

Nationalism Role on Local Brands Preference: Evidences from Turkey Clothes Market

Nasr Abdulaziz Murshed

Istanbul Aydin University, Social Sciences Institute, MBA program, Istanbul, Turkey

Abstract: Consumers decide which brands they should choose, and which brands they should forget every day. In a globalized marketplace, choices between worldwide and local brands are increasingly involved. Local brands link the domestic economy with the well-being of individuals so it could be useful from a financial point of perspective to create a shared identity among the people of a nation. The main purpose of this study is to investigate the effect of nationalism, the relationships between culture and society with the brands, and their impact on consumer preferences for local brands. This study contains 6 variables which are: - National identity, Tradition and Personal cultural orientation, local Brand bias, Local Brands social value, Brand Relevance in the clothes market, Local brand loyalty. All the analysis conducted by this research finalized that national identity has a strong relationship with local brand loyalty so if the local brands pay more attention to promoting their national identity that may lead to more linkage with consumers self-national identity which impact the loyalty for the local brands and in the end benefits the local brands preference and promote sales. Nationalism self-concept may include several variables, this study analyzed some of them like traditional and personal culture orientation, brand social value, and of course national identity. All of them proven to have a strong relationship with local brand loyalty, Therefore The more consumers feel about those variables, the more loyal they become toward local brands. As proven in this research the main factor impact consumer bias toward local brands is quality and price ratio which indicate consumer perceived price is the most important factor that the consumer care about when the judge a local brand and is that price associate with the quality, they got from that price point.

Keywords: Nationalism, Local Brand, Brand Loyalty, Brand Social Value, Consumer Preference

1. Introduction

In today's globalism, all communities and civilizations are exposed to each other's culture, including markets and trade exchange, which affects the local markets in one way or another. Due to that the need for local business's share has risen dramatically for strengthen the national economic. Because of that local business have to set so many strategies and technique to keep up with the competition in their own local market from the international mega brands.

Some local brand tried to play the nationalism card to get more customer but is that game really work? , dose the customer consider his/her own country brands before foreign brand or the opposite? and dose the degree of the consumers national identity effect the way they perceive local brand?

Branding and brand equity have been the topic of many researches along the history of marketing studies however the fuel of those studies has been focusing on the local brands market and much fewer of them or maybe none had considered the linkage between branding and local market and nationalism with culture and identity. Those might seem add related to each other but, especially with the rise of globalization and nationalism around the world, they become a huge force on the market.

Many previous studies noted that consumers self-identity and society culture have strong impact on any brand in the market because they effect how the consumer perceived each brand separately.

While it may seem easy to find that link between nationalism and consumer preferences for local brands; it isn't, since every society has different angles do their shape of identity and how it reflects to the market.

This research is it trying to find the degree which consumers identify themselves with their national identity and social culture after that it will analyze how the consumer receive their local brands and finally try to find the relationship between nationalism and social culture with local brands loyalty.

The important of that would be that's it could provide insight for the local brands when they target their local customers and what should they focus on is it their national identity or it will be better if they embrace their global identity.

That will be very helpful if we could understand the role of nationalism in those days in the economic environment not only for the local brands but for all brands in the local market.

Previous studies have shown that customers often assess foreign products differently from national products [1].

Bilkey and Nes [2] state that, Consumers in economically developed markets have a particular preference for national products over foreign products, while customers in emerging economies are more likely to prefer foreign products than national ones because they believe that foreign products are of higher quality than national products and that the use of foreign products will impress others because they are linked with high fashion or higher quality products.

According to İZCİ [3] Two sections dominate Turkey's textile and clothing industry:-Spinners and weavers using high-quality national raw materials to create fabrics, including (top) brand names such as Karaca, Beymen, Network, Mithat, Vakko, etc. With initial designs, these companies maintain high market expectations.

Apparel companies using a mixture of national and imported clothing to create non-branded finished goods include non-branded companies that market their products through retail chains of third parties. The majority of national and export sales are presently made up of non-branded products.

In addition to being one of the world's entertainment and culture hubs, Istanbul is also a metropolitan listed as one of the top shopping lovers' destinations. In many sectors, these shopping malls offer countless brands and services ranging from clothing to food and entertainment to electronics, and these centers are also considered recreational areas as well as being a place to shop. Shoppers will find everything they are looking for in Istanbul shopping centers that offer thousands of products and countless brands for every age group.

2. Literature Review

2.1 Nationalism

When someone defines a certain party, say a country, as being non-democratic, patriarchal, collectivist, envious, and full of hatred towards others, and compared with another nation, defined as democratic, progressive, cooperative, and individualistic, it is generally reasonable to infer that we are dealing with biases and ethnocentrism. When we read that some nationalism is non-democratic, totalitarian, collectivist, centered on the envy and hatred of others, while others are defined as liberal, progressive, civil, individualistic, we must infer that we are dealing with nationalism theories. In this context, it has been common practice to present nationalisms in a stereotypical way as uniquely unique to certain groups (nations) externally homogeneous ideologies.[4]

Nationalism is a claim made on behalf of a body of individuals claiming to be a country to create a sovereign state over a land; once that state is established, it must develop a national identity in order to differentiate itself from another state. [5]. According to [6], Nationalism theories as a sociological phenomenon can be conveniently divided into three classifications: primordialist, perennialist and modernist; primordialist holds that countries, or at least excellent countries, have been around for thousands of years, nationality is one of humanity's natural building blocks, and any effort to deny nationality privileges violates one of the deepest demands; Modernism argues that nationalism is a result of the modern world and a development of the increasing industrial state, rewriting and refurbishing historical narrative to assert the claims of an "imagined community" to independence. This community is sometimes perceived as unconsciously emerging as a "natural" response to the formation of industrial society and its class structures, mass literacy, great cities and popular cities.

