and imports were 331 billion and 100 million dollars with a 36.6% increase compared with the period between January and November 2021. These numbers can be seen in the following Table 3.1.

Table 3.2. Türkiye International Trade

	Year	Exports		Imports	
		Value	Change(%)	Value	Change(%)
January - November	2021	202 981 140		242 360 731	
	2022	231 295 014	13.9	331 099 745	36.6

(Turkish Statistical Institute, 2022)

3.2.2. Türkiye Textile and Clothing Industry

One of the few nations in the world that can complete all phases of textile and garment manufacture, from cotton production through clothing production, is Türkiye. Türkiye's textile industry extends back to the establishment of the Republic in 1923. Although cotton cultivation in Anatolia dates back to the 1st century, it was initially practiced by the Romans, Byzantines, and Ottomans, from whom Türkiye also inherited the textile and garment manufacturing tradition (ICAC, 2022).

During the 41-year period from 1980 to 2021, the production and exports of the sector evolved from low-value-added commodities to high-value-added manufactured products and fashionable items according to (Republic of Türkiye Ministry of Trade, 2022). Turkish textile and garment exporters have proven their capacity to retain and even expand their position in the majority of international markets. Moreover, clothes and textiles are now one of the most significant areas of the Turkish economy and international trade (Republic of Türkiye Ministry of Trade, 2022).

Principal initiatives from the private sector, supported by strong entrepreneurship, dynamic economic growth, the highest regard for innovation, support from relevant and new talents in design and creativity, close monitoring of market trends, active presence in existing and growing markets, and participation in highly regarded in order to lay the groundwork for the sustainable development of the Turkish textile and apparel sub-sectors. It is critical to recognize the catalytic role that Turkish exporter firms have had in the growth of the textile and clothing sectors. It is important to recognize the catalytic role Turkish exporters groups have had in the development of the textile and apparel industries (ICAC, 2022).

With a GDP contribution of around 6.2%, the clothing and textile industry is one of Türkiye's largest and most successful. Over 2 million people are employed by over 65,000 textile and apparel businesses in the whole country, which accounts for nearly 13% of all employment and 26.2% of all manufacturing laborers. And with a rate of 41.5%, they offer the most female employment. Approximately 65% of the Turkish apparel and textiles industry's output was exported, making up roughly 14% of all

exports from Türkiye in 2021. Moreover, in 2021, the Turkish textile and apparel industry accounted for almost one-seventh (30 billion USD) of the country's overall export revenue (225 billion USD) according to (ICAC, 2022).

The EU is Türkiye's top export destination for clothes. Türkiye shipped apparel worth USD 11,84 billion to the EU in 2021, making about 70% of all garment exports from Türkiye. Germany, Spain, the United Kingdom, and the Netherlands were the major markets among EU members. Moreover, half of Türkiye's textile exports to the EU, or USD 7,77 billion, were sent to these countries (Republic of Türkiye Ministry of Trade, 2022).

In 2021, Turkish textile and apparel industries provide:

- 6.2 % of Türkiye GDP.
- 15% of overall manufacturing.
- 26.2 % of overall manufacturing labor force.
- 14% of Turkish total export earnings.

Türkiye Textile Exports in 2021, which totaled \$10,2 billion USD, also represented the following:

- The world's sixth largest supplier.
- After China, Türkiye is the EU's second-largest supplier.
- Türkiye has emerged as a leading manufacturer and exporter of knitted and denim textiles.
- Known manufacturer of high-quality organic cotton.

3.3. Yemeni-Turkish Trade Relations

3.3.1. Yemeni-Turkish Relations

When we look at Türkiye's foreign trade with Middle Eastern countries, the diversity of export products is more important because exports are more prominent than imports. As a matter of fact, the more products that are exported to many countries in an open economy, the less likely contractions in foreign demand affect export

revenues. Türkiye's search for new markets in its foreign trade policy, especially after 2008, is an important factor in the revival of its relations with the Middle East (Engin Öztürk, 2018).

Yemen, which is one of the poorest countries in the Middle East, has a population of close to 30 million and a per capita income of \$25,670. The economy is getting worse, and there is still a severe humanitarian situation. The socio-economic catastrophe brought on by active conflict, which has been going on for eight years, has been made worse by the division of economic institutions by contending parties and random policy choices. The existing dismal socio-economic conditions will continue to be seriously threatened by donor weariness, rising global commodity costs, and unfavorable climatic conditions (Engin Öztürk, 2018).

Despite Yemen's Ottoman past, bilateral relations between Türkiye and Yemen did not progress to the expected degree until the early 1990s. It is worth emphasizing that, despite the fact that Turkish-Yemeni relations are based on historical, cultural, and political links that can be traced back centuries; the collaboration did not reach the level wanted by both countries until the early 1990s. However, since the 1990s, there has been exceptional collaboration in the fields of trade, health care, tourism, and education (Veysel Ayhan Report, 2020).

The first Turkish embassy (in Yemen) was established in 1988 in Sana'a following Prime Minister Turgut Zal's visit to the country on December 20, 1986. In addition, Türkiye-Yemen ties improved in a number of areas after 1990, including health care, tourism, and education (Veysel Ayhan Report, 2020).

3.3.2. Foreign Trade between Türkiye And Yemen

Foreign trade between Türkiye and Yemen is in favor of Türkiye. Türkiye's exports to Yemen are on an increasing trend and exceeded 900 million dollars as of 2019. Türkiye exports mostly iron and iron-steel products, flour, bakery products, sunflower oil, hygienic towels, chocolate products, shoes, carpets, medicine, and furniture to Yemen. There is no specific product imported by Türkiye from Yemen (*Yemen Ülke Profili*, 2020).

According to (T.C. Ticaret Bakanlığı, 2022): “The most important Turkish exports to Yemen: iron, steel, land transport vehicles and their spare parts, medicines, grains, flour, dairy products, cement, shoes and carpets. While the most important Turkish imports from Yemen: frozen fish and coffee.”

Moreover, the number of Yemeni tourists coming to Türkiye is: 24,237 (2015), 25,325 (2016), 28,491 (2017), and 39,545 (2018).

