

**THE EFFECT OF CULTURAL DISTANCE, FAMILIARITY AND COUNTRY  
IMAGE ON PURCHASE INTENTIONS**

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**MASTERS THESIS**

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**September, 2017**

## FINAL APPROVAL FOR THESIS

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## ÖZET

### KÜLTÜREL MESAFE, AŞINALIK VE ÜLKE İMAJININ SATIN ALMA NİYETİNE ETKİSİ

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Nijer, Osmanlı İmparatorluğu'ndan beri Türkiye ile ilişkileri geliştiren batı Afrika ülkelerinden biridir. Türkiye ile Nijer arasındaki ilişkiler kültür, ticaret ve eğitim alanlarında devam etmektedir. Buna göre, iki ülke arasında pazarlama disiplini içinde araştırma yapılması kararlaştırıldı. Bu araştırma, Türkiye imajının Nijerli tüketiciler üzerindeki etkisini, kültürel yakınlık veya mesafe, aşinalık ile Türk ürünlerini satın alma niyetini tanımlamaktadır. Ayrıca, ülke imajı bilişsel ve duygusal görüntüyü içeren çok boyutlu bir kavram olarak görülmüştü, iki boyutun her birinin tüketici karar vermeyi niyetin satın alma niyeti olarak etkilediğini belirlemeyi amaçladı.

Tasarlanan nicel bir araştırma kullanılmış ve çalışma için kurulan hipotezler temel alınarak bir model geliştirilmiştir. Her alanda Nijer'de yaşayan insanlardan veri toplamak için bir anket kullandı. Bu çalışmada Türk ürünleri (hizmetler) tüketicileri bir vaka olarak kullanılmıştır. 200 anket, posta ve Google form teknolojileri aracılığıyla çevrimiçi olarak toplandı; analizler 156 geçerli anket ile yürütülmüştür. Araştırma verileri SPSS programınının 21 Premium versyonu ile analiz edilmiştir.

Sonuçlar, kültürel olarak ülkenin görüntüsünü, bilişsel ve duygusal ülke imajını etkilediğini ve satın alma niyeti için belirleyici belirleyiciler olduğunu, bilişsel ülkenin

imajının duygulanımla olan pozitif ilişkili olduğunu. Ürün (hizmet) tanındıklığının ise mülke imajı için önemli bir belirteç olmadığı bulunmuştur. Özetle, çalışma, bir ülkenin algılanan imajını şekillendirmek için kültürel mesafe olduğunu ve tüketicinin ülke imajının (bilişsel ve duygusal boyutları aracılığıyla) olası sonuçlarının bu tüketici üzerinde olacağını önermektedir.

**Anahtar Kelimeler:** Ülke İmajı, Kültürel Mesafe, Ürün aşinalığı, Satın Alma Niyeti

## **ABSTRACT**

### **THE EFFECT OF CULTURAL DISTANCE, FAMILIARITY AND COUNTRY IMAGE ON PURCHASE INTENTIONS**

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Anadolu University, Graduate School of Social Sciences, September 2017

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Niger is one of the western African countries that have developed relations with Turkey since the Ottoman Empire. Relations between Turkey and Niger continue in the field of culture, trade and education. Accordingly, it was decided to conduct research within the marketing discipline between the two countries. This research identifies the influence of image of Turkey on Nigerien consumers, the familiarity with Turkish products (services) and cultural proximity or distance they perceive and the intention to purchase Turkish products. It further viewed country image as a multidimensional concept comprising cognitive and affective image and as such the hypotheses were aimed at determining how each of the two dimensions affect the consumer decision making as intention to buy and intention to recommend the purchase.

A quantitative research designed was used and a model was developed based on the hypotheses established for the study. It used a questionnaire survey to collect data from people living in Niger in all field. Turkish products (services) consumers were used as a case for this study. 200 questionnaires were collected online through mailing and google form technologies; and the analyses were conducted with the 156 valid questionnaire. The research data was analyzed by SPSS program 21 premium version.

The results suggest that cultural positively affects image of country, cognitive and affective country image are significant predictors for purchase intention, cognitive country's image is positively related to affective one, while product (service) familiarity dimension was found to be not significant predictor for country image. In sum, the study

suggests cultural distance to possibly shape the perceived image of a country and that purchase intention to be possible consequence of country image effect (through its cognitive and affective dimensions) on consumer.

**Keywords:** Country Image, Cultural Distance, Product Familiarity, Purchase Intention

## RESUME

### DISTANCE CULTURELLE, FAMILIARITE, IMAGE DU PAYS ET INTENTIONS D'ACHAT

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Le Niger est l'un des pays Ouest africains ayant développés des relations avec la Turquie depuis l'Empire ottoman. Ces relations se poursuivent dans le domaine de la culture, du commerce et de l'éducation. En conséquence, il a été décidé de mener une recherche basée sur ces relations adaptée à la discipline du Marketing. Cette recherche identifie l'influence de l'image de la Turquie sur les consommateurs nigériens et l'intention d'achat des produits turcs, la familiarité avec ces produits (services) ainsi que la proximité ou distance perçue sur le plan culturel. Il a également été considéré que l'image du pays se présentait sous un concept multidimensionnel comprenant une image cognitive et affective et, en tant que telle, les hypothèses visaient à déterminer comment chacune des deux dimensions influençaient la prise de décision du consommateur telle que l'intention d'achat et l'intention de recommander l'achat.

Une recherche quantitative conçue a été utilisée et un modèle a été développé sur la base des hypothèses établies pour l'étude. Une enquête a été réalisée par le biais de questionnaires pour recueillir des données provenant du Niger. Les produits turcs (services) ont été utilisés comme cas pour cette étude. 200 questionnaires ont été collectés en ligne par Google-form et les analyses ont été menées avec 156 questionnaires valides. Les données de recherche ont été analysées par la version premium 21 du programme SPSS.

Les résultats suggèrent que la distance culturelle influence positivement l'image du pays, que l'image cognitive et affective sont des prédicteurs significatifs pour l'intention d'achat, et enfin que l'image cognitive est positivement liée à l'image affective. Concernant la dimension "Familiarité", il a été conclu qu'elle n'était pas un prédicteur important pour l'image du pays vu la corrélation négative qui existait entre les deux variables. En somme, l'étude suggère que la distance culturelle est un élément essentiel qui caractérise éventuellement l'image perçue d'un pays et que l'intention d'achat est une conséquence possible résultant de l'influence de l'image du pays (à travers ses dimensions cognitives et affectives) sur le consommateur.

**Mots-clés** : Image du pays, Proximité culturelle, Familiarité aux produits, Intentions d'achat



...../...../20.....

## **ETİK İLKE VE KURALLARA UYGUNLUK BEYANNAMESİ**

Bu tezin bana ait, özgün bir çalışma olduğunu; çalışmamın hazırlık, veri toplama, analiz ve bilgilerin sunumu olmak üzere tüm aşamalarından bilimsel etik ilke ve kurallara uygun davrandığımı; bu çalışma kapsamında elde edilmeyen tüm veri ve bilgiler için kaynak gösterdiğimi ve bu kaynaklara kaynakçada yer verdiğimi, bu çalışmanın Anadolu Üniversitesi tarafından kullanılan "bilimsel intihal tespit Programı"yla tarandığını ve hiçbir şekilde "intihal içermediğini" beyan ederim. Herhangi bir zamanda, çalışmamla ilgili yaptığım bu beyana aykırı bir durumun saptanması durumunda, ortaya çıkacak tüm ahlaki ve hukuki sonuçlara razı olduğumu bildiririm.

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## **AKCNOWLEDGEMENT**

I would first of all like to thank God for his mercy that enabled me to run and finish my thesis successfully. Special thanks to my supervisor Prof. Dr. Sevgi Ayşe ÖZTÜRK for her efforts in guidance and encouragement throughout my academic cursus and thesis, but also for the assistance in my struggle during my research time.

I would also like to specially thank Assoc. Prof. Dr. F, Zeynep ÖZATA, Assistant Prof. Dr. İçlem ER, Lahsen ABDELMALKI, Isabelle DEDUN, Tzevetelin GUEORGUIEV and all my lecturers and professors of Anadolu University and remainder universities in Europe who have been part of that research and my acquired academic knowledge.

Many thanks to my parents Mr. Mamadou YACOUBA and Mrs. Mamadou Hadiza PARAISSO, my brother and sisters but also all my relatives for the efforts made in the framework of my academic success,

I also extend my gratefulness to my wife, all my friends and colleagues whom we shared academic and non academic knowledge for their assistance all kind of support for the success of this research. To finish, i dedicate this work to my lovely son Ammar.

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## 1. INTRODUCTION

Globalization has increased the opportunities for companies to distribute their goods to consumers all over the world. At the same time, consumers are able to choose from a broad range of products and services in almost any category. International product adaptation makes it difficult to differentiate between goods and consumers find it more complicated and costly to obtain additional information on the quality of foreign products and on the behavior of foreign firms (Torres and Gutierrez, 2007, p. 1).

From that situation, many factors may be taken in account to understand the behaviors of consumers towards these foreign products. But the most important in the International market is the evaluation consumers are making related to the perceived image of countries and also of the products from these countries they may consume or use. Thus, from that step, consumers might be taken some intent actions such as purchase that is the most common example.

Country image or country of origin image studies have become popular in international business and marketing area these last years. Over decades, famous authors like Laroche, Papadopoulos, Heslop, & Murali (2005); Roth & Diamantopoulos (2009); Martin & Eroglu (1993); Verlegh & Steenkamp (1999) or even Wang et. al. (2012), who have studied its effects, judged it popular and show a highly significance. Despite such interest, in some reviews of the literature it is provided contrasting and often confusing views relating to how country of origin image is defined. It is often referred to in a general sense of a country image, which mainly focuses on economical, technological, social and political variables.

In previous studies like Maher and Carter (2011); Wall et. al., (1991), it is argued that country image effect on consumer preferences are similar to extrinsic cues like brand and price when it comes to choose same products from different areas. While for writers like Nes & Bilkey (1993); Samiee (1994), "consumers depend on information which is intrinsic, such as tastes or design, or extrinsic, such as price or brand, to evaluate or purchase a product or brand".

For Degoma & Shetemam (2014, p.1), countries considered as brands have equity associated with them. They also related that consumers tend to embrace certain ideas and stereotypes of foreign countries in terms of goods and services quality evaluation. Accordingly, marketers have shown a growing interest in understanding how

country associated with the products influence the consumers' quality judgments and purchasing decisions.

Researchers like Erickson et. al., (1984); Knight and Calantone (2000) related that the willingness to buy a given country products is a result of the image they form. Consider as the origin of a product, a country through its image can play a big role in the evaluation and the purchase.

For Morrison (1979, p. 65), "purchase intentions continue to be an important concept in marketing" and Keller (2001) join him to state that "consumers' buying decision is very complex. Usually purchasing intention is related with consumers' behavior, perception and their attitude. Purchase behavior is an important key point for consumers during considering and evaluating of certain product".

The published literature which have used purchase intention variable are quite and: automobile advertising (Smith, 1965); new product model (Silk & Urban, 1978); market segmentation (Sewall, 1978); foreign product (Torres & Gutiérrez, 2007) etc...

Purchase intentions continue to be an important concept in marketing (Morrison, 1979, p. 65). The published literature contains small fraction of the actual studies which have used purchase intentions; wherever, the quantity of literature is quite: automobile advertising (Smith, 1965); new product model (Silk & Urban, 1978); market segmentation (Sewall, 1978); foreign product (Torres & Gutiérrez, 2007) etc...

For Keller (2008), "consumers may perceive many different types of risks in buying and consuming a product. Purchasing a product is considered a process of processing information".

According to Lee (2013, p.1) related that "when consumers lack intrinsic product information, extrinsic information becomes more essential. According to prior research, consumers rely mostly on the extrinsic information of the product's country of origin (COO) and the global brand before declaring their intent to purchase the product in global markets".

To this end, the relations between Turkey and Niger and the involvement of Nigeriens consumers with made in Turkey products may be in line with the literature above. The strengths of cooperation between Niger and Turkey are first and foremost in a very old and solid historical basis that binds the two peoples. These reports date back to the 16th century with contacts established between the populations of the territory of



present-day Niger and emissaries of the Sultan of the Ottoman Empire, who was the Caliph of Islam (newsaniamey.com).

These relationships are both religious, ethnics and historical and also based on trade and business. Nowadays in Niger, consumption of made in Turkey is seen through multiple forms: Nutrients, clothing, services, education and so on.

This study aims to find out the relation between Familiarity, Culture and Country Image CI but also the effect of country image on consumer. In other terms, it is to evaluate the familiarity with Turkey and its products (services); to determine the similarity or difference (cultural proximity or distance) between the two countries through culture. Thus, it is also to examine the influence of Turkish image on consumers' decision toward Turkish product/services in Niger.

The study is organized in five chapters. Chapter one discusses the main study of the problem, purpose and its significance. In chapter two, literature is reviewed related to relations between Turkey and Niger, cultural proximity and distance, product familiarity, country image and purchase intention. Chapter three explains the methodology of the research discussing the research design, research model, sample and data collection tools. Chapter four discusses data analysis and findings. To the end the last chapter (five) will be focusing on discussions and conclusions from the study.

### **1.1. Problem of the study**

"Country image as an item evaluation is important for consumer since consumer evaluation on product is not only based on value or quality of product but also based on what country that produced the product, how it produced and who made the product. Consumer consider ethical to choose the product" (Tulipa & Muljani, 2015, p. 65).

This study was undertaken to clarify the link between country image and consumer. While empirically supposing that Country Image CI intend consumer to purchase of the country products/services.

Although there seem to be a general agreement on some dimension of C.I for example on cognitive and affective image and also, that C.I intend to purchase (Ayyildiz, Turna, and Eris, 2013; Kwon & Vogt, 2010; Yaprak & Parameswarans, 1986; Wang et. al., 2011). It is therefore to determine which of the dimensions that building image referring to cognitive and affective image of Turkey, have effect on consumers and intend them to a purchase.

Further, the research will lead to find out through the relations between the two countries if there are any probable elements like cultural proximity or distance and also familiarity may influence the perceived image of the country by the consumers.

## **1.2. Purpose of the study**

The main objective of the study is to understand the consumer purchase intentions among country image that maintain country perception through cultural distance and familiarity with country, its products and services. So, this study views C.I in terms of cognitive and affective dimensions. In the literature, there are some seminal researches related to investigate the consequences of affective and cognitive country image on consumers (Ayyildiz, Turna, and Eris, 2013; Kwon & Vogt, 2010). Purchase intention is mostly aforementioned outcome of consumer behavior (Torres & Gutiérrez, 2007; Madahi & Sukati, 2012; Degoma & Shetemam, 2014; Wang et. al.,2012; Banna et. al.,2016; Yaprak & Parameswarans).