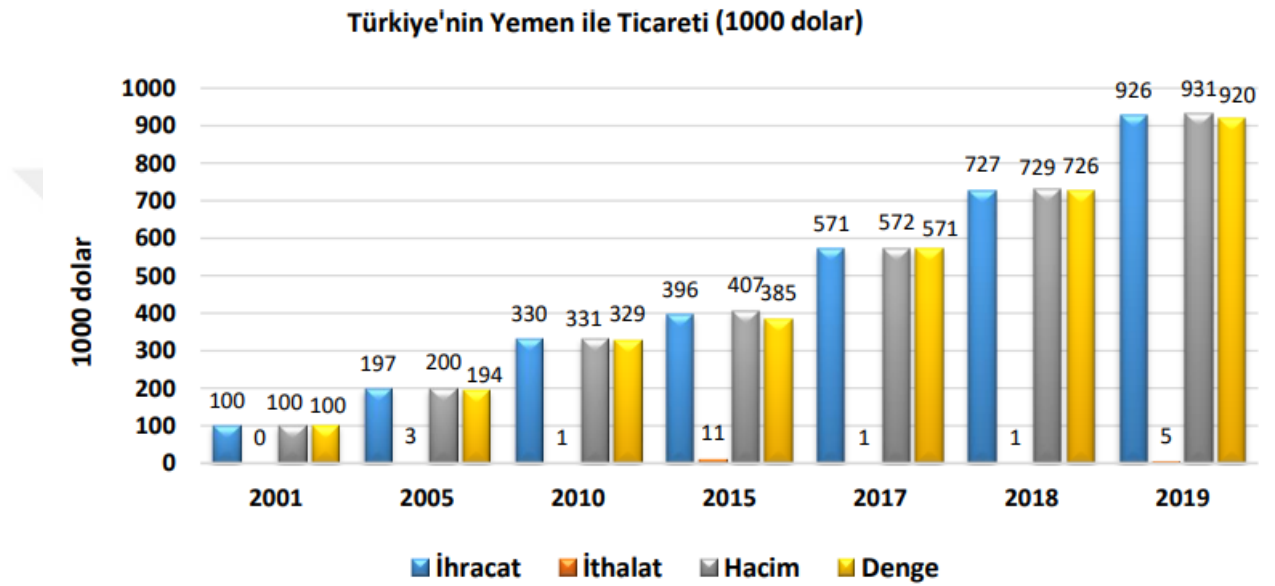
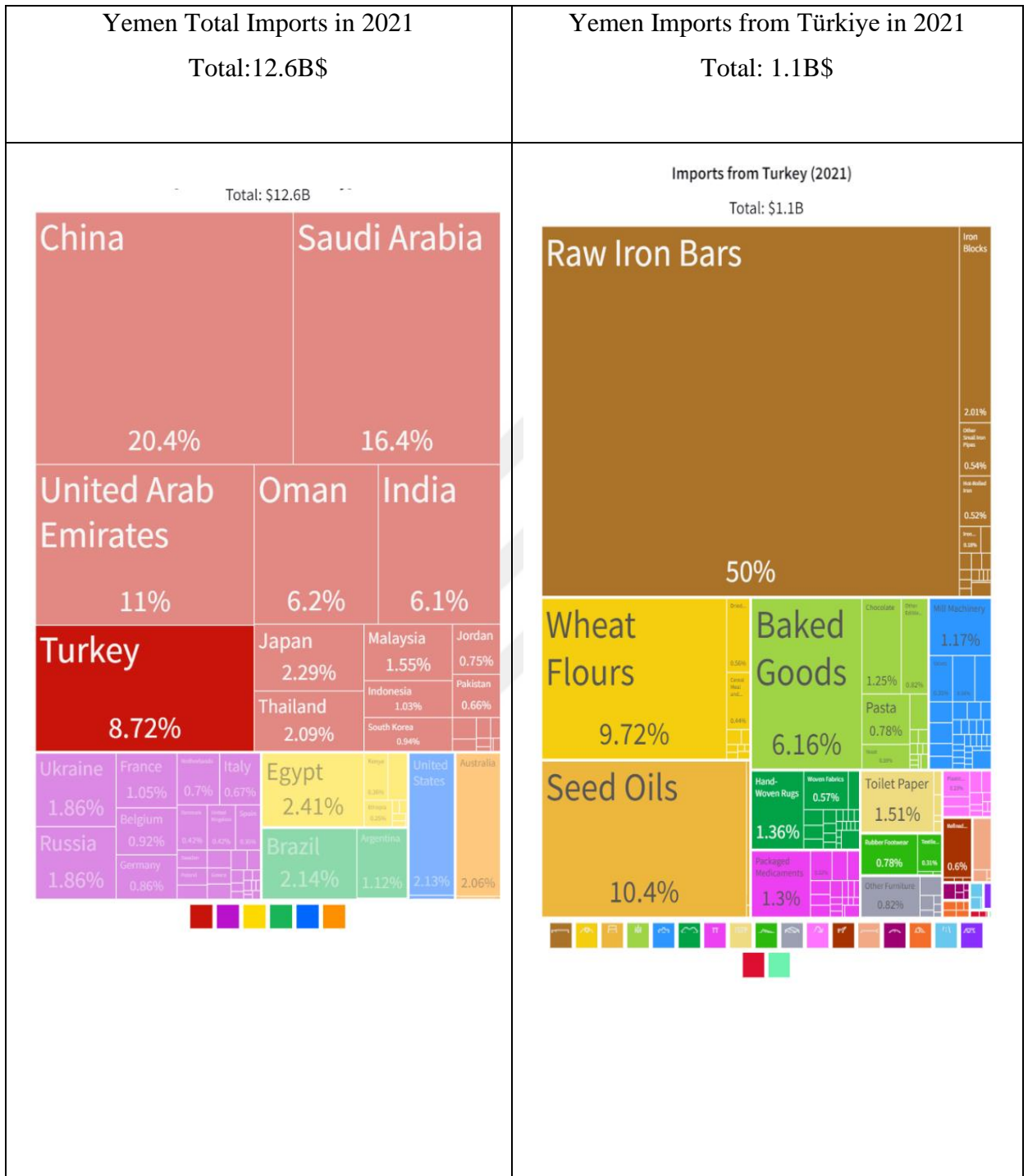


Figure 3.3. Yemen And Türkiye Trade 2020
(Yemen Ülke Profili, 2020)

The previous figure reflects imports and exports between Türkiye and Yemen from 2001 to 2019, which shows that they have been constantly increasing over the years. 2.2% of Yemen's total imports, the majority of which are cotton and fabric, come from China, Türkiye, and India (UNDP, 2022).

According to (OEC, 2021), Yemen's total imports in 2021 were 12.6 billion dollars, of which 8.72 percent came from Türkiye.

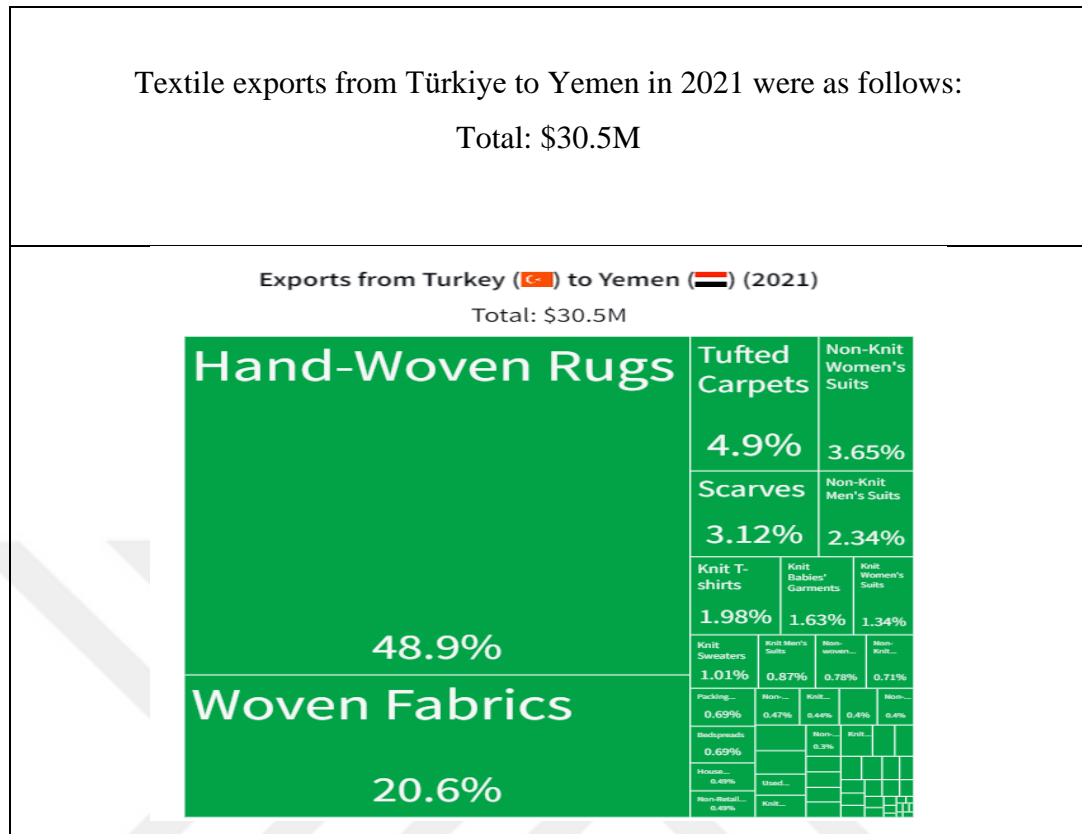
Table 3.3. Yemen Total Imports



(OEC, 2021)

Table 3.3. (cont.)

Textile exports from Türkiye to Yemen in 2021 were as follows:
Total: \$30.5M



(OEC, 2021)

According to the above statistics shown in Table 3.2, Yemen's total imports in 2021 were a total of 12.6 billion dollars, while Yemen's imports from Türkiye were 1.1 billion dollars, whereas textile exports from Türkiye to Yemen were \$30.5 million dollars.

CHAPTER IV

RESEARCH DESIGN AND METHODOLOGY

Quantitative research is the approach that is used in this study. More precisely, there are two stages to this research's design. After an in-depth review of the literature, the study's first phase concludes with the formulation of the research question and Research Objective. The study's second stage involved the conceptual framework, identifying the hypothesis, and then the analysis of the survey's data in order to provide findings.

This chapter describes the methodologies and procedures offered by the researcher for use in the study. The chapter includes the study population, research design, research target demographic, research population, sampling design, data collection instruments, methods of data analysis, hypotheses, conceptual framework, and the considerations of ethics.

4.1. Research Design

According to Asenahabi (2019), a successful research design incorporates the research problem, research questions, data gathering methods, structure, and analytical methods to generate solid evidence of answers to the research questions and even urge others to accept the findings as credible conclusions. For this research, we used a descriptive study utilizing a survey in order to describe and assess the features, activities, views, or attitudes of a given sample. A survey is utilized as the primary data collection method in this sort of study to gain information from participants.

To meet the goal of this research, this study used a survey approach that presented the primary source of data to gather information from participants utilizing online Google forms in order to achieve its objective. The design was intended to produce data that could be analyzed and would identify the elements so they could be

statistically evaluated. By examining a sample of the Yemeni population's members, this kind of research gives a numerical depiction of the attitudes, views, or trends within that population. The research also aimed to offer data that would serve as the foundation for practice-oriented recommendations. Moreover, the secondary data source for this research was the literature review.

4.2. The Research Target Demographic

Yemen is located in the southern part of the Arabian Peninsula and is bordered to the north and west by the Kingdom of Saudi Arabia and Oman, respectively. To the east of it lies the Red Sea, while to the south is the Indian Ocean. Yemen has a number of islands in the Red Sea, as well as the island of Socotra in the Arabian Sea (*Country Profile of Yemen*, 2011).

Table 4.1. Yemen Demographic

Area	555,000 km ² (214,000 sq mi)
Elevation	2,250 m (7,380 ft)
Population	21.6 million people according to (United Nations, 2022)

(*Country Profile of Yemen*, 2011)

Yemen is a strategically significant country in the Arabian Peninsula, with a view of the Bab al-Mandab Strait, and it has a huge labor force, a long coastline, and abundant agricultural and hydrocarbon resources (Hadi Al-Shukry, 2021).

Sana'a

Table 4.2. Information About Sana'a

Area	126 km ² (49 sq mi)
Elevation	2,250 m (7,380 ft)
Population	3,181,655 According to (the UN Department of Economic and Social Affairs Population Division, 2022)

(*Country Profile of Yemen*, 2011)

Sana'a, also spelled Sana, is the capital of the country. Sana'a, one of the oldest continuously inhabited cities in the world, serves as the region's capital and a historically significant center. Additionally, it serves as the governorate of Sana'a administrative center. Also, 10% of Yemen's total population resides in Sana'a (*SANA'A City Profile, 2020*).

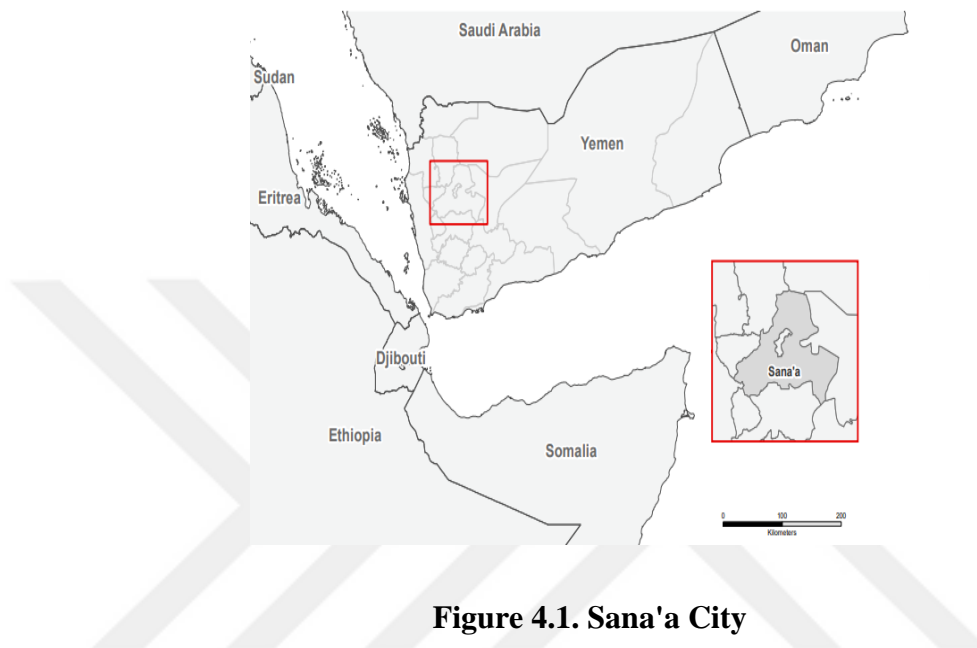


Figure 4.1. Sana'a City

4.4. Research Population

This study's target group comprised of Yemeni consumers aged 16 or older living in Yemen's capital, Sanaa.

Reason for choosing Sana'a:

Yemen had 8.24 million internet users in January 2022, with a country-wide internet penetration rate of 26.7% of the total population (Tamim Kamal Naif, 2022). The Sana'a metropolitan region is home to 10% of Yemen's population as of 2020 (*SANA'A City Profile, 2020*). This made choosing Sana'a to be the study case in this research more effective. Therefore, distributing the electronic questionnaire to citizens in Sana'a is easier in terms of the size of the sample and also the idea that a large percentage of the residents there are able to access the Internet and fill out the questionnaire.

4.5. Sample and Sampling Technique

The research was designed to avoid influencing any results that may negate the goals and objectives of the study; hence, a convenience sampling approach was used. To prevent any flaws in the study, the researcher took all necessary precautions.

To get their opinions on clothes that have the label "Made in Türkiye," this survey primarily targeted all Sana'a, Yemen's capital city, people aged 16 or older.

Three million one hundred eighty-one thousand six hundred fifty-five people are thought to live in Sana'a, according to estimates from the (the UN Department of Economic and Social Affairs' Population Division, 2022). Thus, the ideal sample size for Sana'a residents was 385. The sample design employed in this study was mainly convenient sampling, and the main reason for utilizing convenience sampling is to collect data from people who can be reached by the researcher.

“Convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a type of nonprobability or nonrandom sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study”(Etikan, 2016).

4.6. Data Gathering Tools and Procedure

A questionnaire is an essential tool for collecting quantitative primary data. A questionnaire is required to collect quantitative data in a logical, internally consistent, and understandable way for analysis (Roopa & Rani, 2012).

According to (Patten, 2014), the replies to questionnaires are often simple to tabulate or score, and the accompanying data are simple to analyze.

Furthermore, to collect data from respondents for this study, closed-ended questions with multiple choices and Likert scale questions are included, enabling respondents to express their level of agreement and pick the response that best matches them.

As for the scale used in this study, the perspectives of (Shirin & Hanzaae Kambiz, 2011) are adopted. The scale we used contains 16 items and includes four major parts which are “Country-of-Origin” image, product involvement, consumer purchase decision, and purchase intention. The study used a five-point Likert scale, with scale anchors ranging from “1” (strongly disagree) to “5” (strongly agree).

In this research, and to ensure the distribution of the questionnaire to different groups, I took the following steps:

- Publishing the questionnaire through Facebook and WhatsApp groups, especially for postgraduate students in Sana'a, with the help of some university professors.
- The questionnaire was published on social networking sites.
- The questionnaire was published in private online groups that contained different categories of people.

Reason for choosing online questionnaire:

For the objectives of this study, online research techniques are used to provide a wide range of benefits. Also, other benefits of using the online Survey approach, according to (Madge, 2004), are:

- The online research techniques make it possible for the researcher to interact with a population that is spread out geographically, which might be helpful for globalizing research.
- The less physically mobile (disabled, in prison, in the hospital) and other groups that are frequently difficult to approach can all be reached using these methods.
- Particularly suitable for participants' anonymity.
- It is also advisable to offer cost savings (such as those related to travel, accommodations, data input for surveys, and interview transcription).
- Additionally, the quality of the results obtained by online research is comparable to those obtained using more conventional techniques.

4.7. Survey Validity and Reliability

The validity and reliability of the questionnaire were ensured by a number of processes. For instance, the original scales used in the survey were translated into Arabic because this research analyzes the hypotheses in terms of consumers residing in Yemen/Sana'a. Because the participants in the study should respond to the questions in their native language, the study will be more trustworthy. This translation process is crucial since misinterpretations might result in incorrect replies.

The translate-back-translate technique was applied to the questionnaire in order to avoid this. The questionnaire's initial questions were written in English. With this approach, the researcher first translated the questionnaire from English to Arabic before translating it back from Arabic to English. Before the questions were distributed, an independent bilingual expert reviewed the translation once the translation process was complete. Following the completion of this procedure, a preliminary pilot survey was carried out with fifteen participants in order to eliminate any potential mistakes before a questionnaire was made available online. It was examined whether there was any confusion in the questions with this early pilot poll.