So, this study intends to first explore the relation between Familiarity, Cultural proximity/distance and Country Image and if country image influences consumers to purchase.

## **1.3. Significance of the study**

The findings of this study will be useful to the academia, practitioners, international marketing and trade specialists and to the general public as followed:

In the academic field: this study aims to stretch past studies in their findings related to culture, country image and consumer purchase intention as decision. In most of the researches realized in that field, both of variables were considered as they are related to each other like antecedents and consequences. Further, most studies consider country image as a multidimensional construct formed by cognitive and affective image.

This study aims to stretch the theory by considering country image constructs dimensions and their relation with consumer purchase intention. On the other hand, since the study is conducted between two countries, some studies established the theory that culture and familiarity with country products (services) are related with the image of a given country. This study aims to broaden the theory by considering cultural proximity/distance and products familiarity both antecedents of country image. Findings

will be able to show which of all these variables should be considered more to shape the image of the country and if the dimensions of the country image are affecting consumer intention to buy (Ayyildiz, Turna, and Eris, 2013; Kwon & Vogt, 2010; Torres & Gutiérrez, 2007; Madahi & Sukati, 2012; Degoma & Shetemam, 2014; Wang et. al.,2012; Banna et. al.,2016; Yaprak & Parameswaran, 1987).

The findings will also be benefit for trade, marketing and sales specialists who will use them to improve the consumer management in an efficient way. By this way, the managers will focus on the right dimension related to the area, the culture and the objectives of their businesses.

#### **1.4. Limitations of the study**

First, this study was geographically limited to people living in the capital of Niger (Niamey) where most of the population is having access to the Turkish goods.

Second, due to the tenuousness of the internet in the country of research, the data collection was difficult since the procedure was made online; which resulted the managing of the research with a small sample size.

Third and last, dimensions like price, quality did not take place in this study even it was related to consumer purchase decisions. Our research just focused on image and culture with only two outputs: intention to buy and to recommend the purchase. It will thus be useful for further studies to take both dimensions into consideration.

## 1.5. Operational definitions of key terms

For the purpose of this research study, the following terms are defined:

**Cultural proximity/distance (CP/D):** Refers to similarities or difference felt between two cultures

**Familiarity (PF):** Refers to the level of knowledge and experience with a given product (service)

**Country Image (CI):** refers to perceived image of a given country formed by its components: goods, people, etc...

**Cognitive country image (CCI):** Refers to theory and process of learning and developing knowledge and comprehension. It is also the sum of elements that include beliefs about country in general, its people as well as its products.

**Affective country image (ACI):** Refers to particular feelings towards specific country. It is also assimilated to elements which awakening consumer attachment to the country, "a feeling of liking, sympathy, and even attachment toward a specific foreign country.

**Purchase intention (PI):** Refers to the willingness to buy a particular product. Also, the willingness to recommend buying of product.

## **2. LITERATURE REVIEW**

### **2.1. Culture, Cultural Proximity and Cultural Distance**

Hofstede (1991, p. 3) defines culture as the collective programming of the mind which distinguishes the members of one group or category from those of another.

Culture is a learned, shared, compelling, interrelated set of symbols whose meanings provide a set of orientations for members of society. These orientations, taken together, provide solutions to problems that all societies must solve if they are to remain viable (Trepstra & David (1991) cited in Leng & Bothelo, 2010, p. 262)

As stated by Maznevski, Distefano, Gomez, Noorderhaven and Wu (2002), culture "is a group-level phenomenon, but it influences individuals' perceptions, values and behavior, especially with respect to social interaction" (cited in Espina, 2013, p. 1).

Recent economic literature defines culture as a set off "customary beliefs and values that ethnic, religious, and social groups transmit fairly unchanged from generation to generation" (Guiso, Sapienza & Zingales (2006) cited in Felbermayr and Toubal, 2007). Common instruments or proxies for the concepts of beliefs and values are common language, history, religion, ethnicity or genetic traits (Felbermayr and Toubal, 2007, p. 2). Like in economics, culture in marketing has an important place and some researches showed interest about it.

Marketers have to identify different cultures of the target markets in order to successfully market a product. However, the problem is that almost every region differs in their culture. The target market may be a particular region or regions within the same country, different states or countries. Every culture is different from the other. However, even though there are differences in the cultures across the world, there are similarities too. The similarities can be in the form of food, music (people from different cultures may listen to the same type of music), clothing, etc. The similarities in cultures is rising due to reasons such as use of internet, television, people travelling to other countries and experiencing their culture and implementing it in their own life, the exposure to fashion across other cultures, etc. (ukessays.com/2015).

Focusing on our study, the term culture in the relation between Turkey and Niger will be represented into two dimension such as proximity and distance resulting to similarity or distance consumers in Niger may feel toward Turkey; since for Oberecker, Riefler and Diamantopoulos (2008, p.33) cultural similarity and dissimilarity may be equally valid reasons for sympathizing with a foreign country.

### **2.1.1. Cultural Proximity**

The concept of cultural proximity was introduced by Straubhaar (1991) to account for the persistent success of national and regional media products vis à vis global ones, especially those produced in Hollywood (Georgiou (2012) cited in Yoo et. al., 2014). According to Straubhaar, cultural proximity refers to “nationally or locally produced material that is closer to and more reinforcing of traditional identities, based in regional, ethnic, dialect/language, religious and other elements” (Yoo et. al., 2014, p. 90-91).

Cultural proximity is used in communication by being considered as an important ‘news factor according to which journalists decide what is noteworthy and in marketing to explain consumer’s buying decisions (Trepta, 2008, p.4). Throughout the literature cultural proximity is used to describe the audience’s viewing habits and motives as well as characteristics of the media. Additionally, cultural proximity seems to be a suitable idiom in a number of different scholarly fields (Adams, 1986; Galtung and Ruge, 1965; Hasty, Bellizzi & Diaz, 1997; Zaharopoulos, 1990).

There is a widespread agreement that cultural proximity plays an important role in determining trade flows between countries. As depicted by Straubhaar (2003), in terms of cultural proximity, specific things like humor, gender image, dress, style, lifestyle, knowledge about other lifestyles, ethnic types, religion and value are to be taken in account in addition to language (Straubhaar, 2003, p.77-78)

Several studies have examined the role of perceived cultural similarities in sojourner adjustments to foreign land (Babiker et al., 1980; Cox, 1988; Wang, 2009; Ward, 1997; Ward & Kennedy, 1993; Yang, Noels & Saumure, 2006). In an effort to understand the relationship between perceived cultural distance and its relationship to medical consultations, symptomatology and examination of overseas students, (Babiker and colleagues, 1980) developed an index that measured the perceived similarities between two cultures based on the following characteristics: “climate, food, language, clothes, religion, educational level, material comfort, family structure and family life, courtship and marriage, leisure activities, and intergroup conflict” (Espina, 2013b, p. 1).

Further, in previous researches, cultural proximity has been operationalized by ‘hard facts’ such as geographical distance, the exchange of goods or persons (tourists and immigrants) and the similarity of political systems (Trepte, 2008, p. 1).

Felbermayr and Toubal (2007) view cultural proximity as the degree of affinity, sympathy, or even solidarity between two countries. It is driven by the feeling of sharing

a common identity and of belonging to the same group (Felbermayr and Toubal, 2007, p. 2).

As related in Espina (2013a), perceived cultural proximity is based on characteristics like shared language, food, clothes, religion and lifestyle (Babiker et al., 1980; Wang, 2009). Other perspectives approach cultural proximity by examining the closeness of social frameworks, power distributions, and societal values (Hofstede, 1980; Hofstede & Bond, 1988; Kirkman et al., 2006) (Espina, 2013a, p. 26).

### **2.1.2. Cultural Distance**

As cultures have differences as well as similarities, it becomes very difficult for marketers to create marketing plans which can be applied globally or across cultures. Culture has been notoriously difficult to conceptualize and scale (Boyacigiller, Kleinberg, Phillips and Sackmann, (1996) cited in Punnett & Shenkar, 2004, p. 99-167).

Focusing on our study, cultural distance relates to the consumer's perceived differences between Turkey and Niger based on dimensions like religion, lifestyle, values and beliefs, etc.

The concept of perceived cultural distance was introduced by Babiker et al. (1980) to account for the distress experienced by sojourners during the process of acculturation. These authors developed a cultural distance index which measures an individual difference of the perceived discrepancies between social and physical aspects of home and host culture environments (cited in Suanet & Van De Vijver, 2009, p. 183).

Empirical investigations into the liability of foreignness usually focus on the effects of nation-to-nation distance, most notably the distance associated with differences in cultural values and beliefs. The most well-known measure of this distance is Kogut and Singh's (1988) index, which operationalizes cultural distance as the sum of the absolute difference between two countries on Hofstede's (1980) cultural dimensions. Other examples of distance measures include those of economic distance (Hewett, Roth and Roth 2003; Campbell, Eden and Miller 2012) and psychic distance (Beckerman 1956; Dow 2000; Dow and Karunaratna 2006; Dow and Ferencikova 2010) (cited in Beugelsdijk et. al., 2015, p. 166).

Cultural distance has been defined by Geert Hofstede as "the collective programming of the mind distinguishing the members of one group or category of people from another" (2001). The word category in this definition refers to nations, regions within

or across nations, ethnicities, religions, occupations, organizations, or genders, as described by Geert Hofstede. The beliefs and values of individuals are influenced by factors such as their surrounding environment, family background, religion, friends, etc... Which in turn frames their culture (ukessays.com/2015).

Cultural distance, the difference between two cultures, has proved itself to be an important predictor of adaptation and ill-being in intercultural travelers, with greater difference predicting more difficulties (Dunbar, 1994; Furnham & Bochner, 1982; Geeraert & Demoulin, 2013; Searle & Ward, 1990; Ward, Bochner, & Furnham, 2001; Ward & Kennedy, 1999). A number of different measures or conceptualizations of cultural distance exist, ranging from the economic (e.g., gross domestic product) to the psychological (e.g., Hofstede, 1980; House, Hanges, Javidan, Dorfman, & Gupta, 2004; Schwartz, 1992). These measures of distance are highly relevant (cited in Demes & Geeraert 2014, p. 93). Roth and O'Donnell (1996) state that an increase in cultural distance leads to more difficulties and higher expenses for headquarters to obtain information about their foreign subsidiaries. Kogut and Singh (1988) show that cultural distance impacts the choice of entry mode by foreign companies. (Quoted in Bellofatto, 2016, p. 5-6).

The most important stage after defining cultural distance is to measure it and understand the differences between them. There have been several models to measure cultural distance like the Hofstede model, the GLOBE project and the Schwartz value model.

In our study, based on Mumford and Brabiker (1998) measure we will build a model including both proximity and distance by adding some items we judge interesting in regards to relations between the two countries. Basically the research was focusing on the cultural distance moreover, we decided to include the proximity items and from that the findings will be examined and applied to the hypotheses about relation with country image CI.



## **2.2. Familiarity**

When consumers have to take a decision under conditions of asymmetrical information and limited rationality, they may be motivated to seek additional information related to the product before buying it (Torres and Gutierrez, 2007, p. 2).

Familiarity may be defined as "a state of close relationship". However, familiarity may appear under different facets. According to Bhattacharya and Groznik (2008), there are six (6) measures of familiarity: the first one is the country of residence, the so-called home bias. The second one is geographical distance. The third measure is language. The fourth measure is race, then religion and finally the national origin (Bellofatto, 2016, p. 2).

The term product familiarity has emerged as an important explanatory variable in recent consumer research studies like Johnson & Russo (1984); Punj & Staelin (1983); Bettman & Park (1980).

Product familiarity can be defined as the evaluative judgment that a consumer makes regarding his/her subjective knowledge about a product (Park & Lessig, 1981; Raju (1977). While Schwanenflugel & Rey (1986) argued that familiarity is related to the amount of previous exposure with the focal product, and has been found to be strongly related to product typicality, i.e., the degree to which a product is representative of its overall category concept (quoted in Giacalone et. al., 2015, p. 17).

For Josiassen, Lukas and Whitwell (2008), product familiarity refers to how familiar a consumer is with a given product (Josiassen, Lukas and Whitwell, 2008, p. 424). While Han (1989) specify that the consumer is very familiar with a specific country's product, then he/she refers product associated information to the country and this causes a summary construct effect. This effect would indirectly affect his/her attitude towards this brand (quoted in Lin & Chen (2006, p. 149).

Sirgy (1981), related that consumer researchers have used the term to explain a number of consumer-related phenomena such as, message acceptance (e.g., Marks & Olson 1981), choice of decision rule (e.g. Parks 1976, Tan & Dolich 1981), product preference and purchase intention (e.g., Marks & Olson 1981), product satisfaction (e.g., Anderson, Engledow & Becker 1979), and new learning (Johnson & Russo 1981) (Sirgy, 1981, p. 156).

**Table 1:** conceptualization and operationalization of product familiarity concept (adapted from Sirgy, 1981, p. 156-157):

Park (1976)	measured product familiarity in terms of subjects' agreement with statements about the product
Woodruff (1972)	used a free-recall method of purchase situations.
Raju and Reilly (1979)	employed self-reported "frequency of use, overall familiarity, and knowledge of how to select best brand" as measures of product familiarity.
Anderson, Engledow, and Becker (1979); Jacoby, Chestnut, and Fisher (1978)	use of frequency of purchase measure as an indicator of product familiarity.
Johnson and Russo (1984)	used a global self-report rating measure - subjects were asked to rate their previous knowledge of automobiles compared to the rest of the population.
Tan and Dolich (1981)	measured product familiarity by the proportion of brands in the product class that one knew something about.

Focusing on our topic, familiarity is first related to the degree of knowledge about the country, its products and services but also the frequency of consumption including satisfaction as well of the given country's products or services.

Park and Lessig (1981) suggested two approaches to measuring product familiarity: how much the person knows about the product and how much a person think she/he knows about the product. While Zhou, Yang & Hui (2010) developed a scale for brand familiarity by measuring the degree to which a person is aware and knowledgeable of a brand.

In our study, we will develop a model adapted from these approaches for evaluating, operationalizing and measuring consumer perception and his familiarity with goods and services. Thus, we will consider product familiarity PF as an antecedent of country image since some literatures show positive interaction between country image and product familiarity (Johansson, 1989) and that it helps product evaluation and product quality evaluation (Brzovska and Mircevska, 2007; Liefeld, 1993).

### **2.3. Country Image**

Image as related to countries is less frequently mentioned in literature than more widely known image types. A country image is defined by Martin and Eroglu as "the total of all descriptive, inferential and informational beliefs one has about a particular country" (Martin and Eroglu, 1993, p. 193).