4.8. Conceptual Framework

A graphic framework has been created to help readers comprehend the study's overall structure. The conceptual framework, which consists of the study's four primary components and their relationships, is shown in Figure.

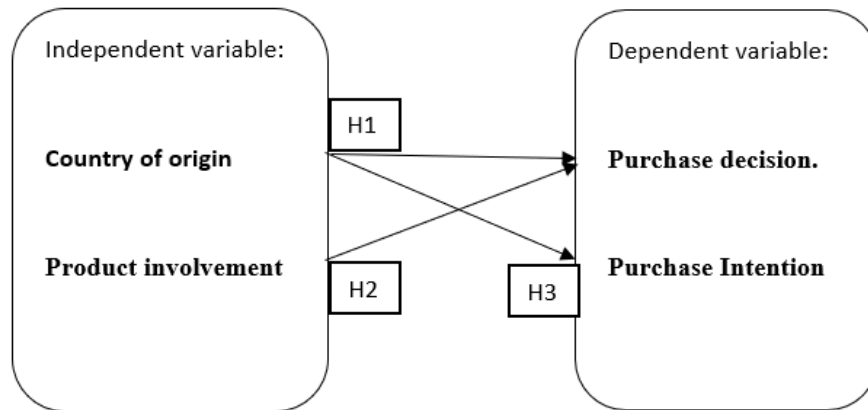


Figure 4.2. Conceptual Framework

4.9. Hypotheses

A hypothesis is defined as an assumption that explains the occurrence of a certain set of events and serves as a guide for the study (Kothari, 2004). Hypotheses were developed in order to reveal the pattern of the data obtained and to discover relationships between groups. Therefore, the hypothesis of the study has been developed.

H1: Clothes bearing the "Made in Türkiye" label have a positive impact on Yemeni consumers' (residing in Sana'a) purchase decisions.

H2: Product involvement has a positive impact on Yemeni consumers (residing in Sana'a) purchase decision of clothes.

H3: Clothes bearing the "Made in Türkiye" label have a positive impact on Yemeni consumers (residing in Sana'a) Purchase Intention.

4.10. Considerations of Ethics

Most people agree that the most ethically difficult aspect of the marketing industry is marketing research (Alsmadi, 2008). The purpose of the survey and the study were explained to the participants in this questionnaire and they agreed to take part in the survey and share the results in this study. Moreover, the questionnaire guaranteed confidentiality and anonymity by not asking for private data such as name, phone number, address, etc.

CHAPTER V

RESULTS

This chapter provides a summary of the results. This chapter provides in-depth information about the impact of Türkiye's country of origin on consumer clothes purchase decisions in Yemen, Sana'a. That was discovered via data analysis over the course of the study.

Due to its ease of use and familiarity with a variety of applied calculations, the current study's results were obtained using the 24th edition of the Statistical Package for Social Sciences (SPSS) for Windows.

5.1. Sample Demographics

The characteristic features of participants include marital status, gender, age, level of education, and whether they work or not.

Table 5.1. Sample Gender

	Groups	Frequency	Percentage (%)
Gender	Male	170	37%
	Female	274	59.6%
	Don't want to answer	16	3.5%

It displays the distribution of the respondents in the expression of gender variable. The questionnaire was attended by 460 participants, 170 of the respondents were male (%37) and 247 of them were female (%59,6) while 16 didn't want to answer (3.5%)

Table 5.2. Sample Age

	Groups	Frequency	Percentage (%)
Age	16 – 25	154	33.5%
	26 – 35	233	50.7%
	36-45	62	13.5%
	46 +	11	2.4%

The age group over 46 had the fewest participants, accounting for 2.4% of the total. The majority of participants (50.7%) were between the ages of 26 and 35. Participants between the ages of 16 and 25 made up 33.5% of the total, while those between the ages of 36 and 45 made up 13.5%.

Table 5.3. Sample Educational Level

	Groups	Frequency	Percentage (%)
Educational level	High School	75	16.3%
	Bachelor degree	323	70.2%
	Master's or PhD degree	62	13.5%

On the other hand, it was verified that 13.5% had a master's or Ph.D., 70.2% had a bachelor's degree, and 61.3% had a high school certificate.

Table 5.4. Sample Marital Status

	Groups	Frequency	Percentage (%)
Marital Status	Married	245	53.3%
	Unmarried	207	45%
	Divorced/widower	8	1.7%

Out of 402 participants, 45% are single, 53.3% are married, and 1.7% are divorced or widowed.

Table 5.5. Sample Employment Status

	Groups	Frequency	Percentage (%)
Employment Status	Yes	246	53.5%
	No	214	46.5%

Moreover, 53.5% of the participants work, while 46.5% don't.

Table 5.6. Residence in Sana'a

	Groups	Frequency	Percentage (%)
Living in Sanaa city	Yes	388	84.3%
	No	72	15.7%

Even though 460 participants answered the questionnaire, only 84.3% of the responses were considered in the analysis since they live in Sana'a, the study's focal point. 72 persons, or 15.7% of the total, said that they did not live in Sana'a and did not, therefore, answer to the remaining questions.

5.2. Descriptive Analysis of the Scales

In this section, the means, frequencies, and standard deviations of each statement were explained, and the gathered statistics were evaluated.

**Table 5.7. Descriptive Analysis of “Country-of-Origin”
Effect Measuring Statements**

Statement	Mean	Std. Deviation
(1) The level of economic development of Türkiye is high;	3.49	1.167
(2) The level of democratic politics of Türkiye is high;	3.77	1.235
(3) The level of industrialization in Türkiye is high;	3.81	1.133

Table 5.7. (cont.)

(4) The standards of living in Türkiye are high;	3.69	1.146
(5) The level of technically advancement in Türkiye is high;	3.71	1.137
(6) The product quality of Türkiye is high level;	3.96	1.138
(7) The product of Türkiye is reliable.	3.96	1.197
Total	3.772	.9046

There are seven statements in the “Country-of-Origin” scale. As can be seen in the table above, the mean of the “Country-of-Origin” scale statements tends to be close to "4= Agree," which is the middle of the “Country-of-Origin” effect. Additionally, the mean of the statements is 3.772, among which "4= Agree" and "3= Neutral" are indicated.

According to the schedule, the statements of the most important means for the responses offered through the respective participants were “The product quality of Türkiye is of a high level” and “The product of Türkiye is reliable” with 3.96; “The level of industrialization of Türkiye is high" with 3.81; and “The level of democratic politics of Türkiye is high” with 3.77. According to the total mean of all seven statements (3.772), participants nearly agreed with the “country-of-origin” statements.

Moreover, the lowest means are “The level of economic development of Türkiye is high.” with 3.49; “The standards of living of Türkiye are high” with 3.69 and “The level of technically advancement in Türkiye is high” with 3.71.

Table 5.8. Descriptive Analysis of Product Involvement’s Measuring Statements

Statement	Mean	Std. Deviation
(1) Turkish clothes are what I prefer buying for myself;	3.76	1.253

Table 5.8. (cont.)

(2) Turkish clothes are very important for me;	3.41	1.284
(3) Turkish clothes are worthy for me;	3.49	1.263
(4) Turkish clothes are best for my needs;	3.43	1.336
(5) Turkish clothes are helpful for me.	3.66	1.199
Total	3.550	1.1409

The table notes that the highest means of the answers offered by respondents are the statements "Turkish clothes are what I prefer buying for myself" with 3.76 and "Turkish clothes are helpful for me" with 3.66. The lowest means are "Turkish clothes are worthy for me" with **3.49**; "Turkish clothes are best for my needs" with **3.43**; and "Turkish clothes are very important for me" with **3.41**.

Table 5.9. Descriptive Analysis of Purchase Intention's Measuring Statements

Statement	Mean	Std. Deviation
The possibility I will buy Turkish clothes are;	3.64	1.242
The possibility I recommend to other people who also want to buy Turkish clothes are	3.74	1.229
Total	3.692	1.1234

As it can be seen in the Table above, the means of purchase intention are commonly near "4= Agree," which is the average of purchase intention, and the means of the statements are 3,692, which is among "4= Agree" and "3= Neutral." The table notes that the essential means of the responses offered through participants are the statements "The possibility I recommend to other people who also want to buy Turkish clothes are." with **3.74**; "The possibility I will buy Turkish clothes are" with **3.64**; These two questions they are not the same they are the close answer, which means that the context of the sentence is

similar. According to this result, it can be said that the interviewees would recommend other people who also want to buy Turkish clothes.

Table 5.10. Descriptive Analysis of Purchase Decision Measuring Statements

Statement	Mean	Std. Deviation
I seek to purchase and own Turkish-made clothes;	3.46	1,326
(2) It is great to have clothes of Turkish origin;	4.04	1.233
Total	3.750	1.1409

According to the results, the majority of the participants think that “it is great to have clothes of Turkish origin,” with a mean of 4.04, while the statement “I seek to purchase and own Turkish-made clothes” has a mean result of 3.46, meaning that participants think it is great to have clothes of Turkish origin.

5.3. Validity Test Factor Analysis

5.3.1. Factor Analyses for the Independent Variables

The Kaiser-Meyer-Olkin (KMO) value is a sample adequacy statistic used in factor analysis. It determines if the data is suitable for factor analysis. The KMO value ranges from 0 to 1, with higher values suggesting better factor analysis appropriateness.

The table below shows the KMO value for the Independent Variables.

Table 5.11. KMO for the Independent Variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.932
Bartlett's Test of Sphericity	Approx. Chi-Square	3360.374
	df	66
	Sig.	.000

A KMO of 0.932 is considered excellent. It implies that the variables in the study are highly connected and that the data is appropriate for factor analysis. This shows that the sample size is enough and that the variables have enough in common to extract relevant components.

Table 5.12. Rotated Component Matrix for the Independent Variables

	Component 1	Component 2
The level in economic development of Türkiye is high		.730
The level in democratic politics of Türkiye is high		.715
The level of industrialization in Türkiye is high		.772
The standards of living in Türkiye are high		.746
The level of technically advancement in Türkiye is high		.712
The product quality of Türkiye is high-level		.646
The product of Türkiye is reliable		.603
Turkish clothes are what I prefer buying for myself	.711	
Turkish clothes are very important to me	.864	
Turkish clothes are worthwhile for me	.869	
Turkish clothes are best for my needs	.856	
Turkish clothes are helpful for me	.824	
"Extraction Method: Principal Component Analysis." "Rotation Method: Varimax with Kaiser Normalization." "a. Rotation converged in 3 iterations".		

As shown in the above table, the independent variables of this study are divided into two components: Component 2 represents the "Country-of-Origin" Image" factor, while Component 1 represents the "Product Involvement" factor. Using the Principal Component Analysis Extraction Method and Varimax Rotation Method with Kaiser Normalization.

In factor analysis, factor loadings are widely used to determine the validity of variables. They represent the magnitude and direction of the link between each variable and the underlying element or component. Higher factor loadings indicate a stronger relationship between the variable and the factor.

Looking at the previous table, the values of the factor loadings range between 0.6, 0.7, and 0.8. These values represent the strength of the relationship between the independent variables and the factors. A value between 0.6 and 0.7 suggests a moderate positive relationship; 0.7 and 0.8 indicate a strong positive relationship; and 0.8 and above represent a very strong positive relationship. All of which indicates that validity was proven.

5.3.2. Factor Analyses for the Dependent Variables

The KMO value for the dependent variables is 0.779, indicating that the data utilized for the factor analysis is sufficient, as we can see in the table.

Table 5.13. KMO for the Dependent Variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.779
Bartlett's Test of Sphericity	Approx. Chi-Square		631.144
	df		6
	Sig.		.000

The Rotated Component Matrix for the Dependent Variables is presented in the table below .

Table 5.14. Rotated Component Matrix for the Dependent Variables

	Component 1	Component 2
I seek to purchase and own Turkish-made clothes	.790	
It is great to have clothes of Türkiye origin	.886	
The possibility I recommend to other people who also want to buy Turkish clothes are		.687
The possibility I will buy Turkish clothes are		.939
“Extraction Method: Principal Component Analysis.”		
“Rotation Method: Varimax with Kaiser Normalization.”		
“a. Rotation converged in 3 iterations.”		

Using the Principal Component Analysis and the Varimax Rotation Method, we can see that the dependent Variables are divided into two different factors: Component 1 represents the “Purchase decision” factor, and Component 2 represents the “Purchase Intention” factor.

Moving on to Factor Loading, significant factor loadings on the same factor suggest that the variables supposed to assess the same construct are converging and supporting the construct's validity.

The variables in the previous table have a factor loading of 0.790 and 0.886. This indicates a strong positive relationship between the variable and the Purchase decision factor.

A factor loading of 0.687 indicates a moderately positive relationship between the variable and the underlying Purchase Intention factor, while in the second item, a factor loading of .939 indicates a strong positive relationship between the variable and the Purchase Intention factor. This suggests that the variable is highly associated with the underlying factor.

5.4. Country-of-Origin Effect Based on Participant Demographics

This section investigates how the country-of-origin impact differs depending on the demographic features of the Sana'a customers who participated in the study.

A t-test was used to see if the country-of-origin effect factors differed by gender. An ANOVA analysis was also used to determine whether the country-of-origin impact factors differed by age groups, income, and participants' education levels. However, no statistically significant difference was found between the country-of-origin impact variables based on the demographic characteristics of Sana'a customers.

5.5. Reliability

The reliability test is used to assess the internal consistency or reliability of our measuring scale. SPSS's "Cronbach's alpha" reliability test determines the connection between each item on a scale. An increase in the scale's internal consistency and reliability is shown by a higher Cronbach's alpha score.

Table 5.15. Reliability Test

Scale	Number of Items	Cronbach's alpha
"Country-of-Origin" Image	7	.890
Product Involvement	5	.929
Purchase Intention	2	.790
Purchase decision	2	.741

The data gathered demonstrates how closely the questionnaire's questions measure the same underlying construct and concept.

According to Taber (2018), a reliability value of .70 or above is considered "acceptable" in most social science study studies; hence, the results we acquired are valid.

5.6. Correlation Analysis

By using the SPSS program to reach results related to the Correlation between the variables in order to prove or deny the hypotheses, the results were as follows:

Table 5.16. Correlation Analysis

	1	2	3	4
1-Country-of-Origin" Image's			.	
2-Product Involvement's	.697**			
3-Purchase Intention's	.578**	.698**		
4-Purchase decision	.744**	.854**	.665**	

**Note: Correlation is significant at the 0.01 level (2-tailed).

Pearson's correlation coefficient test was used to investigate the relationship between the variables, and the findings can be seen in the table above.

As seen in the table, each element had a significant relationship. Furthermore, no negative correlation was discovered between the variables. The results also revealed that the highest relation is between Purchase Decision and Product Involvement ($r = .854$), whereas the lowest relation is between Purchase Intention and "Country-of-Origin" Image ($r = .578$).

5.7. Regression Analysis

- Regression Analysis for H1

H1: Clothes bearing the "Made in Türkiye" label have a positive impact on Yemeni consumers (residing in Sana'a) purchase decision.

The Hypothesis tests if clothes bearing the "Made in Türkiye" label have a positive impact on Yemeni consumers' (residing in Sana'a) purchase decision. The dependent variable, purchasing decision, was regressed on predicting variable "Country-of-Origin" Image to test the hypothesis.

"Country-of-Origin" Image predicted purchase decision $F(1, 386) = 479.858$, $p < .001$, which indicates that "Country-of-Origin" Image has a significant role in shaping purchase decision $b = .939$, $p < .001$.

These results clearly direct the positive effect of purchase decision. Moreover, the $R^2 = .554$ means that the model explains 55.4% of the variance.

The next table shows the summary of the findings:

Table 5.17. Regression Analysis for H1

H	Regression Weight	Beta Coefficient	R ²	F	P value	Hypothesis supported
H1	Country of Origin Image - Purchase Decision	.939	.554	479.858	.000	YES

Note: $p < .05$

- Regression Analysis for H2

H2: Product involvement has a positive impact on Yemeni consumers (residing in Sana'a) purchase decision of clothes.

The hypothesis tests if product involvement has a positive impact on Yemeni consumers' (residents of Sana'a) clothing-buying decisions. The dependent variable, purchasing decision, was regressed on the predicting variable, Product Involvement, to test the hypothesis.

Product involvement predicted purchase decision $F(1, 386) = 1036, p < .001$, which indicates that Product Involvement has a significant role in shaping purchase decision $b = .870, p < .001$. These results clearly indicate the positive effect of the purchase decision. Moreover, the $R^2 = .729$ means that the model explains 72.9% of the variance.