Past researches (Bilkey and Nes, 1982; Dzever and Quester, 1999) has demonstrated that consumers tend to regard products that are made in a given country with consistently positive or negative attitudes. These origin biases seem to exist for products in general, for specific products, and for both end-users and industrial buyers alike (quoted in Laroche et. al., 2003, p. 97).

Related to Jenes and Malota, "People have their attitudes towards countries and when judging the products of a given country, their origin will largely affect the result of the evaluation. That is country image influences the country of origin image of the product, which is practically integrated into its overall image (e.g. Germans are precise, therefore German products' image resulting from their origin is that they are manufactured very carefully, which is then incorporated into the general image of a given product)" (Jenes & Malota, 2013, p. 4).

In a meta-analysis, Liefeld (1993) concluded that "country image appears to influence consumer evaluation of product quality, risk, likelihood of purchase, and other mediating variables. He also noted that the nature and strength of origin effects depend on such factors as the product category, the product stimulus employed in the research, respondent demographics, consumer prior knowledge and experience with the product" (quoted in Laroche et. al., 2003, p. 97).

For Lee 2013), "country image as an item evaluation is important for consumer since consumer evaluation on product is not only based on value or quality of product but also based on what country that produced the product, how it produced and who

made the product. Consumer consider ethical to choose the product. Moreover, at the era of global brand and mushrooming of global company that operates crossover among countries makes COO being an important component on product evaluation” (quoted in Tulipa and Maljani, 2015, p. 65).

According to Jenes (2005), country image might be considered as “a special type of image which covers the country’s products, brands, companies and much more. Country image is formed on the basis of experience and opinions about the nation or country and on, primarily, information received through various possible channels such as politics (internal affairs and foreign policies), telecommunication, entertainment (movies) and rumor. She also argued that country image comprises many elements: national symbols, colors, clothing, typical buildings, objects, tunes, pieces of literature, specialties of the political system, customs, historical heritage and many more”.

Jenes (2008) also stated that “the concept of country image has two common interpretations: the first approach ascribes a so-called “umbrella function” to country image, as its elements are made up of the totality of the country specific products, brands and various organizations. According to the second approach, the country itself is a complex product, made up of a large number of elements”.

Regarding to its direction, the country image can be internal image (self-image) and external image (mirror image), similarly to the classification of product image. Talking of that, the internal country image means “what citizens think about their own country”, and the external country image is “what others/foreigners think about the country” (Jenes (2007) cited in Jenes, 2008, p.67)

In our study, as the first step, we will only focus on the external country image which will help us understand the beliefs of Nigeriens towards Turkey, whatever the confusion about the image concepts results from several authors considering country of origin image to be the same as country image; and others to separate the concept of country image, country-product image and product image. Balabanis et al. (1996) defines country of origin as” a marketing concept that captures consumer’s differentiated attitudes towards different nations”. In contrast to that, Jenes & Molata (2009) consider country of origin image to be that part of a product’s overall image which is based on where the product comes from.

Jenes and Malota (2009) stated that “country of origin image is the result of stereotypes linked to a certain product merely because it originates from a given

country". Accordingly, they argued that the image of the country is related with its products/services (Jenes & Molata, 2009, p. 3).

Verlegh (1999) stated that "COO (country of origin) is an important determinant of consumer biasness while Peterson & Jolibert (1995) suggested that consumer's perception toward a product varies with its specific origin".

For Eroglu and Machleit (1989), the image of countries as origins of products is one of many extrinsic cues, such as price and brand name, that may become part of a product total image.

In the same wording, Srikatanyo (2002) related that consumers take COO as an extrinsic cue which is a predictor of quality for goods and services. He also stated that consumers create brand images for products and similarly they also form country images for specific countries. Through the country image they develop a brand image of a country which constitutes stereotypical beliefs of consumers (quoted in Degoma & Shetemam (2014, p. 2).

For Nagashima (1970), "country of origin image is the picture, the reputation, the stereotype that businessmen and consumers attach to the products of a specific country. This image is created by such variables as a representative products, national characteristics, economic and political background, history and traditions".

On the contrary, Roth and Romeo (1992) define country image to be the same as what we consider country of origin image. In their words, country image is "the overall perception consumers form of products from a particular country based on their prior perceptions of the country's production and marketing strengths and weaknesses". But country image is actually the complete set of descriptive, inferential and informational beliefs about that given country (Martin & Eroglu, 1993), the set of people's beliefs, ideas and impressions about a certain country (Kotler et. al., 1993) (quoted in Jenes & Malota, 2013, p. 3).

Regardless to all discussions and arguments about country image and country of origin, Roth and Diamantopoulos (2009) made a table of terms reviews in the both different domains including general image of countries, image of countries and their products and image of products from a country:

**Table 2.** Selected definitions of Country Image, Product-country image and product image (adapted from Roth & Diamantopoulos, 2009, p. 727)

<b>Definitions on (overall) country image (CoI)</b>	
Bannister and Saunders (1978, p. 562)	“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.”
Desborde (1990, p. 44)	“Country-of-origin image refers to the overall impression of a country present in a consumer’s mind as conveyed by its culture, political system and level of economic and technological development.”
Martin and Eroglu (1993, p. 193)	“Accordingly, country image was defined as the total of all descriptive, inferential and informational beliefs one has about a particular country.”
Kotler et al. (1993, p. 141)	“The sum of beliefs and impressions people hold about places. Images represent a simplification of a large number of associations and pieces of information connected with a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place.”
Askegaard and Ger (1998, p. 52)	“Schema, or a network of interrelated elements that define the country, a knowledge structure that synthesizes what we know of a country, together with its evaluative significance or schema-triggered affect.”
Allred et al. (1999, p. 36)	“The perception or impression that organizations and consumers have about a country. This impression or perception of a country is based on the country’s economic condition, political structure, culture, conflict with other countries, labor conditions, and stand on environmental issues.”
Verlegh and Steenkamp (1999, p. 525)	“Mental representations of a country’s people, products, culture and national symbols. Product-country images contain widely shared cultural stereotypes.”
Verlegh (2001, p. 25)	“A mental network of affective and cognitive associations connected to the country.”

<b>Definitions on product-country image (PCI)</b>	
Hooley et al. (1988, p. 67)	“Stereotype images of countries and/or their outputs [...] that [...] impact on behavior.”
Li et al. (1997, p. 116)	“Consumers’ images of different countries and of products made in these countries.”
Knight and Calantone (2000, p. 127).	“Country-of-origin image (COI) reflects a consumer’s perceptions about the quality of products made in a particular country and the nature of people from that country.”
Jaffe and Nebenzahl (2001, p. 13).  Nebenzahl et al. (2003, p. 388)	“Brand and country images are similarly defined as the mental pictures of brands and countries, respectively.”  “Consumers’ perceptions about the attributes of products made in a certain country; emotions toward the country and resulted perceptions about the social desirability of owning products made in the country.”
Papadopoulos and Heslop (2003, p. 404)	“Product-country images (PCIs), or the place-related images with which buyers and/or sellers may associate a product.”
<b>Definitions on (country-related) product image (PI)</b>	
Nagashima (1970, p. 68)	“‘Image’ means ideas, emotional background, and connotation associated with a concept. Thus, the ‘made in’ image is the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country.”
Narayana (1981, p. 32)	“The aggregate image for any particular country’s product refers to the entire connotative field associated with that country’s product offerings, as perceived by consumers.”
Han (1989, p. 222)	“Consumers’ general perceptions of quality for products made in a given country.”
Roth and Romeo (1992, p. 480)	“Country image is the overall perception consumers’ form of products from a particular country, based on their prior perceptions of the country’s production and marketing strengths and weaknesses.”
Bilkey (1993, p. xix)	“Buyers’ opinions regarding the relative qualities of goods and services produced in various countries”
Strutton et al. (1995, p. 79)	“Composite ‘made in’ image consisting of the mental facsimiles, reputations and stereotypes associated with goods originating from each country of interest.”

As delineated in the table 2, the author is trying to highlight both terms used in previous articles and research related to Country Image.

In the first category, the definitions focused more on the generalized image of country based on the sum of beliefs and impressions about the country, the situation of the country, in short terms, the perception of the country situation in terms of economic, politics, historical values, degree of industrialization and so on; helping to evaluate the country in general.

In the second part of the table, the explanations refer to the country image and the product image separately on one side and on the other, the influence of the country image on the country products image. The image of products is more related to the country of origin (the country from which the product came from) and based on stereotypes. As Degoma and Shetemam (2014) stated, many consumers utilize country-of-origin stereotypes to appraise products for example, "Japanese electronics are reliable", "German cars are excellent", "Italian pizza are superb". Many consumers believe that a "Made in" label means a product is "superior" or "inferior" depending on their perception of the country. Several studies have extensively documented that country of origin influences product evaluations. In general, evaluations of a country associated with a product leads to a corresponding favorable and unfavorable evaluation of a product (Degoma and Shetemam, 2014, p. 2).

The last part of the table is more specifying the image of the country products. In that part, most of the consumer may judge different products based on stereotypes, the opinions related to the quality of products from a given country. Stereotypes are taking place too in this category too moreover it is mostly related to the product intrinsic and extrinsic characteristics than the country of origin one.

To focus on our study, we will build upon the conceptual foundation of both approach of Col, CI and CPI explained (Roth and Diamantopoulos, 2006) and through the external country image in literature above a model which will helps us construct Image of Turkey with all components: perceived image of the country itself, perceived image of people and also perceived image of country products (services).

The Country Image will be evaluated based on the local consumers' perception toward image of Turkey, of Turkish people and made in Turkey products/services. By the term "Made in Turkey, we mean both imports from Turkey and based in Niger Turkish products/services providers.



In past research, authors already suggested a construct that comprise cognitive, affective and conative component (Laroche et. al., 2005; Papadopoulos, Heslop and Bamossy, 1990; Parameswaran et. al., 1994), even some of them derived to further dimensions: industrial development, affect, industrial orientation, closer ties (Papadopoulos et. al., 1990). However, in our research, we will just focus on the cognitive and affective components of country image CI.

As quoted in Ayyildiz et. al. (2013), Cognitive and affective country image constructs consist of generalized images created not only by representative products but also by the degree of economic and political maturity, historical events and relationships, culture and traditions, and the degree of technological virtuosity and industrialization (Desborde, 1990). "Country of origin is not merely a cognitive cue for product quality, but also relates to emotions, identity, pride and autobiographical memories" (Verlegh et al., 1999) (Ayyildiz et. al., 2013, p. 110).

According to Wang et. al. (2012), "Distinguishing between cognitive and affective CI is important due to the fact that people may often simultaneously hold inconsistent cognitive perceptions and affective evaluations of a particular country". For Obermiller & Spangenberg (1998), "although Arab-Americans tend to have a negative attitude towards Israeli products, they recognize the superior quality of Israeli optical instruments ((quoted in Wang et. al., 2012, p. 1043).

In our study, we will derive a working definition of customer purchase intention of made in Turkey products in Niger through country image affective and cognitive dimensions. Thus, we will be categorizing both image of country, of people and product in cognitive dimensions and in affective dimension we will be using the item of emotional evaluation which the nigerien consumer may have toward Turkey. At the end, we will find out the probable elements that determine the consumer purchase intention.

### **2.3.1. Cognitive country image**

“A cognitive component exists when individuals process information about the attitude object, which then forms beliefs” (Eagly and Chaiken (1993) quoted in Kwon & Vogt, 2010, p. 424).

The cognitive theory refers to the process of learning and developing knowledge and comprehension. In a way, cognitive psychology is in opposition to behavioral orientations. It stresses the importance of the internal organization of the psyche. (Trandafilović, Pašić and Perunović, 2013, p. 149).

For Baloglu and Brinberg (1997); Walmsley and Jenkins (1993); Ward and Russel (1981), cognitive evaluation refers to beliefs and knowledge about an object (quoted in Ayyildiz et. al., 2013, p. 110).

The cognitive component usually includes beliefs about another country's technological advancement, economic development, and political orientation (Papadopoulos, 1993; Martin and Eroglu, 1993; Pappu et al., 2007), as well as competence of its people.

Studies have further found that cognitions of another country influence product beliefs (Papadopoulos, 1993; Heslop et al., 2004) and product evaluations (Heslop et al., 2004; Knight and Calantone, 2000) in addition to willingness to buy that country's products (Wang and Lamb, 1980) (quoted in Maher and Carter, 2011, p. 561).

Applied to country image, cognition become a dimension characterized by a group of items influencing consumer's attitude. For Wang et. al. (2012), cognitive image is perceived to influence product image associated with a country (e.g., durable, well-designed, workmanship, etc.). (Wang et. al., 2012, p. 1043).

Focusing on our research, the cognitive image refers to the evaluation of generalized image of the country based on Political Economic, Technology, Environment, quality dimensions, etc., image of country's products/services images and also image of Turkish people (Martin & Eroğlu, 1993; Parameswaran & Pisharodi, 1994; Parameswaran & Yaprak, 1987; Laroche et. al., 2005; Heslop et.al., 2004; Roth & Romeo, 1992).

### 2.3.2. Affective country image

“An affect is to be understood as a type of a mental phenomenon unique for conscious experience, subjective feelings, emotions and mood. The affective reaction leads directly to a certain behavior with no previous attitude formation or pondering about the purchase and its consequences. Impulsive shopping or affective consumer behavior as a response to sudden stimuli is characteristic of a situation in which consumer’s emotions dominate other possible knowledge regarding the product/service” (Trandafilović, Pašić and Perunović, 2013, p. 150).

For Derbaix and Pham (1991), an affective component is based on emotional experiences or preferences. Both positive (e.g., delight) and negative (e.g., anger) affective influences on products can arise from positive and negative experiences with the product or services attributes (quoted in Kwon & Vogt, 2010, p. 424).

Further, based on the affect-as-information model (Clore, Schwarz, & Conway (1994); Schwarz & Clore (1983); Wyer, Clore, & Isbell (1999), consumers can either react to their affection and form attitudes, or not consider their affection, depending on whether they believe it is a sound basis of judgement or not. For Hoffman (1986), affection can therefore play a crucial role determining which beliefs are formed, how they are evaluated and how strongly they are weighted in the formation of preferences (quoted in Wang et. al., 2011, p. 1044)

Applied to country image, affection can be assimilated to elements which awakening consumer attachment to the country. In this study, the affective image refers to the consumer affinity based model introduced by Oberecker and Diamantopoulos (2011) describing the feelings for a specific country based on “sympathy” and “Attachment”. The construct of consumer affinity, which captures country-specific favorable feelings toward particular foreign countries, was recently introduced in the international marketing literature.