The table below shows the summary of the findings:

Table 5.18. Regression Analysis for H2

Hypothesis	Regression Weight	Beta Coefficient	R ²	F	P value	Hypothesis supported
H2	Product Involvement- Purchase Decision	.870	.729	1035.822	.000	YES

Note: $p < .05$

- Regression Analysis for H3

H3: Clothes bearing the "Made in Türkiye" label have a positive impact on Yemeni consumers' (residing in Sana'a) Purchase Intention.

The Hypothesis tests if clothes bearing the "Made in Türkiye" label have a positive impact on Yemeni consumers' (residing in Sana'a) Purchase Intention. The dependent variable, Purchase Intention, was regressed on predicting variable, Country of Origin Image, to test the hypothesis.

Country of Origin Image predicted Purchase Intention $F(1, 386) = 193.900, p < .001$, which indicates that Country of Origin Image has a significant role in shaping purchase Intention $b = .718, p < .001$. These results clearly indicate the positive effect of Purchase Intention. Moreover, the $R^2 = .334$ means that the model explains 33.4% of the variance.

The table shows the summary of the findings:

Table 5.19. Regression Analysis for H3

Hypothesis	Regression Weight	Beta Coefficient	R ²	F	P value	Hypothesis supported
H3	Country of Origin Image - Purchase Intention	.718	.334	193.900	.000	Yes

5.8. Hypotheses Testing

According to the analysis data obtained, the hypothesis results of the study are listed in the next Table.

Table 5.20. Hypotheses Testing

	Statement	Result
H1	Clothes bearing the "Made in Türkiye" label have a positive impact on Yemeni consumers' (residing in Sana'a) purchase decision.	Supported
H2	Product involvement has a positive impact on Yemeni consumers (residing in Sana'a) purchase decision of clothes.	Supported
H3	Clothes bearing the "Made in Türkiye" label have a positive impact on Yemeni consumers (residing in Sana'a) Purchase Intention.	Supported

CHAPTER VI

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

6.1. Discussion

A wide variety of items from various manufacturing countries are entering the market due to the development of the global market. Customers now have a large selection of products to choose from, but there is little information available to help them decide what to buy. One crucial source of information in a global environment is the product's country of origin. Consumers are inclined to judge product quality as superior or less desirable based on their positive or negative connections with the country as a whole. The main purpose of this study is to explore the influence of the “Country-of-Origin” image on consumer’s purchase decision and purchase intention.

Additionally, in this era of market globalization, international commerce has undergone significant transformation. Country of origin is important in global marketing since it has opened up enormous markets for businesses worldwide as well as for individual nations. Many Turkish businesses are entering foreign markets in an effort to increase their market share and save costs. As a result, these businessmen must identify the place of origin of their products on the label so that customers are aware of where the items are made .

This study gives Turkish company owners and entrepreneurs operating in the commercial sector a deeper understanding of Yemeni consumers' impressions of the influence of the Türkiye country of origin on clothing. The study also emphasizes how the image of a country affects consumers' decision-making and buying preferences. This study employs a quantitative methodology, with

primary data collected through the use of surveys and secondary data derived from literature reviews.

The “Country-of-Origin” effect on purchase decision, the product involvement effect on purchase decision, and the “Country-of-Origin” effect on purchase intention were tested in this research. To assess the impact of country of origin on Turkish clothing goods, 460 Yemeni consumers were surveyed, of which 388 questionnaires were considered proper for the study's analysis.

The first hypothesis examined the effect of COO on consumer purchasing decisions. According to the findings of this research, the hypothesis is confirmed. The results for this hypothesis are consistent with the studies of Baker & Ballington (2002), Uyar (2018), Javed (2013b), Lin & Chen (2006b), and Kalicharan (2014). According to the authors, the country of origin has a major positive impact on consumers’ purchasing decisions.

The second hypothesis studied the impact of Product involvement on consumer buying decisions. This hypothesis was supported by the findings, which demonstrated the significant positive influence of product involvement on consumers' purchase intentions. The results for this hypothesis are consistent with the study of Javed (2013b), in which the author found that the relationship between these two variables was positive.

The third hypothesis focused on the impact of the COO on consumer purchasing intent. According to the findings of this research, the hypothesis is validated. The result of this hypothesis is in line with the studies of Merabet (2020), Lin & Chen (2006b), Koschate-Fischer et al. (2012), Dagger & Raciti (2011), and Yunus & Rashid (2016). According to the authors, “Country-of-Origin” has a positive and significant impact on consumers' purchase intentions.

6.2. Conclusion

International trade between countries has grown as a result of globalization. Due to that, goods manufactured in numerous countries are now sold, both in

domestic and international markets. Thus, Consumers now have a wide range of options from which to choose. Because of this phenomenon, it is crucial to study consumer attitudes toward foreign brands. The phenomenon known as the “Country-of-Origin” (COO) effect occurs when consumers distinguish items from those of a particular country from those of another.

Knowing how much significance the consumers place on the COO is crucial for marketers creating effective marketing strategies. It is even regarded as the fifth marketing component (Baker & Ballington, 2002). In fact, one of the most investigated topics in international marketing is country of origin (COO). It recognizes the COO as a critical component in consumer decision-making processes. Most past studies took into account how the COO affects brand perception and evaluations in international markets and, therefore, successful businesses employ the COO effectively to gain market share (Kalicharan, 2014).

This study looks at the effect of “Country-of-Origin” on Yemeni consumers' purchasing decisions, the effect of “Country-of-Origin” on Yemeni consumers' purchasing intentions, and the effect of product involvement on Yemeni consumers' purchasing decisions in the clothing market. A questionnaire was used to collect data. Three hypotheses were tested using multiple analyses of data from 388 respondents. According to the findings, the “Country-of-Origin” image and product involvement have a positive effect on Yemeni consumers buying decisions and intentions.

Consumer demographic characteristics such as age, gender, income, and education are also important in evaluating country of origin. Many studies show that demographic factors influence the effect of the country of origin and influence customers' preferences for local and foreign products. Research conducted by Schooler observed that the country of origin had a greater impact on senior and female customers (Schooler, 1971). Furthermore, according to (Schaefer, 1997) research, the country-of-origin impact is larger in older customers than in younger consumers. However, in this study, this element did

not have the same influence on country-of-origin evaluations, in the same way it didn't affect consumers in previous research conducted by (Hall et al., 2022).

Additionally, this thesis gives attentive information about the clothing market in Yemen, which may not be covered in great detail in previous research. This helps professionals in Türkiye understand the “country-of-origin” effect on Yemeni consumers better by showing how these consumers perceive clothes labeled “made in Türkiye”. It is especially helpful in marketing study, where knowing the subtleties of an area is important for making good marketing plans.

6.3. Managerial Implications

A business must act in accordance with international competitive strategies to thrive in the global market. As a result, when a firm promotes its goods in the global market, it must also take into account the image of its country of origin before coming up with the best competitive strategy. The results of this study suggest a few managerial implications that may be stated in two primary themes for marketers, academics, and policymakers. These implications can be summarized as the following:

I. For Marketers:

- Helping marketers to tailor marketing techniques to effectively correspond with the cultural and demographic intricacies of the Yemeni market.
- When Turkish clothing companies export their goods to Yemen, they should be aware of how Yemeni consumers perceive the image of a product's origin before creating a marketing plan. According to the results of this study, Yemeni consumers' perception of Turkish-made clothes is positive. The country's image can be used vividly in the marketing positioning strategies by Türkiye in its exported Textile clothes to Yemen.

- According to the results of this study, the country of origin has a significant role in determining the purchase intentions and decisions of Yemeni consumers. To enhance the effect of their marketing strategy, Turkish manufacturers must first understand the consumer's attitude toward important product information.
- Turkish marketers may utilize cues related to their country of origin to distinguish and enhance their goods through targeted positioning. For example, branding, packaging, and advertising can all give valuable information about the place of origin.

II. For Academics and Policymakers: By offering empirical data from a market that has gotten little academic attention, this study contributes to the academic discussion regarding international marketing. Policymakers can use these findings to cultivate more efficient and productive trade relationships.

6.4. Recommendations for Future Research

Türkiye is the sole country of origin selected in this study. To better understand Yemeni consumers' perceptions of foreign products, future studies may incorporate or directly assess the effects of other countries in a similar manner. Additionally, future studies may compare Yemeni consumers' perceptions of Turkish clothes to those of other countries' products.

Moreover, it is a good idea to investigate other goods in different industries and evaluate the results of these studies. Furthermore, the research was conducted just in Sana'a, which is a relatively small geographical region; future studies may include larger areas. Finally, since this research is a single-cue study, future studies can take other aspects, such as design or price, into account.

6.5. Limitations of the Study

It is important to note that this study was constrained by several limitations summarized by the following:

- An eight-year-old military conflict in Yemen has caused a lack of government statistics, making it difficult to find accurate economic data (United Nations, 2022).
- The poor quality of internet service in Yemen in general made publishing the questionnaire and obtaining answers take time.
- Lack of sources and previous research that studies Yemeni consumer behavior.
- Lack of sources that study the impact of the Türkiye country of origin on consumers in third world countries.
- Lack of sources that study the effect of country of origin on Yemeni consumers' behavior.
- Some small companies in Yemen Importing goods from Türkiye do not have a reliable database.

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APPENDIXES

APPENDIX A

Questionnaire (English Version)

Gender:

- Male
- Female

Age:

- 16 – 25
- 26 – 35
- 36 – 45
- 46 or more

Marital status:

- Married
- Unmarried
- Divorced/widower

Educational level:

- High School
- Bachelor
- Master's or PhD

Do you work:

- Yes
- No

Do you live in the city of Sana'a?

- Yes
- No

Likert Scale “1” (strongly disagree) to “5” (strongly agree)

“Country-of-Origin” Image’s Measuring Items:

- (1) The level of economic development of Türkiye is high;
- (2) The level of democratic politics of Türkiye is high;

- (3) The level of industrialization of Türkiye is high;
- (4) The standards of living of Türkiye are high;
- (5) The level of technical advancement in Türkiye is high;
- (6) The product quality of Türkiye is high level;
- (7) The product of Türkiye is reliable.

Product Involvement's Measuring Items:

- (1) Turkish clothes are what I prefer buying for myself;
- (2) Turkish clothes are very important for me;
- (3) Turkish clothes are worthy for me;
- (4) Turkish clothes are best for my needs;
- (5) Turkish clothes are helpful for me.

Purchase Intention's Measuring Items:

- (1) The possibility I will buy Turkish clothes are;
- (2) The possibility I recommend to other people who also want to buy Turkish clothes are

Purchase decision Measuring Items:

- (1) I seek to purchase and own Turkish made clothes;
- (2) It is great to have clothes of Türkiye origin;