As cited in Toffoli et. al. (2015, p. 219), the “consumer affinity” (CA) is a construct which captures consumers’ country-specific positive emotions vis-a`-vis particular foreign countries and acts directly on the buying decision. Oberecker, Riefler, & Diamantopoulos (2008) define it as “a feeling of liking, sympathy, and even attachment toward a specific foreign country that has become an in-group as a result of the consumer’s direct personal experience and/or normative exposure and that positively affects the consumer’s decision making associated with products and services originating from the affinity country”

Oberecker and Diamantopoulos (2011) further conceptualize affinity as a two-dimensional construct that consists of soft and strong emotions, which correspond to lower (i.e., sympathy) and higher (i.e., attachment) positive affect; strong positive emotions are then accompanied with arousal that leads to increased sensitivity and responsiveness to incoming information about the affinity country (quoted in Banna et al. (2016, p. 717).

The affective CI in our study will be the evaluation of consumers toward made in Turkey products/services based on the affinity; we will also take in consideration other items used in previous research to conceptualize the model.

#### **2.4. Purchase Intention**

“The main fundamental aspect of consumer behavior is their purchase intention which in literature is defined as the situation in which a customer is agreeable to make a transaction with the retailer. For marketers’ purchase intention is of vast meaning as their forecasted consumer behavior is highly dependent on this purchase intention of the customers. Predicting consumer behavior is one of the deadliest tasks for any business as it keeps on altering under the influences of unknown and doubtful factors; therefore, leading to a purchase intention which is hardly to measure under different conditions” (Rizwan et al., 2014, p. 59-60).

Research on predictors of purchasing behavior has confirmed that consumers usually hold prior purchase intentions before they behave (Morrison, 1979; Lin y Chen, 2006; Grier et al., 2006; Agarwal and Teas, 2002). According to Dodds, Monroe and Grewal (1991), purchase intention comes into deliberation when a customer is most likely attempting to purchase some product or service.

For Azjen (1991), intention is willingness that stored in human memory and will lead to an action on perfect time. It is need a trigger to change intention to an action. Intention remains in human memory until there is a right time and chance to perform behavior. He also related that that the stronger intention leads to stronger behavior and that intention can be understood as an expression before perform an action (quoted in Azjen, 2005, p. 99). Azjen (2005), finally measured intention using three indicators: when, where and how that express the future behavior consumer will perform.

Whitlark, Geurts and Swenson (1993) define purchase intention as a purchase probability associated with an intention category at the percentage of individuals that will actually buy product (quoted in Halim & Hamed, 2005, p. 107).

Doods et al. (1991); Grewal et al. (1998) stated that, purchase intention is the willingness of a consumer to buy a particular product. While Young et al. (1998) suggested that intentions should be the best predictor of individual behavior, because purchase intentions reflect the consumer's own expression of purchase probability, independently of other relevant factors that could affect consumer behavior and decisions (cited in Torres and Gutierrez, 2007, p. 12).

For Fishbein and Ajzen, (1975), "the very important feature of consumer behavior is their purchase intention, which in literature is defined as the condition in which a customer is ready to make a deal with the seller. A buyer's attitude and evaluation and external components construct buyer's purchase intention, and it is an important cause to predict buyer attitude" (quoted in Raza et. al., 2014, p. 3).

For Keller (2001), purchase intention means a consumer prefers to buy a product or service because he/she finds that he/she needs a particular product or service, or even attitude towards a product and perception of product. In other words, purchase intention means consumer will buy a product once again after she or he evaluates a product and finds out that the product worth buying. While consumers select one particular product, the final decision on accepting a product to buy or rejecting it depends on consumers' intention. Also, a large number of external factors have been recognized, which can affect PI (quoted in Madahi & Sukati, 2012, p. 153-154).

For Shah et. al. (2012), purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer. Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product. Ghosh (1990) states that purchase intention is an effective tool to predict buying process (quoted in Mirabi, Akbariyeh & Tahmasebifard, 2015, p. 268).

Dodds et al. (1991); Schiffman and Kanuk (2000) also argued that purchase intention may amount the chances of a buyer to purchase a producer, larger the buyer intent is, the larger a buyer's intent to purchase a goods. (Zeithaml, 1988; Dodds et al. 1991; Schiffman and Kanuk, 2000; Yang, 2009; Rizwan et al., 2013) related that buyer intent specifies, buyers will stay up with their know-how, first selection and external

vicinity to collect information, and make buying choice by assessing substitutes (quoted in Rizwan et. al., 2014, p. 60).

Purchase intention can sum the probability of a buyer to purchase a product, and larger the purchase intention is, the larger a buyer's intention to purchase a product (Dodds et al. 1991; Schiffman and Kanuk, 2000). Some others (Zeithaml, 1988; Dodds et al. 1991; Schiffman and Kanuk, 2000; Yang, 2009; Bukhari et al., 2013; Rizwan et al., 2013) argue that it specifies that buyers will stay with their knowledge, first option and external surroundings to collect information, and make buying option by assessing alternatives. Numerous researches claimed that purchase intention is a purpose of economic deliberations too, and not only of attitudes (cited in Riza et., al., 2014, p. 3).

To focus on our study, purchase intention refers to the willingness of Nigeriens consumer of buying Turkish products. Thus, based on Wang et. al. (2012) model, our research will also focus on cognitive and affective effects on intention to purchase. Further from previous research, based on the relation with country image CI, our model will be presented as followed: intention to purchase the country products (actually and in future) and intention to recommend the country products purchase (Degoma and Shetemam, 2014).

## **2.5. Presentation of Turkey**

Modern Turkey was founded in 1923 from the Anatolian remnants of the defeated Ottoman Empire by national hero Mustafa KEMAL, who was late honored with the title Ataturk or "Father of the Turks". Turkey is located in Southeastern Europe and Southwestern Asia (that portion of Turkey, west of the Bosphorus, is geographically part of Europe)., bordering the Black Sea, between Bulgaria and Georgia, and bordering the Aegean Sea and the Mediterranean Sea, between Greece and Syria. Population is 80,242,273 (2017 U.N estimation) making it 19<sup>th</sup> in the world equivalent of 1.07 % of the total world population. Turkey's largely free-market economy is increasingly driven by its industry and service sectors, although its traditional agriculture sector still accounts for about 25 % of employment (Wikipedia).

The Economy of the country can be shown as follow: GDP growth 3.0 % (2017), GDP per capita is \$22,021 (2017), and the GDP by sector is 8,6 % for Agriculture; 27,1 % for Industry and 64,3 % for Services (2016 est.). An aggressive privatization program has reduced state involvement in basic industry, banking, transport, and communication,

and an emerging cadre of middle-class entrepreneurs is adding dynamism to the economy and expanding production beyond the traditional textiles and clothing sectors (www.cia.gov). Turkey lives in a geography which is as extensive as its problems, conflicts and instabilities. However, Turkey has demonstrated success in preserving the attribute of being an island of peace and stability in such a region. Turkey is one of the rare democracies located in vast geography extending from Europe to the Pacific Ocean and to the Middle East. Turkey has a special place within the Atlantic-European and Eurasian zones. On the other hand, Turkish economy has been undergoing a substantial transformation since 2001. Macroeconomic stability produced major drop in interest and inflation, while increased productivity rates enabled the Turkish economy to maintain an average annual growth rate of 5.9%, which is considerably above the historical average, during the 2002-2008 period (Turkish Industrial Strategy Document, 2010 cited in Ayyildiz et. al., 2013 p. 109).

## **2.6. Presentation of Niger**

The Niger (not to be confused to the Nigeria), officially the Republic of Niger since 1958 and independent since 1960, is a landlocked country in Western Africa, named after the Niger River. Niger is bordered by Libya to the northeast, Chad to the east, Nigeria and Benin to the south, Burkina Faso and Mali to the west, and Algeria to the northwest. Niger covers a land area of almost 1,270,000 km<sup>2</sup>, making it the largest country in West Africa, with over 80 percent of its land area covered by the Sahara Desert. The country's predominantly Islamic population of about 21,599,000 (2017 United Nations est.) is mostly urban and clustered in the far-south and west of the country. The country's population is equivalent of 0.29 % of the world population and ranked 57 in the list of countries by population with a density of 17 per km<sup>2</sup>. The capital city is Niamey, located in the far-southwest corner of Niger. Niger is a developing country, and is consistently one of the lowest-ranked in the United Nations' Human Development Index (HDI), it was ranked last at 188<sup>th</sup> for 2014. Much of the non-desert portions of the country are threatened by periodic drought and desertification.

With a GDP per capita is 363,23 USD and the growth rate is 5 % annual change (2016 estimations), Niger faces serious challenges to development due to its landlocked position, desert terrain, inefficient agriculture, high fertility rates and resulting overpopulation with birth control, poor education and poverty of its people, lack of infrastructure, poor health care, and environmental degradation. The economy is

concentrated around subsistence and some export agriculture clustered in the more fertile south, and the export of raw materials, especially uranium ore. The economy also enters on subsistence crops, livestock, and some of the world's largest uranium deposits (world's fourth ranking producer of Uranium). Drought cycles, desertification, a 2.9 % population growth rate, and the drop-in world demand for uranium have undercut the economy. Niger is a secular country and separation of state and religion is guaranteed by Article 3 of the 2010 Constitution as well as Article 175 which dictate that future amendments or revisions may not modify the secular nature of the republic of Niger. Religious freedom is protected by Article 30 of the same constitution. Islam, widespread in the region since the 10th century, has greatly shaped the culture and morals of the people of Niger. Islam is the most dominant religion, practiced by 80% of the population. The second most practiced religion is Christianity; this by less than 20% of the population. Christianity was established earlier in the country by missionaries during the French colonial years (Wikipedia, worldometersinfos.com).

## **2.7. Relations between Turkey and Niger**

In the wake of the renewal of South-South international relations, which is reflected in the diplomatic offensive of the "super-emerging" China, India and Brazil towards the rest of the "Third World", Turkey has embarked on diplomatic action towards Africa. It is not only a question of wooing African elites and promoting the establishment of public or private economic interests, but also of guaranteeing Turkey a clear visibility on the continent. State visits by the Turkish authorities illustrate the growing role of Africa in the global ambitions of Ankara. (translated from Mbabia, 2011, p. 107).

Related to that, Niger is one of the west African countries which developed relations with Turkey since the Eurasian country decided to have a look on that continent and deal with in some terms. Thus, the relations between Turkey and Niger, are characterized by History, Trade and Education and we are going to show them up through the coming paragraphs.

### **2.7.1. Historical relations**

With the onset of globalization as well as the internationalization of businesses, recognizing the role of culture in these transactions becomes paramount in order to gauge and better understand emerging target markets. The dynamics between some



countries may be easier to approach due to the homogeneity of the cultures involved as well as the distinct political relations between them (Espina, 2013b, p. 1)

The strengths of cooperation between Niger and Turkey are first and foremost in a very old and solid historical basis that binds the two peoples. These reports date back to the 16th century with contacts established between the populations of the territory of present-day Niger and emissaries of the Sultan of the Ottoman Empire, who was the Caliph of Islam. This explains the existence in Niger of a population claiming its origin from Istanbul, the capital of the Turkish Ottoman Empire. In an interview, in 2013, the Ambassador of Turkey to Niger (in that time), SEM. Hasan Ulusoy, pointed out that in modern times Turkey was one of the first countries to establish diplomatic relations with Niger as early as the day after independence.

Niger, which was administered at one time by the Sultans named by the Ottomans, was one of the seven provinces of the Ottoman Empire. There is indeed a legend arguing that by the 16th century the Ottoman emperor had sent an emissary, one of his sons, who had come to Niger, in the region of "Agadez", where he got married, thus giving birth to a descendent of the Turkish sultan. The family of the Sultans of "Agadez" would be of the descendants of the Sultan Yıldırım Beyazıt (Soumana, in lesahel.com).

The common historical denominators between the people of Turkey and the people of Niger can be categorized into two main axes (newsaniamey.com/2014):

**"ISTANBULEWA" or People from Istanbul literally:** Although the entry of Ottoman Turks into Africa began with the conquest of Egypt in 1517, there is a community that shows the historical traces of the Turks in Niger from the early 1400s. It is the community of "Istanboulewas".

It is believed that the root of this community dates back to the Turkish Ottoman Sultan in 1400. According to this account, the tribes living in the north of the Niger territory sent emissaries to the Turkish Ottoman Sultan asking him to protect and direct them.

By accepting this vow of aid, the Turkish sultan had decided to send one of his sons called Younous, who settled in the territories of the present Niger and founded the sultanate of "Agadez". The descendants of this lineage gradually regrouped to form a community known as Istanboulewas, which means the people who come from Istanbul (capital of the Turkish Ottoman Empire) into Hausa (the language of one of the biggest ethnic group in Niger).

This is indeed a creation of common identity that has developed over the centuries through history. This belief has also created a common affiliation for both countries. The existence of such a common affiliation is observed vigorously even today in Agadez as in the past.

**The South "FEZZAN":** The northern part of present-day Niger, more precisely the Kowar region, remained for several decades under the Turkish Ottoman rule of the Fezzan. The existence of citadel and strong Ottomans in this area attests the proximity of the relations. The presence of the Turks in this area has helped to prevent colonization. The last seat of the Turkish Ottomans was Bilma (one of the actual region of Niger in the north). However, after the departure of the Turks in 1912 to protect their own territory in Anatolia during the Balkan War, this area was colonized.

### **2.7.2. Trade relations between the two countries**

Niger offers a potential opportunity for Turkish private investment. To attract Turkish private (or public) donors, a strong ministerial delegation and economic actors took part in the first meeting of the Turkish-Niger Economic and Technical Cooperation Committee for Trade, Economic and Technical Cooperation in 2014. Previously, the arrival of the President of the Republic of Turkey in Niger and the visit of the President of the Republic of Niger to Turkey helped consolidate the cooperation relations between the two countries ([businesschallengeniger.com](http://businesschallengeniger.com)).

These political and diplomatic prerequisites led to the signing of the agreement establishing the Niger-Turkish business council on 11 June 2015 and followed by the signing of some 20 bilateral agreements in various fields and the installation in Niamey Of the Turkish Agency for Cooperation and Coordination (TIKA).

Further, Murat Efeni Ataer, chairman of the Foreign Economic Relations Council of Turkey (DEIK), said the volume of trade between Niger and Turkey reached \$ 34 million, when the Turkey-Niger Business Council was established. According to him this volume does not represent the potential of the two countries. That is why he hoped that through the foundation of the business council Turkey Niger, economic relations that had begun quite modestly in the past will develop rapidly and will rise to a level satisfactory for both parties ([mfa.gov.tr](http://mfa.gov.tr)).

**Table 3: Bilateral trade between Niger and Turkey (In thousands of USD)**

<b>Years</b>	<b>Importations</b>	<b>Exportations</b>	<b>Volume</b>
<b>2008</b>	<b>1 415</b>	<b>-</b>	<b>1 415</b>
<b>2009</b>	<b>3 271</b>	<b>24</b>	<b>3 295</b>
<b>2010</b>	<b>5 529</b>	<b>1 343</b>	<b>6 872</b>
<b>2011</b>	<b>10 104</b>	<b>2 903</b>	<b>13 007</b>
<b>2012</b>	<b>10 231</b>	<b>3 952</b>	<b>14 183</b>
<b>2013</b>	<b>16 037</b>	<b>1 032</b>	<b>17 069</b>
<b>2014</b>	<b>23 650</b>	<b>4 338</b>	<b>27 988</b>
<b>2015</b>	<b>15 301</b>	<b>3 191</b>	<b>18 492</b>
<b>2016</b>	<b>14 679</b>	<b>21 166</b>	<b>35 845</b>

**Source: ITC calculations based on UN COMTRADE statistics / Trademap.org**

As seen from the table 3, Niger is a high Turkish products consumer, from 1,415,000 in 2008 to a cost of 14,679,000 USD in 2016. Wherever, the balance seems to tend on Niger side in terms of benefits from trade due to a high cost of exportation to Turkey compare to importation.

To delineate the products which constitute trade, we find ten (10) broad categories, highlighted in table 4. Namely food preparations, electronic and mechanical electrical appliances, steel and aluminum group, plastic materials, furniture and furniture, Tapestry, mill products, sweets, vegetable oils and fruits and their components.

**Table 4:** List of most imported products by Niger from Turkey (In thousands of USD)

<b>ITEMS</b>	<b>2012 values</b>	<b>2013 values</b>	<b>2014 values</b>	<b>2015 values</b>	<b>2016 values</b>
<b>Nutrients preparations, related products</b>	<b>4301</b>	<b>4302</b>	<b>5751</b>	<b>4386</b>	<b>7144</b>
<b>Mechanical, electrical and electronics products</b>	<b>2838</b>	<b>1940</b>	<b>806</b>	<b>3513</b>	<b>762</b>
<b>Iron, steel and aluminum articles</b>	<b>2113</b>	<b>4021</b>	<b>1260</b>	<b>2604</b>	<b>1269</b>
<b>Plastics and structures</b>	<b>297</b>	<b>492</b>	<b>847</b>	<b>1075</b>	<b>406</b>
<b>Medical, surgical, pharmaceutical and similar articles</b>	<b>301</b>	<b>279</b>	<b>444</b>	<b>726</b>	<b>876</b>
<b>Sweets</b>	<b>86</b>	<b>1674</b>	<b>1147</b>	<b>116</b>	<b>110</b>
<b>Tapestry, textile and other covering articles</b>	<b>101</b>	<b>364</b>	<b>162</b>	<b>155</b>	<b>86</b>
<b>Essential oils, perfumery and cosmetics</b>	<b>119</b>	<b>387</b>	<b>115</b>	<b>164</b>	<b>27</b>
<b>Rubber and articles thereof</b>	<b>123</b>	<b>365</b>	<b>654</b>	<b>309</b>	<b>235</b>
<b>vegetables, fruits nuts and preparations</b>	<b>6</b>	<b>83</b>	<b>171</b>	<b>23</b>	<b>25</b>
<b>Furniture; bedding, mattresses, etc.</b>	<b>301</b>	<b>279</b>	<b>444</b>	<b>726</b>	<b>772</b>

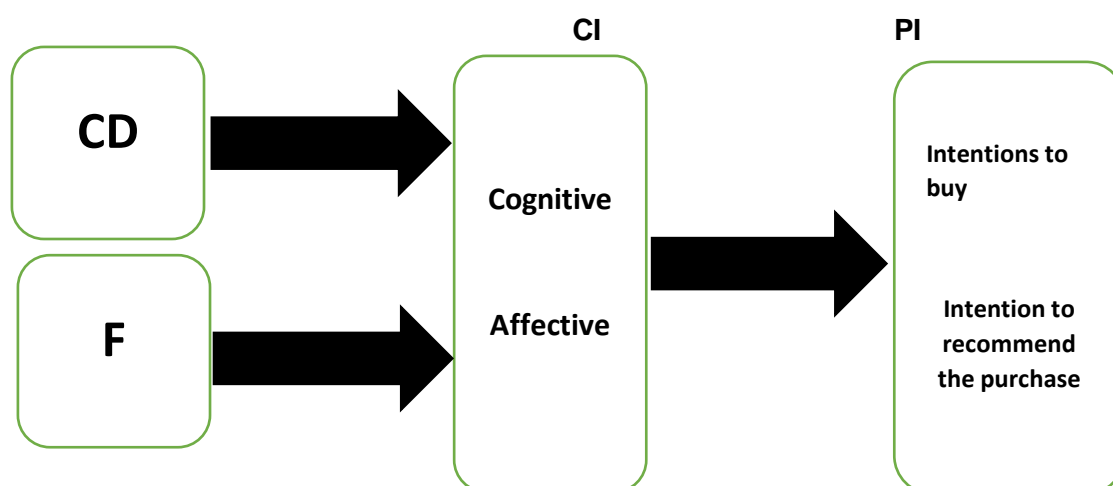
Source: ITC calculations based on UN COMTRADE statistics / Trademap.org

## **2.8. Theoretical Model**

The concept of purchase intention, the ultimate dependent variable of this study, comprises the item, such as “I would like to purchase country product/services”. Here we would like to use the country itself like the brand and all the products/services of the country (imports from the country and produced in Niger Turkish products/services).

A conceptual model of cultural proximity/distance, familiarity and country image dimensions (affective and cognitive) was developed as seen from Figure 1. In principle, the structure of the framework relates to the model we have enumerated in the literature below.

This study considers cognitive and affective as CI dimensions. We are trying to find if CI through cognitive and affective dimensions influencing purchase intention. Also, as we supposed it, cultural distance and product familiarity as consequences of country image may have influences on consumers and intend them to purchase.



**Figure 1. conceptual model**

### **3.0. METHODOLOGY**

In this part, the research design and the research model, sample, research instrument and data collection tools will be presented.

#### **3.1. Research Design**

This research adopts the quantitative research design in order to be able to systematically investigate the data and their relationship. This will also help in measuring the research model and hypothesis pertaining to the study. It is also an ideal research design to examine the cause-effect relationships and therefore suits to be used to describe and test relationships and hypotheses.

The method used in this research included two main phases; first phase was reviewing relevant literature and proposed research model and in the second phase conducting questionnaires to explain and test whether or not the developed and proposed model has relevancy to the model.

### **3.2. Research Model**

A research model also explained in the literature part is developed after reviewing various literature and primary data. The model aims to test if country image affects consumer purchase intention through its cognitive and affective dimensions.

The primary focus of this research was to investigate the effect of country image on consumer behavioral such as purchase intention. But since, we are in a cross cultural and international market field, further elements such cultural proximity or distance and product familiarity may influence the research. Regardless, we argued that it was important to add these two variables in the study as antecedents of country image.

#### **Country Image and Cultural Distance**

Researches states that some cultural relations may shape the image of a country (Yoo et. al. 2014; Huang et. al., 2013; Oberecker, Riefler and Diamantopoulos, 2008), we can build a hypothesis resulting the existence of a link between cultural distance and country image and argue that:

H 1 = Cultural distance has positive effect on country image

#### **Country image and product (service) familiarity**

Johansson (1989, p. 54) argues that viewing the country image as a summary construct provides a good explanation for the positive interaction between product familiarity and the use of country of origin cue in product evaluation. He posits that "people with more prior knowledge will have more relevant information on a country and will feel more comfortable about using it than others".

There is evidence to suggest that when familiarity with a product increases, consumers are actually more likely to use country of origin information, as they feel at ease with such information cues (Johansson, 1989; Johansson & Nebenzahl, 1986; Johansson et. al., 1985) (quoted in Wang et. al., 2012, p. 1043).

As delineated in the literature above, familiarity of product can be supposed as an antecedent of the country image CI. Since the familiarity for a given country product is the way for consumer to be close to the country, the country products (brand), product familiarity PF has effect on country image CI (Erickson et al., 1984; Johansson et al., 1985; Johansson, 1989; Han, 1989, Lee et. al., 2016). As such, we argue that:

H 2 = Product/service familiarity has positive effect on country image

### **Country Image, Cognitive CI, Affective CI and purchase intention PI**

The influence of country image on intention to purchase however is primarily channeled through consumers' perceptions of the attributes of a particular product.

Hsieh (1994) states that international co-operation has gradually become a major stream of modern business. A consumer no longer considers "location of manufacture" as a single source of reference information, he/she particularly perceives that country-of-origin image makes a great influence (quoted in Lin & Chen, 2006, p. 251-252).

While Hong and Wyer (1989) report that country of origin information influences product quality evaluation, some others attest that country image plays an important role in consumer decision making Lee (1999) and Tseng (2001) and affecting his purchase intention (Han, 1990; Papadopoulos and Heslop, 1993).

Regarding the effect of cognitive country image component on purchase intention of country's products, studies have found that cognitions of specific country influence product evaluations (Heslop et al., 2004; Knight and Calantone, 2000), in addition to willingness to buy that country's products (Wang and Lamb, 1983). Regarding the effect of the affective country image on purchase intention of country's products, research found that consumers who are strongly emotionally attached to an object are likely to make financial commitments for that object (Thomson, et al., 2005).

Some others who worked on both cognitive and affective have even found that affective component tends to influence more purchase intentions (Wang et. al., 2012; Brijs, 2006, Heslop et. al., 2004, 2008; Orbaiz and Papadopoulos, 2006). In the same line, most of them even include the cognitive component referring to country image influence on product evaluation and intended actions (Laroche et al., 2005; Papadopoulos, Heslop, and Bamossy, 1990; Parameswaran et al., 1994)

In relation with these findings, we can suggest in our study, that cognitive and affective image of country capture behavioral intentions of consumer and may influence intentions like purchase with regard to the sourcing country products.

Empirically tested in some researches it may exist a relationship between cognitive and affective country image and that cognition has influence on affect (Baloglu and Mc Cleary, 1999; Ayyildiz et. al., 2013; Brijs, 2006). As such, we create the following hypothesis:

H3 = Country image has positive effect on Consumer purchase intention

H3. a = Country's cognitive image is positively related to country's affective image

H3. b = Cognitive country image influences positively country products/services purchase

H3. c = Affective country image influences positively country products/services purchase

### Illustration of Research Model

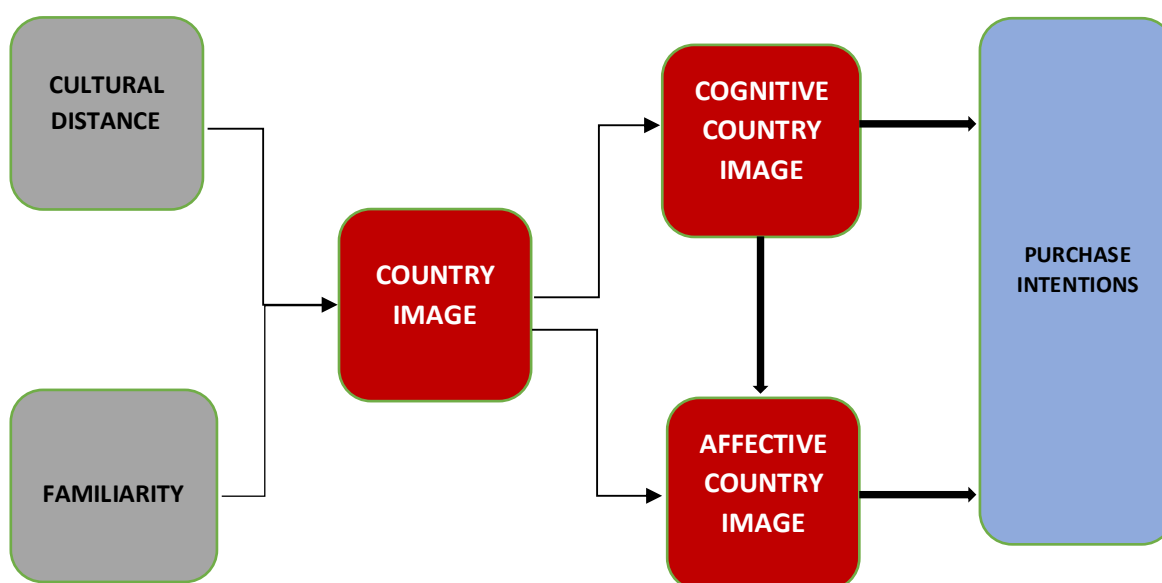


Figure 2: Research model

### 3.3. Sample

A sample is the complete collection of the elements that are of interest in a given investigation. As delineated in the literature review, Niger is one of the west African countries driving trade relationships with Turkey. In regard with this situation Nigerian consumers constitute the population of the research.

The method of sampling was convenience sampling. Convenience sampling is a non-probability sample that selects the participants that are readily available for the study (Wimmer and Dominick, 2003). The sample population was also chosen for it offers the most convenient area for the researcher in terms of accessibility, familiarity and easiness since during data collection all the respondents were available to give answer. A total of 160 people was used as a sample size.



### **3.4. Research Instrument**

A questionnaire was conducted to test the hypothesis. Our questionnaire was consisting four sections. In the first one we emphasized the aim of the research, also give details about the research. We also asked participants to define if they have a knowledge about Turkey in general or anything related to Turkey in terms of goods (products or services or not. The questionnaire was considered as unavailable even respondent continue filling it after choosing no as response. In the second section (related to familiarity), we asked about using and experiencing made in Turkey products and services, the level of satisfaction and also the level of familiarity with these Turkish products and services through scales. The full list of the experienced and used products or services; also, source of familiarity is shown in the Appendix 1. In the third section, respondents are required to answer scales items related to perceived cultural proximity or cultural distance through numbers of cultural characteristics like dishes, family structure, social norms, value and beliefs, history and people. The fourth and final section focuses on country image in terms of cognitive and affective dimensions and also the purchase intention. In the cognitive dimension, participants were asked to answer through scales items about their perceptions toward the country, the country's people and also country's products/services. In the affective dimension, participants were asked to answer scales items about their feelings toward Turkey. In the purchase intention part, participants were as in previous sections asked about intention to purchase through scales and intention to recommend the purchase of Turkish products or services. The questionnaire contained 47 questions and have been created in google form. Both questionnaire was translated in French before being sent through social networks and e-mails to participants. Further, it took around 5 – 10 minutes to answer them.

### **3.5. Data Collection Tool**

#### **3.5.1. Measurement Scales**

To measure the constructs in the model, items were drawn from relevant scales that are shown in table 5.