APPENDIX B

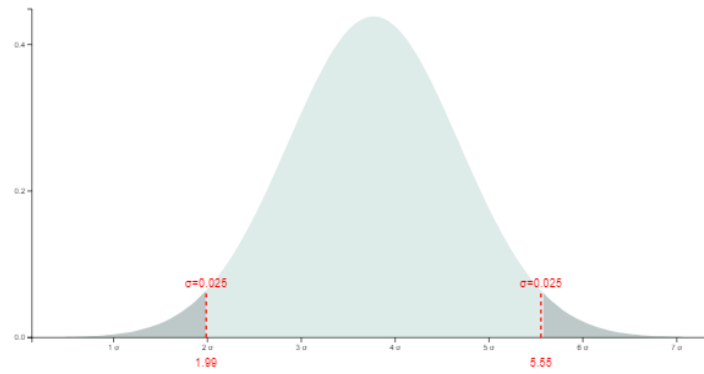


Figure B.1. Mean and Std. Deviation of “Country-of-Origin” 1

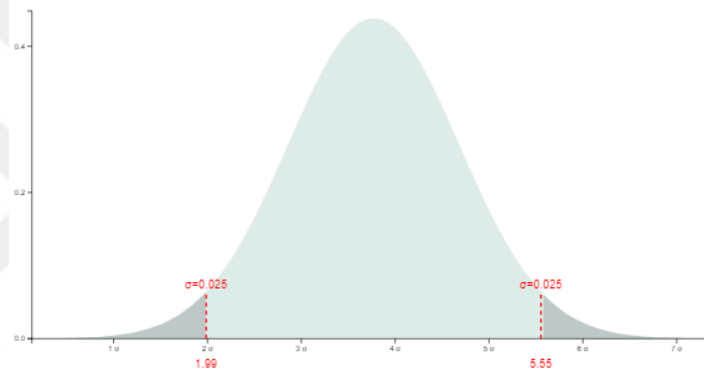


Figure B.2. Mean and Std. Deviation of “Country-of-Origin” 2

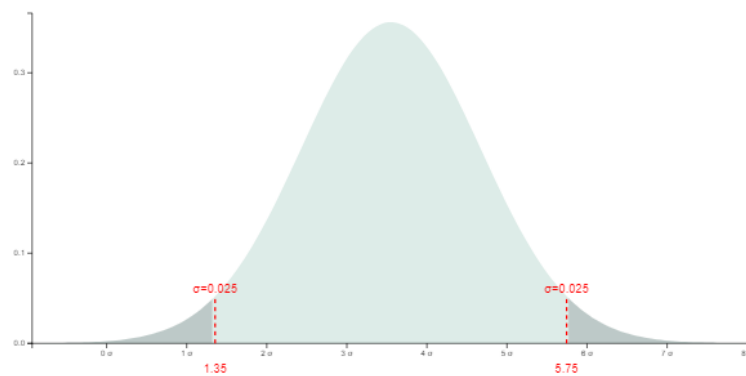


Figure B.3. Mean and Std. Deviation of Product Involvement

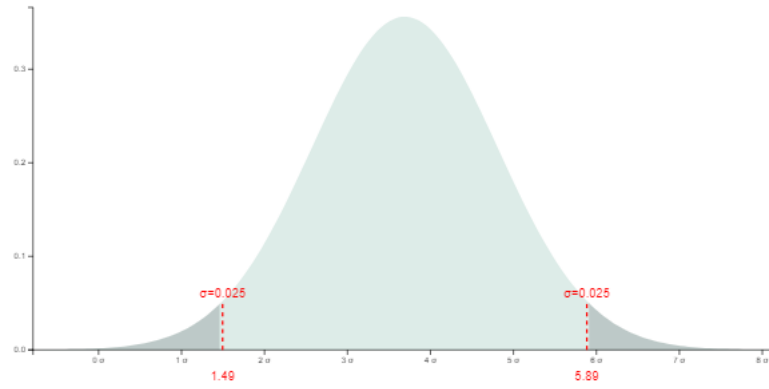


Figure B.4. Mean and Std. Deviation of Product Intention

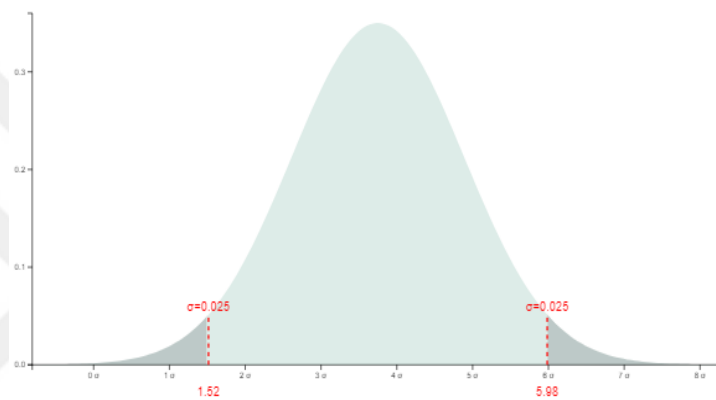


Figure B.5. Mean and Std. Deviation of Purchase Decision



Figure B.6. Correlation Analysis for H1

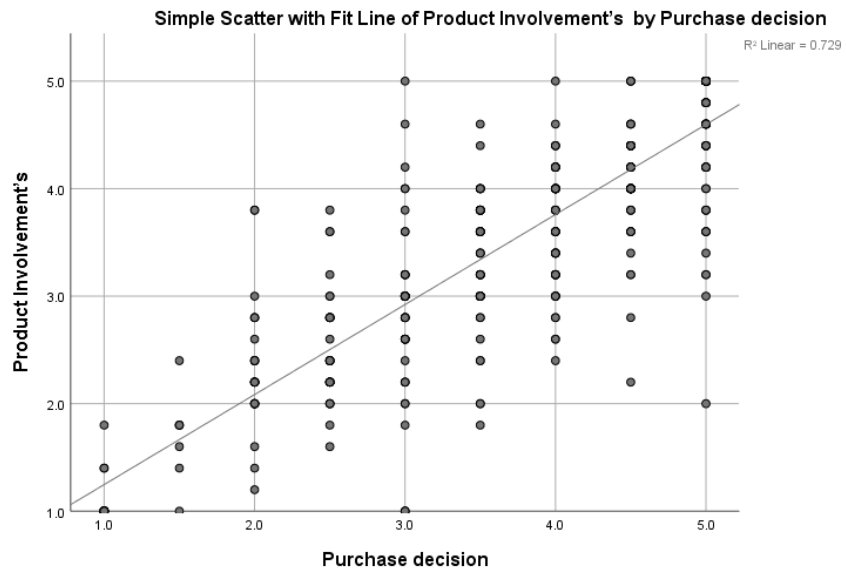


Figure B.7. Correlation Analysis for H2

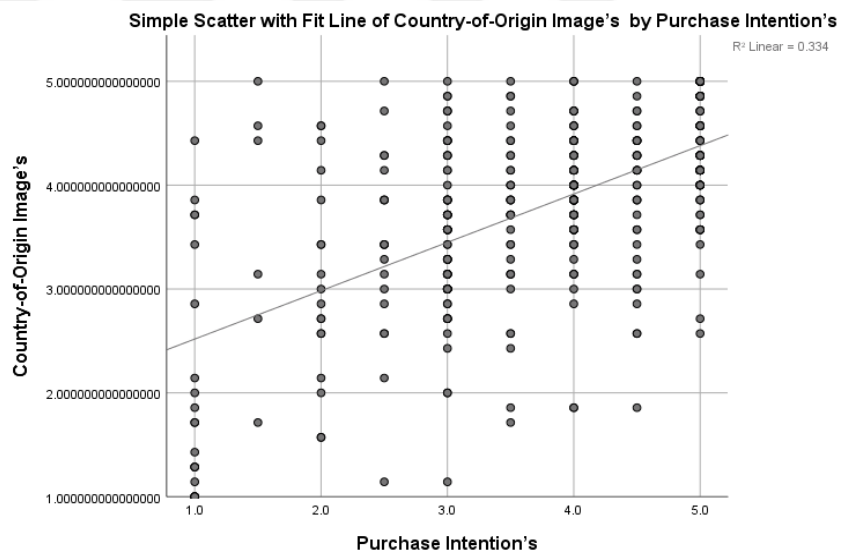


Figure B.8. Correlation Analysis for H3

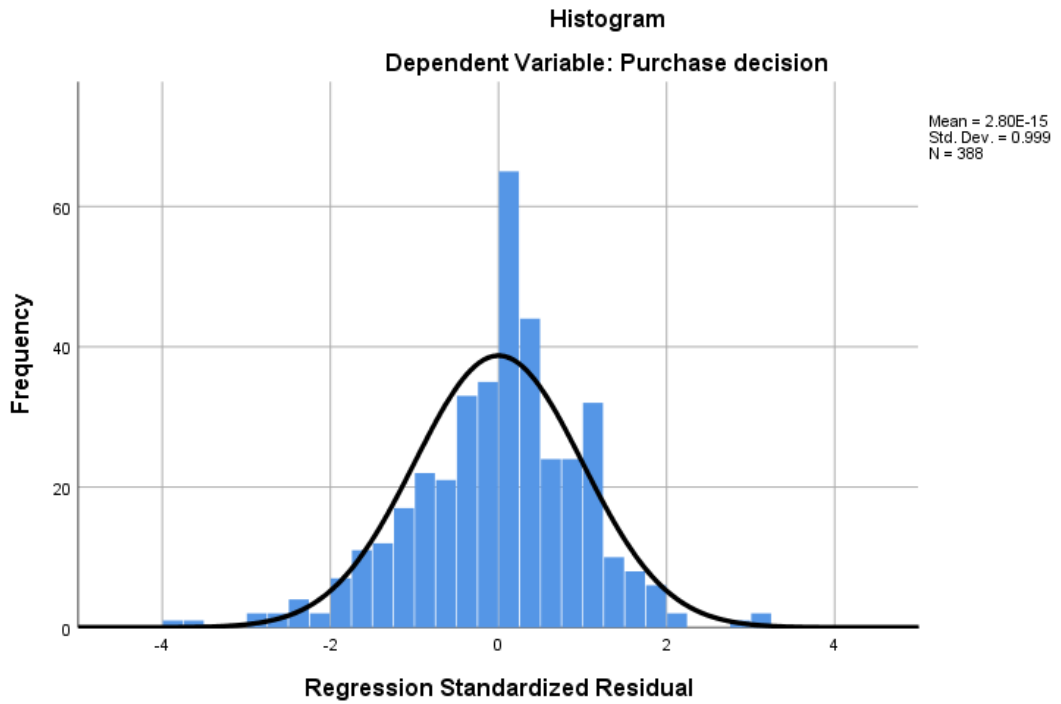


Figure B.9. Regression Analysis for H1

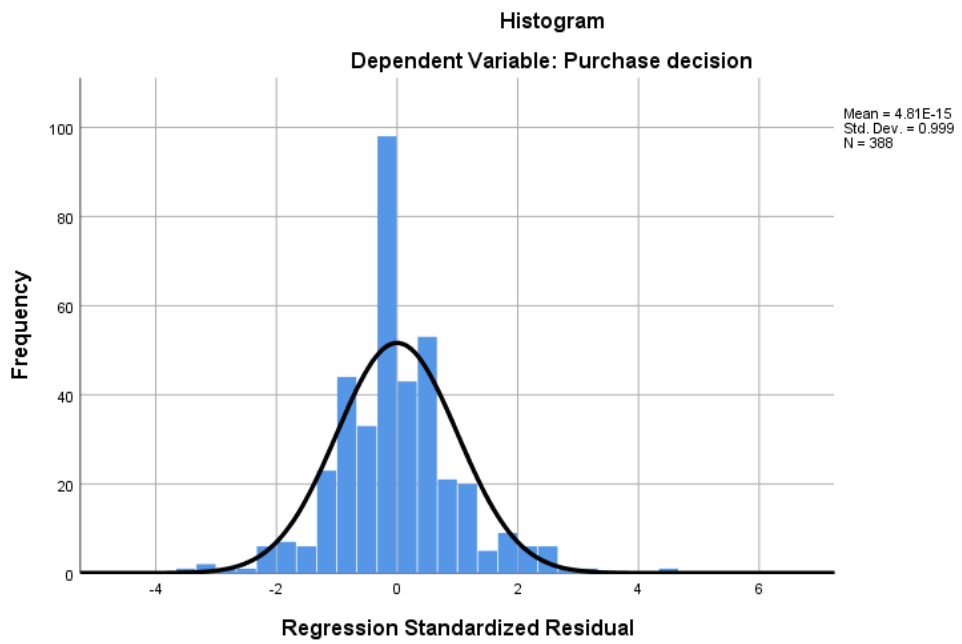


Figure B.10. Regression Analysis for H2

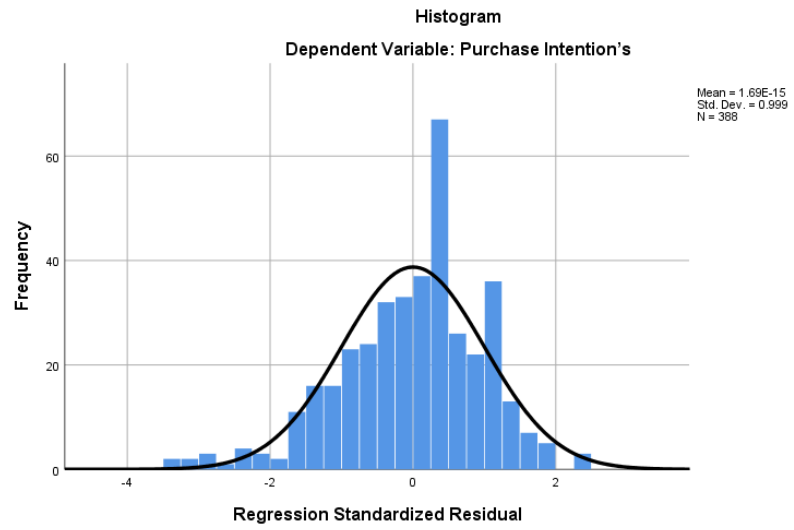


Figure B.11. Regression Analysis for H3



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Personal Information

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2016-2020 International trade and logistics, Bachelor, Balıkesir Üniversitesi, Türkiye

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