Familiarity was measured in regards to knowledge, experience and evaluation both adapted from Park & Lessig (1981), Brzovska and Mircevska (2007) and Liefeld (1993) related to products. The section contained six items developed in scales.

The perceived cultural proximity and distance variables were measured with the same items based on Mumford and Brabiker (1998) model and some other items that we include. The section comprises six items developed in scales.

The country image was measured in two dimensions cognitive and affective. The cognitive dimension contained eighteen items adopted from scales used by Martin and Erođlu (1993); Wang and Lamb (1980, 1983); Heslop et. al. (2004); Parameswaran and Pishardi (1994); Parameswaran and Yaprak (1987), Roth and Romeo (1992); Nagashima (1970); Laroche et. al. (2005); Lala et. al. (2009) relating to generalized country image perception, perceived image of country's people and perceived image of country's product. The affective dimension was measured with six items based on Wang et. al. (2012); Brijs (2006), Heslop et. al. (2004, 2008); Orbaiz and Papadopoulos (2006); Oberecker and Diamantopoulos (2011) consisting to feelings of consumer towards a given country.

Purchase intention variable comprises items and was develop using scales adopted from Wang et. al. (2014); Degoma and Shetemam (2014) and it contain three items concerning intention to buy (actually and in future) and intention to recommend the purchase. Our scales comprise three items in addition to intention of a future purchase.

**Table 5: Measures and scales**

<b>Variable</b>	<b>Meaning</b>	<b>Reference (s)</b>	<b>No. of Items</b>
Cultural distance	Refers to similarities or difference felt between two cultures	Mumford and Brabiker (1998)	6
Familiarity	Refers to the level of knowledge and experience with a given product (service)	Park & Lessig (1981), Brzovska and Mircevska (2007) and Liefeld (1993)	6
Country Image	Refers to the general image of the country formed by the perceived image of the country itself, including perceived image of the country's people and its products and services	Wang and Lamb (1980, 1983); Heslop et. al. (2004); Parameswaran and Pishardi (1994); Parameswaran and Yaprak (1987), Roth and Romeo (1992); Nagashima (1970); Laroche et. al. (2005); Lala et. al. (2009); Oberecker and Diamantopoulos (2011), Oberecker, Riefler, & Diamantopoulos (2008)	24
Cognitive country image	Refers to theory and process of learning and developing knowledge and comprehension. It is also the sum of elements that include beliefs about country in general, its people as well as its products.	Wang and Lamb (1980, 1983); Heslop et. al. (2004); Parameswaran and Pishardi (1994); Parameswaran and Yaprak (1987), Roth and Romeo (1992); Nagashima (1970); Laroche et. al. (2005); Lala et. al. (2009)	18
Affective country image	Refers to particular feelings towards specific country. It is also assimilated to elements which awakening consumer attachment to the country, "a feeling of liking, sympathy, and even attachment toward a specific foreign country.	Oberecker and Diamantopoulos (2011), Oberecker, Riefler, & Diamantopoulos (2008)	6
Purchase intention	Refers to the willingness to buy a particular product. Also, the willingness to recommend buying of product	Wang et. al. (2012), Degoma and Shetemam (2014)	3

### **3.5.2. Validity**

Validity is the extent to which an instrument measures what it is supposed to measure and performs as it is designed to perform. It refers to the appropriateness of the instruments. The questionnaire was planned and developed for Nigeriens consumers (represented by all social classes) to find out their perceptions about Turkey, its people and its products in terms of image, and also if the perceived image they have of all these items influence their purchase intention.

In determining the credibility of research findings, validity and reliability are important criteria. Measurements must be valid, accurate, verifiable and reliable that is the same results or observations could be obtained or made by different researchers on different occasions (Sekaran, 2003).

Many procedures were undertaken during the data collection process, to ensure the validity and reliability of study findings. And they are explained in the next section:

- High number of questions were asked in the questionnaire to ensure most of the important areas of the researcher's study. Also, ample time was provided to respondents, allowing a good understanding of questions and efficient response related to their experience and perception about the country
- An extensive literature review was undertaken to define and clarify the scales and measures used in this research. Also, related to the topic including relation between the two countries, extra items were added in participation with academic experts in the field.
- The questionnaire has been reviewed several times by academic expert to provide view and comments on the contents and face its validity
- Pilot testing of survey questionnaire and conversations with knowledgeable friends in the field have been held during our research process.

### **3.5.3. Content validity**

Content analysis refers to the appropriateness of the content of an instrument. In other words, do the measures (questions, observation logs, etc.) accurately assess what you want to know. Related to our research, a review of its instrument was undertaken, to see how other researchers and studies measured the concept; sources of evidence like factor analysis as example was done. Further, the questionnaire was evaluated as suggested by Doğan (2013) and Christensen (2011) in terms of the scope, content wording readability and clarity of questions by experts who were specialists in the field.

### **3.5.4. Reliability**

Reliability refers to the extent to which the same answers can be obtained using the same instruments more than one time. It indicates the extent to which it is without bias and hence ensures consistent measurement across time and across the various items in the instrument (Sekaran, 2003).

## **3.6. Data Gathering Procedures**

Procedures followed in the used survey are explained in that section, in addition to primary and secondary data from related published studies:

- The purpose of the survey was clearly explained to the respondents in the questionnaire
- They were also requested for contributing objectively and carefully while filling the survey
- The researcher used all social class in his country regrouping both students, workers, retired people and also non-workers as research population
- The questionnaires were produced into google forms and sent to respondents through e-mails and social networks sites like Facebook and WhatsApp

- Respondents were also asked to respond all the required sections and to not leave any parts of the questionnaire unanswered
- Data was collected from mid-April till mid-December 2017 in Niger.
- Returned questionnaires were checked and analyzed first in google form then copied in excel to ensure accuracy, consistency, reliability and credibility
- The data gathered thereafter was collated, coded and statistically treated using the Statistical Package for Social Science (SPSS).

### **3.7. Data Analysis**

To test the discriminant validity and reliability, the researcher conducted factor analysis and Cronbach alpha values. Also, we used correlation and regression analysis to test our hypothesis. We used SPSS version 2.1 program to conduct our analysis. Detailed analysis of data is discussed in the next chapter.

### **3.8. Ethical Considerations**

To ensure confidentiality of the information provided by the respondents and to ascertain ethical conduct in this study, the researcher implemented the following activities:

- The questionnaire was checked by professionals to ensure that all procedures followed the ethical rules and the design was such that it did not seek the names, addresses and contact details of the respondents, which was a good measure to protect privacy of the respondents (Appendix 2).
- Acknowledge authors quoted in this study through citations and referencing.
- Presented the findings as were reflected on the questionnaires to ensure honesty.

#### **4.0. DATA ANALYSIS AND FINDINGS**

In this chapter, we are focusing on demographic profile of the respondents first, then the findings of reliability, correlation, and regression analysis are presented.

##### **4.1. Demographic profiles of respondents**

Descriptive data analyses were conducted with a total of 156 questionnaires after removing 4 of them, representing 97,5 % of valid questionnaires.

Sample demographics are shown in Table 6. From that table, results show that out of the 156 respondents, 62 were female representing 39,7 % and 94 were male representing 60,3 %, which showed generally balanced gender participation.

The results further indicate that respondents between ages groups of 16-25 years represented 44,2 %, those between 26-35 years represented 43,6 %. These two groups of ages indicated generally the young and working population. The respondents between 36-45 years represented 7,1 % while respondents above 46 years represented 5,1 % of the sample

Results from table 6 also show the distribution of the respondents according to their income; 57 respondents with less than 150 euros monthly income representing 36,5 %, 40 respondents with between 151-300 euros monthly income representing 25,6 %, 33 respondents with between 301-500 euros monthly income representing 21,2 % and 26 respondents with more than 501 euros monthly income representing 16,7 %.

At the end, respondents were classified by status indicating that students represent the highest group with 59,6 %, 32,1 % are workers, 5,1 % representing unemployed people and 3,2 % for retired people.

**Table 6. Sample demographics**

Characteristics	Frequency	Percent
Gender		
Female	62	39,7
Male	94	60,3
Total	156	100
Age		
16-25	69	44,2
26-35	68	43,6
36-45	11	7,1
>46	8	5,1
Total	156	100
Monthly Income (euro)		
<150	57	36,5
151-300	40	25,6
301-500	33	21,2
>501	26	16,7
Total	156	100
Status		
Student	93	59,6
Worker	50	32,1
Unemployed	8	5,1
Retired	5	3,2
Total	156	100

**n=156**



#### 4.2. Familiarity with Turkey and Turkish products and services

Most of the respondents in our study have indicated that they have an experience with Turkish products. Out of 156 respondents, 112 used Turkish products over 44 non-users, representing respectively 71,8% and 28,2%. Also 123 respondents have consumed Turkish services over 33 non-users representing respectively 78,8 and 21,2 percent.

The results further indicate that respondents that have used Turkish products before are very satisfied with these products represented 21,8 %, those from the "satisfied" group represented 45,5 %. This group indicated the highest score. Neither satisfied nor unsatisfied respondents represented 32,1 % while "unsatisfied" group of respondents represented 0,6 %.

Results from table 6 also show the distribution of the respondents according to their satisfaction with Turkish services. As it is seen from the table 27,6 % of respondents indicate that they were very satisfied, 44,2 % of respondents were satisfied, 25,6 %, of respondents were neither satisfied nor unsatisfied and 2,6 % of respondents were unsatisfied with the Turkish services they have experienced. The findings indicate a general satisfaction of the respondents with Turkish products and services.

**Table 7.** *Turkish products and services usage of respondents (n=156)*

Characteristics	Frequency	Percent
<b>Use of Turkish products</b>		
Yes	112	71,8
No	44	28,2
Total	156	100
<b>Satisfaction with Turkish products</b>		
Very satisfied	34	21,8
Satisfied	71	45,5
Neither satisfied nor unsatisfied	50	32,1
Unsatisfied	1	0,6
Total	156	100

<b>Use of Turkish services</b>		
Yes	123	78,8
No	33	21,2
Total	156	100
<b>Satisfaction with Turkish services</b>		
Very satisfied	43	27,6
Satisfied	69	44,2
Neither satisfied nor unsatisfied	40	25,6
Unsatisfied	4	2,6
Total	156	100

According to the results about the level of familiarity with Turkish products and services, the very familiar respondents were only 9 representing 5,8 % of the sample, familiar respondents were 78 representing the highest score 50 % followed by the uncertain ones 32 representing 20,5 % then the unfamiliar respondents 29 representing 18,6 % and the respondents that are not familiar at all were only 8 representing the lowest score with 5,1 %.

Table 8 also shows level of familiarity of the respondents with Turkey in general. 8 respondents are very familiar which translate to 5,1 %, 66 respondents were familiar which represent 42,3 % of the sample. 38 of the respondents have reported that they were neither familiar nor familiar with Turkey representing 24,4 % while 35 of them were not familiar representing 22,4 % and 9 respondents representing 5.8 % indicated that they were not familiar at all.

**Table 8.** *Level of familiarity with Turkish products / services and Turkey in general*

Characteristic	Frequency	Percent
<b>Level of familiarity with products and services (Mean = 2.67)</b>		
Very familiar	9	5,8
Familiar	78	50
Not familiar nor unfamiliar	32	20,5
Not familiar	29	18,6
Not familiar at all	8	5,1
Total	156	100
<b>Level of familiarity with Turkey in general (Mean = 2.81)</b>		
Very familiar	8	5,1
Familiar	66	42,3
Not familiar nor unfamiliar	38	24,4
Not familiar	35	22,4
Not familiar at all	9	5,8
Total	156	100

**n=156**

Familiarity of the respondents with Turkey and Turkish products/services have originated from different sources. Results from table 9 shows the source of familiarity with Turkey as a country and Turkish products and services. A total of 57 out of 156, which represented 36,53 % of the sample have shown television and newspapers as the source of information about Turkey and its products. This was followed by visit to Turkey with 48 respondents which was 30,76 %, for Turkish friend as source they were 34 respondents representing 21,79 %, serials and movies had 27 respondents representing 17,3 % . 15 respondents representing the 9,61 % of the sample indicated that their familiarity with Turkey was coming from different sources like development programs, retailers, etc.)

**Table 9.** *Source of familiarity with Turkey, its products and services (n=156)*

<b>Characteristics</b>	<b>Frequency</b>	<b>Percent</b>
Turkish friends	34	21,79
Television, Newspaper	57	36,53
Serials, Movies	27	17,3
Visit to Turkey	48	30,76
Other (development programs, retailers, etc...)	15	9,61

Table 10 shows the perceived cultural distance/similarity of the respondents between Niger and Turkey. 51% of the respondents think that Turkey and Niger are different in terms of life style while % 21.2 perceive that life style differences is more severe. Only a small percentage of respondents (%14) think that two cultures are similar in terms of lifestyle.

Cuisine of a country is a part of its culture and the respondents think that Niger and Turkey are different in terms of their local cuisines. 26.9% think that there is high differences while 57.1 % of the respondents perceives also differences. So we may indicate that two countries do not have cultural proximity in terms of their cuisine.

The mean value for perceived differences in family structure of two countries is 2.5, which shows a moderate difference level. About 60% of the respondents perceive differences between two cultures while 26% of the respondents think that there is cultural proximity between Niger and Turkey in terms of family structure.

About a quarter of respondents feels cultural proximity between two countries in terms of social norms while most of the respondents perceive high or normal level of differences in terms of norms. Values and belief systems are also important part of the culture and the respondents perceive more similarity in this element of the culture compared to the others. As it is seen from the table 10 32%

This is completely and without any doubt showing the perceived cultural distance of the respondents between the two countries during this research, even on some case, the similarity rate seems close to be significant in terms of percentage.

**Table 10. Perceived cultural distance**

<b>Characteristics</b>	<b>Frequency</b>	<b>Percent</b>
<b>Lifestyle (Mean = 2.19)</b>		
Very different	33	21,2
Different	81	51,9
Neither different nor similar	20	12,8
Similar	22	14,1
Total	156	100
<b>Local cuisine (Mean = 1.94)</b>		
Very different	42	26,9
Different	89	57,1
Neither different nor similar	17	10,9
Similar	7	4,5
Very similar	1	0,6
Total	156	100
<b>Family structure (Mean = 2.50)</b>		
Very different	31	19,9
Different	61	39,1
Neither different nor similar	21	13,5
Similar	41	26,3
Very similar	2	1,3
Total	156	100
<b>Social norms (Mean = 2.48)</b>		
Very different	32	20,5
Different	60	38,5
Neither different nor similar	24	15,4
Similar	36	23,1
Very similar	4	2,6
Total	156	100

<b>Values and beliefs (Mean = 2.83)</b>		
Very different	22	14,1
Different	49	31,4
Neither different nor similar	26	16,7
Similar	50	32,1
Very similar	9	5,8
Total	156	100
<b>History of country (Mean = 1.73)</b>		
Very different	68	43,6
Different	69	44,2
Neither different nor similar	12	7,7
Similar	6	3,8
Very similar	1	0,6
Total	156	100
<b>People (Mean = 1.92)</b>		
Very different	55	35,3
Different	67	42,9
Neither different nor similar	25	16
Similar	9	5,8
Total	156	100

**n=156**

The difference between the two countries people is felt. More than 70 % of the respondents think that they are different or very different from each other while only 5.8 % of the respondents indicate that they are similar. About the history of two countries majority of the respondents think that each country is different from each other while only a small percentage (4.4 %) is thinking that two countries have similarities in terms of history.

### 4.3. Internal consistency and Reliability

Internal consistency reliability refers to the consistency of the results delivered in a test, ensuring that several items that propose to measure the same general construct produce consistent or similar scores or results (Christensen, 2011).

Internal consistency in our study will be measured with Cronbach's alpha which acceptance depends on values. Value of 0.60 are unacceptable, the values between 0.60 – 0.65 are undesirable while these between 0.65 – 0.70 are minimally acceptable, the values between 0.70 – 0.80 are respectable while these of 0.80 and 0.90 are very good (DeVellis, 2012, p. 108).

**Table 11.** Descriptive statistics and reliability (n=156)

		Mean	Std. deviation	Cronbach's alpha
<b>Familiarity</b>				
	Product familiarity	1.28	0.45	
	Satisfaction with product	2.11	0.74	.724
	Service familiarity	1.21	0.40	
	Satisfaction with service	2.03	0.79	
	Level of familiarity1	2.67	1.01	
	Level of familiarity2	2.81	1.02	
<b>Cultural Distance</b>				
	Lifestyle	2.19	0.93	.764
	Food	1.94	0.78	
	Family structure	2.50	1.12	
	Social norms	2.48	1.13	
	Values and beliefs	2.83	1.18	
	History	1.73	0.81	
	People	1.92	0.86	

### Cognitive Country Image

Image of country	Peace and influential	3.62	0.89	.778
	Attractive	4.29	0.79	
	Economically well-developed	4.17	0.69	
	High living standard	3.58	0.79	
	Innovativeness	3.91	0.83	
	Rich culture	4.23	0.76	
	High education opportunities	3.92	0.82	
	Good in International affairs	3.92	0.81	
Image of people	Friendly and likable	3.55	0.75	.676
	Well educated	3.24	0.81	
	Literate	3.33	0.89	
	Hard workers	3.81	0.83	
	Trustworthy	3.20	0.77	
Image of products / services	Well-designed	3.88	0.66	.851
	Durable	3.73	0.75	
	Technically advanced	3.78	0.73	
	High quality	3.82	0.67	
	Global prestige	3.53	0.66	



<b>Affective Country Image</b>				
Image related to feelings for Turkey	Liking	4.07	0.69	.860
	Feeling pleasant	3.83	0.75	
	Feeling sympathy	3.78	0.85	
	Captivated	3.46	0.96	
	Emotionally attached	3.06	1.06	
	Inspired and fascinated	3.53	1.04	
<b>Purchase Intention</b>				
	Intention to buy	3.88	0.70	.868
	Intention to buy in future	3.81	0.74	
	Intention to recommend	3.81	0.80	

Table 11, shows the results of the reliability of each construct with Cronbach's alpha values

Familiarity, refers to the knowledge and the satisfaction consumer have about the products and services of Turkey. Cronbach's alpha value of the scale (consisting of 6 items) is 0.724, between 0.70 and 0.80 which means it is respectable thus, the validation of the variable.

Cultural distance refers to the difference between the two countries culture. Cronbach's alpha value of the scale (consisting of 7 items) is 0.764, between 0.70 and 0.80 which means it is respectable thus, the validation of the variable.

Under cognitive country image elements like image of the country, image of people and image of products and services are delineated. Image of country refers to the perceived image of Turkey by potential consumers in Niger. Cronbach's alpha value of the scale (consisting 8 items) is 0.778, between 0.70 and 0.80 which means it is respectable thus, the validation of the variable.

Image of people, refers to the perceived image of Turkish people by potential consumers in Niger. Cronbach's alpha value of the scale (consisting 5 items) is 0.676, between 0.65 and 0.70 which means it is minimally accepted thus, the validation of the variable.

Image of products and services, refers to the perceived image of Turkish products and services by potential consumers in Niger. Cronbach's alpha value of the scale (consisting 5 items) is 0.851, between 0.80 and 0.90 which means very good result thus, the validation of the variable.

Affective image refers to the feelings of potential consumers in Niger towards Turkey. Cronbach's alpha value of the scale (consisting 6 items) is 0.860, between 0.80 and 0.90 which means very good results thus, the validation of the variable.

Purchase intention refers to the willingness to buy or recommend a given product. Cronbach's alpha value of the scale (consisting of 3 items) is 0.868, between 0.80 and 0.90 which means very good results thus, the validation of the variable.

In this table, despite the familiarity and image of people (minimally accepted), all the scales are respectable and highly valid and consistent (above 0.70 and 0.80).

#### **4.4. Correlation analysis**

To determine possible complications before regression, a correlation analysis is conducted. This is a standard diagnostic approach before performing regression analyzes. Correlation analysis is used to identify how closely related two variables are to each other. A numeric value ranging from -1 to +1 indicates if the correlation between the two variables is positive or negative and the strength of the relationship. The closer the correlation is to negative or positive 1 the stronger the relationship. A correlation of zero would indicate that no relationship exists ([nine64.com/marketing-research-analysis](http://nine64.com/marketing-research-analysis)).

For each variable, all the contained items were added together and the average was found. Correlation analysis was conducted with these values. Mean and standard deviation of all the variables are shown in table 12.

**Table 12.** Means and standards deviations of variables (n=156)

	Mean	Standard Deviation
Familiarity	2.02	0.50
Cultural Distance	2.23	0.63
Country Image	3.72	0.44
CL_ cognitive	3.75	0.43
CL_ affective	3.62	0.69
Purchase Intention	3.83	0.67

Table 13 shows the Pearson Correlations. As hypothesized, all independent dimensions (cultural distance, cognitive and affective country image) are positively correlated to dependent ones (country image, purchase intention). Expect the variable "Familiarity" which is negatively correlate to its dependent variable "country image". On the other hand, in the area of purchase intention, we found further that it builds much-related constructs with familiarity and cultural distance.

**Table 13. Pearson correlations**

		<b>Correlations</b>					
		Familiarity	Distance	Country Image	CI Cognitive	CI Affective	Purchase Intention
Familiarity	Pearson Correlation	1	-,078	-,245**	-,233**	-,195*	-,264**
	Sig. (2-tailed)		,334	,002	,003	,015	,001
	N	156	156	156	156	156	156
Cultural Distance	Pearson Correlation	-,078	1	,434**	,392**	,383**	,248**
	Sig. (2-tailed)	,334		,000	,000	,000	,002
	N	156	156	156	156	156	156
Country Image	Pearson Correlation	-,245**	,434**	1	,947**	,804**	,703**
	Sig. (2-tailed)	,002	,000		,000	,000	,000
	N	156	156	156	156	156	156
CI Cognitive	Pearson Correlation	-,233**	,392**	,947**	1	,571**	,626**
	Sig. (2-tailed)	,003	,000	,000		,000	,000
	N	156	156	156	156	156	156
CI Affective	Pearson Correlation	-,195*	,383**	,804**	,571**	1	,641**
	Sig. (2-tailed)	,015	,000	,000	,000		,000
	N	156	156	156	156	156	156
Purchase Intentions	Pearson Correlation	-,264**	,248**	,703**	,626**	,641**	1
	Sig. (2-tailed)	,001	,002	,000	,000	,000	
	N	156	156	156	156	156	156
**.		Correlation is significant at the 0.01 level (2-tailed).					
*.		Correlation is significant at the 0.05 level (2-tailed).					

## 4.5. Regression analysis

In order to test the hypothesis in the research model, regression analyses were conducted. In statistical modeling, regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables.

Regression analysis tries to understand how a dependent variable change when one of the independent variables change, while the other independent variables are held constant. To achieve this, significance test of  $R^2$  is held.  $R^2$  is the relative predictive power of a model and the closer this number is to 1, the greater the model's predictively.

### 4.5.1. Country Image

In this study, it is hypothesized that familiarity of products/services and cultural proximity/distance has effect on country image. A linear regression test was run using familiarity and cultural distance as independent variables and country image as dependent variable. This model is used in testing hypothesis 1 and 2. The results are summarized in tables 14, 15 and 16 below for the regression analysis.

ANOVA results (Table 15) show that the model is found to be significant ( $P=0.000$ ). The model is capable of explaining %23 of the variance in country image (R square value in table 14). Test of coefficients of independent variables (table 16) shows that while perceived cultural distance is found to be significant, familiarity is found not to be a significant predictor variable for country image.

**Table 14.** *Model summary (country image)*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,483 <sup>a</sup>	,233	,223	,39302

a. Predictors: (Constant), Familiarity, Cultural Distance

**Table 15. ANOVA (country image)**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7,172	2	3,586	23,217	,000 <sup>b</sup>
Residual	23,633	153	,154		
Total	30,806	155			

a. Dependent Variable: Country\_Image

b. Predictors: (Constant), Familiarity, Distance

**Table 16. Coefficients (country image)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,450	,178		19,403	,000
Cultural Distance	,292	,050	,417	5,871	,000
Familiarity	-,188	,063	-,21	-2,992	,003

a. Dependent Variable: Country\_Image

#### 4.5.2. Affective image

In the second part, it is hypothesized that cognitive country image has effect on affective country image. A linear regression test was run using cognitive image as independent variable and affective image as dependent variable. This model is used in testing hypothesis 3.a. The results are summarized in tables 17, 18 and 19 below for the regression analysis.

ANOVA results (Table 18) show that the model is found to be significant (P=0.000). The model is capable of explaining almost %33 of the variance in affective image (R square value in table 17). Test of coefficients of independent variable (table 19) shows that cognitive image is found to be a significant predictor.

**Table 17. Model summary (affective image)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,571 <sup>a</sup>	,326	,322	,57373

a. Predictors: (Constant), CI\_Cognitive

**Table 18. ANOVA (affective image)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,550	1	24,550	74,582	,000 <sup>b</sup>
	Residual	50,692	154	,329		
	Total	75,243	155			

a. Dependent Variable: CI\_Affective

b. Predictors: (Constant), CI\_Cognitive

**Table 19. Coefficients (affective image)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,153	,405		,377	,707
	CI_Cognitive	,925	,107	,571	8,636	,000

a. Dependent Variable: CI\_Affective

#### 4.5.3. Purchase Intention

In the third and last part, it is hypothesized cognitive and affective country image affect purchase intention. A linear regression test was run using affective and cognitive country image as independent variables and purchase intention as dependent variable. This model is used in testing hypotheses 3.b and 3.c. the results are summarized in tables 20, 21 and 22 below for the regression analysis.

ANOVA results (table 21) show that the model is found to be significant (P=0.000). The model is capable of explaining %51 of the variance in purchase intention (R square value in the table 20). Test of coefficients of independent variables (table 22) shows that cognitive and affective image are found to be significant predictors for purchase intention.

**Table 20.** *Model summary* (purchase intention)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,715 <sup>a</sup>	,511	,504	,47275

a. Predictors: (Constant), CI\_Affective, CI\_Cognitive

**Table 21.** *ANOVA* (purchase intention)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,692	2	17,846	79,852	,000 <sup>b</sup>
	Residual	34,194	153	,223		
	Total	69,886	155			

a. Dependent Variable: Purchase\_Intention

b. Predictors: (Constant), CI\_Affective, CI\_Cognitive

**Table 22.** *Coefficient* (purchase intention)

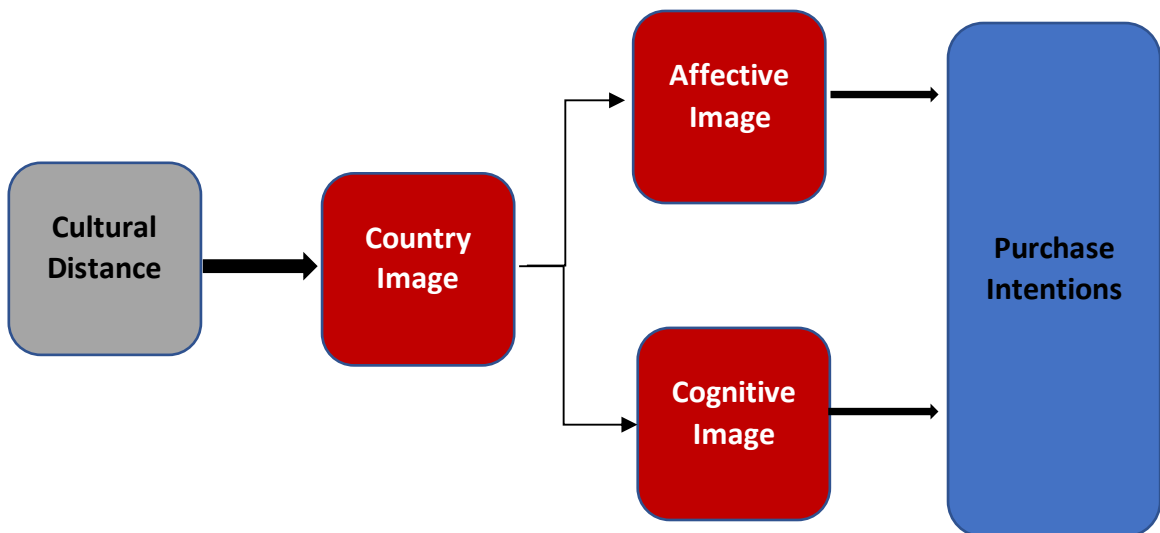
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,109	,334		,327	,744
	CI_Cognitive	,601	,107	,385	5,593	,000
	CI_Affective	,406	,066	,421	6,107	,000

a. Dependent Variable: Purchase\_Intention



**Table 23.** Summary of research hypotheses

Hypothesis	Sub-Hypothesis and Description	Results
H1	Perceived Cultural Distance positively affects Country Image	<b>Supported</b>
H2	Familiarity positively affects Country Image	<b>Not supported</b>
H3	H3. a : Country's Cognitive Image is positively related to Country's Affective Image	<b>Supported</b>
	H3. b: Cognitive Country Image influences positively country products / services purchase	<b>Supported</b>
	H3. c : Affective Country Image influences positively country products / services purchase	<b>Supported</b>



**Figure 3.** Final model

## **5.0. Discussions and Conclusion**

### **5.1. Discussions**

This part presents the summarized findings based on the study objectives, hypothesis in context of previous findings.

In order to test the objectives of the study a survey was conducted on Nigeriens potential customers. The results indicated that country image has positive effect on consumer decision as the intention to buy but also the intention to recommend the purchase of Turkish products and services.

It further viewed country image as a multi dimension concept comprising of cognitive and affective image and as such hypotheses were aimed at determining how each of the two dimensions affected the consumer purchase intention. We also showed the existence of relationship between the two dimension of country image in the way that country's cognitive image is positively related to the country's affective image.

The study also develops the hypothesis related to the shaping of country image and cultural distance related to the difference of culture between the two countries was found to have positive effect on country image.

According to the findings, country image had a 21% r square value, which indicates that cultural distance affects positively country image. Affective image had a 33 % r square while purchase intention had 51 %. This study findings suggest that cultural distance is likely to influence the perceived image of country, further, that the influence of a given country's image on consumer (through cognitive and affective image) is likely to have intention to buy and to recommend the purchase of the country products/services as possible outcomes; similar to the findings of Yoo et. al. (2014); Huang et. al. (2013); Oberecker, Riefler and Diamantopoulos (2008) Degoma and Shetemam (2014); Baloglu and Mc Cleary (1999); Ayyildiz et. al., 2013; Brijs (2006).

In the first hypothesis, it was hypothesized that cultural distance positively affects country image. According to the findings, cultural distance was shown to exist due to the high score in all items of "difference" between the two countries culture (> 50%) registered from respondents. Also, cultural distance ( $p=0.000$ ) was found to be significant predictor for country image. This explains the role of culture in the consumer perceptions as he shows a certain interest into a foreign country, its goods and its people; and in general, into the image of this country as by Oberecker, Riefler and Diamantopoulos, (2008, p.33).

The second hypothesis was that familiarity positively affected country image. This study borrowed a view raised by Johansson, 1989; Johansson & Nebenzahl, 1986; Johansson et. al., 1985 and Lee et al. (2016) which conceptual model reveal a probable relation between familiarity and country image. According to the findings, even familiarity ( $p=0.003$ ) looks significant, it was found not to be a significant predictor based on our hypothesis because it is negatively correlated to country image (-0.245). Further, familiarity is negatively related with country image, even analysis showed us good results (Mean and Std Deviation). Probably due to a misunderstanding in the form filling task by locals. This explained that however consumer from a given country are familiar with another country's products or services, it doesn't have a full impact on the image they have of that country because the highest familiarity is the lowest the perception for the country is and vice versa.

The third hypothesis was that country's cognitive image is positively related to country's affective image. The results show that cognitive image ( $p=0.000$ ) was found to be significant predictor for affective image. It can be argued that an A country's people feelings are strongly related and depends almost on the image of people, image of the products and services of B country as by Ayyildiz et al., 2013, Baloglu and Mc Cleary, 1999; Brijs, 2006) have suggested.

The fourth and fifth hypotheses was that country's cognitive and affective image influences positively purchase intention. The results show that cognitive image ( $p=0.000$ ) and affective image ( $p=0.000$ ) were found to be significant predictors for purchase intention as delineated in previous research (Wang and Lamb, 1983; Thomson, et al., 2005; Wang et. al., 2012; Brijs, 2006, Heslop et. al., 2004, 2008; Orbaiz and Papadopoulos, 2006). The cognitive and affective image represented through general image of country, country's people and country's products and services as well build the image of the country that inspiring consumer to a taken action. Intention to buy and intention to recommend the purchase as the outcome of the influence of the country image on consumer were proved in those analyses.

According to the hypotheses, therefore, apart familiarity, all the dimensions were found to be positive results as we expected. These findings are in line with previous research as Ayyildiz et al.; Wang et al. (2012) and many others.

## 5.2. Conclusion

This study attempted to determine the relations between familiarity, cultural dimensions and country image on consumer decision with purchase intention as outcome. First, this study has delved deeper to further distinguish cognitive CI to affective CI and then discover that intention to buy and to recommend the purchase are the consequence of these dimensions of country image influence on consumer. The results also showed that the dimensions were interacting between each other and also provided an important milestone to be able to determine their effectiveness on the people by guiding them to purchase. Specifically, the findings confirm that the feelings and emotions of Nigeriens consumers are strongly due to the perceived image they have of Turkey, of its people and its goods.

Second, by arguing that familiarity with a given country and its products/services can with cultural distance shape the image of the country. Consequently, the findings of the study suggest that only cultural distance is positively related with country image. Specifically, the perceived differences between the two cultures are important for the perceived image of Turkey in Niger. While familiarity is negatively related with country image, even analysis showed us good results (Mean and Std Deviation)

Given that general image of the country, its people and its products/services image are related and represents the construct of country image, practitioners would be wise not to focus on just one of them but on both. It is therefore hoped that the findings of this study will be useful in the academic field but also the international trade between countries. Managers will be able to determine which dimension to use for achieving their goals.

Customer managers in their tasks should engage more in the culture while interfering with different nations to facilitate the engagement of consumers because we find it to be more significant with country image. Businesses and companies need also to take the issue of familiarity with their products and services and enhance products/service – consumer relationship, by developing the image which will increase the interaction.

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### Appendix 1: List of the used products and services

Experienced products	Frequency
Clothing	59
Cosmetics	19
Nutrients	28
Electrics and Electronics	14
Furniture and Home appliance	15
Other	8
Experienced services	Frequency
Restaurants	69
Travel agency	56
Turkish school	12

### Appendix 2: Questionnaire (final form)

#### THE EFFECT OF COUNTRY IMAGE, CULTURAL DISTANCE, FAMILIARITY ON PURCHASE INTENTIONS

This study is carried out within the scope of Anadolu University Marketing Department in master program. The important thing is that you specify your own opinion. Please, after reading each of the statements, select the option that is most appropriate for you and do not leave any unanswered articles. The answers you give to the questions will be used for scientific purposes only and will be kept strictly confidential. Also, aggregated data will be evaluated collectively for all respondents, not individually. Thank you in advance for your interest and participation. You can contact me at the following e-mail address for your inquiries.

Best regards,

MAHAMANE SANI MAMADOU YACOUBA

[mamadousaniz@gmail.com](mailto:mamadousaniz@gmail.com)

Do you know about Turkey or anything related to Turkey in terms of goods (product, service)?

Yes

No

**1. Familiarity with Products / Services**

- **Is there any Turkish product that you have purchased or used before?  
(like manufacturer goods, etc.)**

Yes

No

**If yes, please specify**

.....

- **How was your general satisfaction level with the Turkish products you have purchased/used?**

- a. Very satisfied
- b. Satisfied
- c. Neither satisfied nor unsatisfied
- d. Not satisfied
- e. Totally unsatisfied

- **Is there any Turkish service that you have used or experienced before  
(like Turkish restaurant/Turkish air traveling company, programs in education,  
etc.)?**

Yes

No

**If yes, please specify**

.....

▪ **How was your general satisfaction level with the Turkish services you have used/experienced?**

- a. Very satisfied
- b. Satisfied
- c. Neither satisfied nor unsatisfied
- d. Not satisfied
- e. Totally unsatisfied

▪ **Please indicate your level of familiarity with made in Turkey products/services**

- a. Very familiar
- b. Familiar
- c. Uncertain
- d. Not Familiar
- e. Not familiar at all

▪ **Please indicate your level of familiarity with Turkey in general**

- a. Very familiar
- b. Familiar
- c. Uncertain
- d. Not Familiar
- e. Not familiar at all

▪ **Please indicate the sources of your familiarity with Turkey and Turkish goods**

- a. Turkish serials, movies
- b. Visit to Turkey
- c. Turkish friends
- d. Television/newspapers
- e. Other (please specify) .....



## **2. Perceived Cultural Proximity / Perceived Cultural Distance**

(Please choose among that you feel any proximity or distance between your culture and Turkish one)

▪ **How different is your local cuisines from the Turkish cuisine (food and eating style)?**

- a. Very different
- b. Different
- c. Neither different nor similar
- d. Similar
- e. Very similar

▪ **How does family structure in your country differ from the Turkish family structure? (how close family members are, etc.)**

- a. Very different
- b. Different
- c. Neither different nor similar
- d. Similar
- e. Very similar

▪ **How do the social norms differ from that of the Turkish's (How to behave in public, respect for old people, style of clothes, etc.)?**

- a. Very different
- b. Different
- c. Neither different nor similar
- d. Similar
- e. Very similar

▪ **How do you perceive your values and beliefs to differ from the Turkish values and beliefs (people thoughts about religion/ politics)?**

- a. Very different
- b. Different
- c. Neither different nor similar
- d. Similar
- e. Very similar

▪ **How do you see your country history and the history of Turkey?**

- a. Very different
- b. Different
- c. Neither different nor similar
- d. Similar
- e. Very similar

▪ **How do you see Turkish people compared to the Nigerien people?**

- a. Very different
- b. Different
- c. Neither different nor similar
- d. Similar
- e. Very similar

**3. Cognitive Country Image (Please choose among that you agree most)**

▪ **What do you think about Turkey?**

		Strongly disagree				completely agree
a.	A peaceful and influential country	1	2	3	4	5
b.	An attractive country with amazing infrastructures	1	2	3	4	5
c.	Economically well-developed	1	2	3	4	5
d.	High living standard country	1	2	3	4	5
e.	Innovativeness country with advanced technology	1	2	3	4	5
f.	It has rich Culture	1	2	3	4	5
g.	It has high education opportunities	1	2	3	4	5
h.	Good in International affairs	1	2	3	4	5

▪ **What do you think about Turkish people?**

		Strongly disagree				completely agree
a.	They are friendly and likable	1	2	3	4	5
b.	They are well-educated	1	2	3	4	5
c.	They are literate	1	2	3	4	5
d.	They are hard workers	1	2	3	4	5
e.	They are Trustworthy	1	2	3	4	5

▪ **What do you think about Turkish products / services?**

		Strongly disagree			completely agree		
		<hr/>					
a.	They are well-designed	1	2	3	4	5	
b.	They are durable	1	2	3	4	5	
c.	They are technically advanced	1	2	3	4	5	
d.	They are high quality products	1	2	3	4	5	
e.	They have a global prestige	1	2	3	4	5	

**4. Affective Country Image (Please choose among that you agree most)**

		Strongly disagree			completely agree		
		<hr/>					
a.	I like Turkey	1	2	3	4	5	
b.	I feel pleasant about Turkey	1	2	3	4	5	
c.	I feel sympathy for Turkey	1	2	3	4	5	
d.	I am captivated by Turkey	1	2	3	4	5	
e.	I am emotionally attached to Turkey	1	2	3	4	5	
f.	Turkey inspires and fascinates me	1	2	3	4	5	

## 5. Purchase Intention

	Strongly disagree			completely agree
a. Whenever possible I would like to purchase (experienced)				
Turkish products (services)	1	2	3	4 5
b. I intent to purchase (experienced)				
Turkish Products (services) in the future.	1	2	3	4 5
c. I strongly recommend the purchase of Turkish Products (services)	1	2	3	4 5

## 6. General information

### Gender:

Male

Female

### Age

16– 25 years

26 – 35 years

36 – 45 years

> 46 years

### Monthly income

< 150 euros

151 – 300 euros

301- 500 euros

> 501 euros

### Status

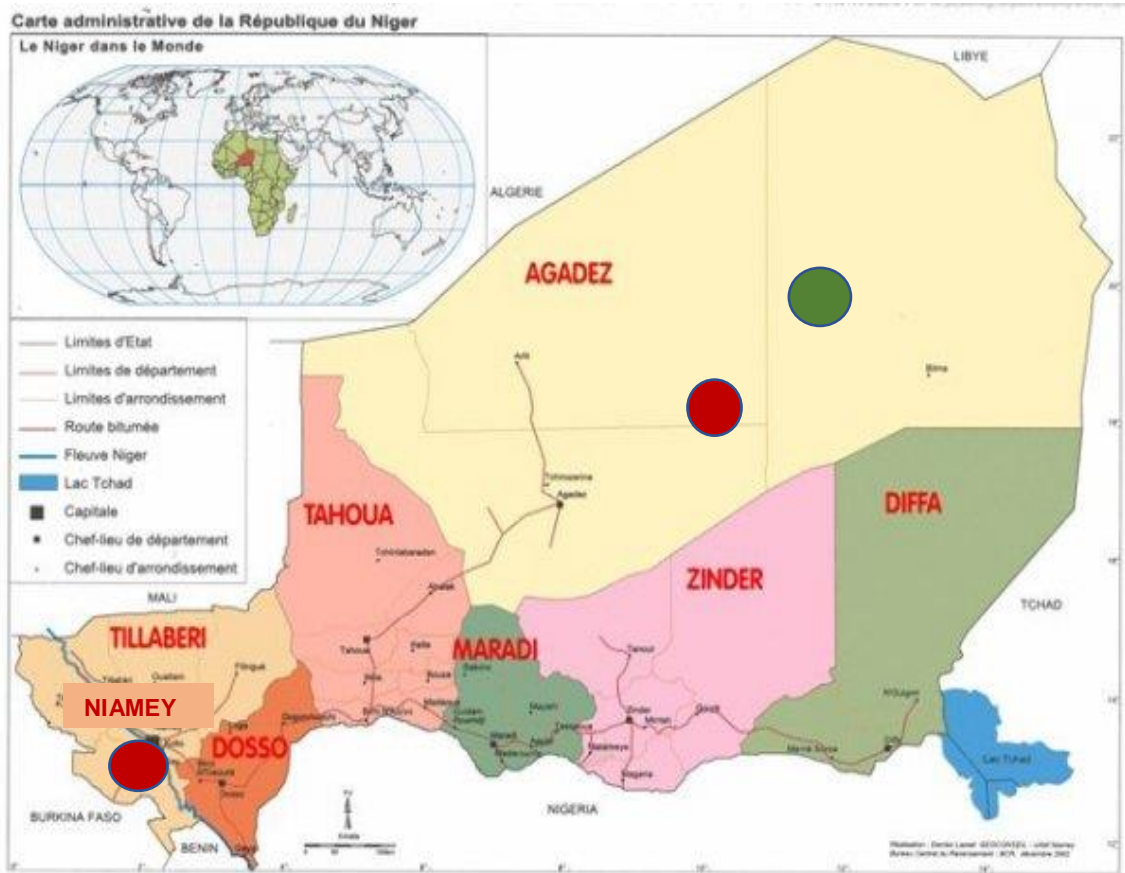
Student (Please specify).....

Worker (Please specify).....

Retired.....

Not working.....

**Appendix 3: Administrative map of Niger and Turkish presence**



Turkish Diplomatic presence in Niger



Turkish Historical presence in Niger