2.2 National identity

Identity is created by shared experiences, memories and myths in comparison to those of other collective identities, often forged by resistance to the identities of important others, as the history of paired war so often shows. [7]. Brewer and Gardner [8] suggest three identification levels: individual, relational and collective. Relational and

collective self-identities are strongly linked to social identities like worldwide and national identities. The level of self-relation is based on personalized interactions and associated private networks with others.

Consequently, Turkish sentiments of domination and superiority (nationalism) do not seem to be achieved by taking pride in their domestic products at the cost of foreign products; therefore, foreign products are not seen as opposed to or repudiating their nationalistic sentiments, so patriotism appears to be the primary motivation for consumer ethnocentrism in Turkey [9].

2.3 Consumer Purchasing Behaviour

Consumer shopping is a confusing illustration of uncertainty. Almost each consumer has his own unique history of product transactions over time in a multi-brand environment. As a framework for aggregating the information and reducing it to manageable (i.e. Understandable) quantities, logical constructions are needed[10].

Consumer behaviour is characterized as the system and practices in which people search, choose, buy, use, review and dispose of products and services in order to meet their needs and wishes [11].

An important issue for marketers is to understand how consumers' black box changes due to the buyer's characteristics and how these affect the consumer decision process. In addition to the personal characteristics of consumers, cultural factors, social factors and psychological factors affect the behavior of consumers.[12]

In internal quest and external search, Hoyer and MacInnis [13] described that judgments of "brands" were impacted by the system of knowledge quest. Consumers remember the label sets from their memories in the inner search (evoked set) wherever the question is remembered.

Generally, two or eight products are recalled at a time, and if customers are unable to remember goods from memory, the collection of external factors such as market supply or a salesperson's recommendation may influence the purchasing of consumers. Therefore, during internal quest, well-known brands are easier to remember than new brands because the memory connections correlated with these brands appear to be stronger[13].

According to most experts, the product decision-making process consists mainly of five phases, which are: "need or concern, identification, search for information, analysis of alternatives, purchasing behaviour or action and actions after purchase." [13].

More than just decision-making mechanisms, there are factors that impact consumer behavior that are defined as external and internal pressures. Culture, social class, and reference groups are the main needs and external influences, while motivation, exposure, and attention are the main internal factors; perception; personality, lifestyle, and attitude.[14]

2.4 Consumer preference toward local brands

In numerous isolated researches, customer preferences for national products over imported products have never been explored in a single model incorporating several customer orientations in the group and out-group at the moment. [15] So, the most strides will be made in the next century by multinational marketers who can figure out how to represent national identity in their advertisements. [16] .

The drivers of worldwide brand decisions have been identified by relevant studies [17] (e.g., quality, prestige, status signaling), and the reasons for local brand purchases [18] (e.g., local adaptability, symbolism, community support, and the requirements for whether customer preferences are based on worldwide or local products [19] (e.g., product category) .

Davvetas & Diamantopoulos [20] point that ,even in the presence of a superior forgotten alternative, a worldwide brand can stay appealing after a buy due to its status and prestige, while a local brand selection can still be valued for moral or ethical reasons. (e.g., support for the local underdog or the national economy)

Masella[21] argue that It could be useful from a financial point of perspective to create a shared identity among the people of a nation.

Local brands link the domestic economy with the well-being of individuals. Global brands can be suspected of being a threat to domestic financial prosperity, as worldwide brands pose not only an economic but also a cultural danger in the minds of ethnocentric customers. Lower levels of cosmopolitanism and openness to foreign cultures also contribute to more ethnocentric consumers ' negative assessment of global brands [22] .

Based on the concept of regret, Davvetas & Diamantopoulos [20] argues that the regret experienced after a suboptimal purchase is a direct function of the perceived global / local accessibility of selected and forgiven products engaged in the purchase, and differs widely across product categories and customers with distinct worldwide identification levels.

Davvetas & Diamantopoulos [20] discovered that regret for a poor purchase is becoming stronger if the purchase involved selecting a local (and rejecting a worldwide) product in categories where worldwide brand purchases are the schematic standard.

Whereas Davvetas & Diamantopoulos [20] noted the reverse impact in categories with more prominent local products in the consumer classification scheme. These variations in regret (1) influence post-choice fulfillment and readiness to repurchase the brand or move to a forgotten alternative, (2) explain the distinction in the justification capacity of worldwide forgiveness for local products versus global choice over local products, and (3) regulate the worldwide identity of customers.

In their evaluation of national products, consumers are often favorably biased versus foreign options as Verlegh [23]

Shows that the domestic bias is motivated in part by the need for improvement. This impact is greater for customers who highly identify with their own nation and complements the impact of consumer ethnocentrism, which gives a nation with financial motivation.

However , Steenkamp and De Jong [24] Show that many customers still prefer brands and products locally over worldwide brands and products, and Steenkamp et al. [22] Document that brands perceived as an icon of local culture by customers also produce more favorable market reactions. Two autonomous (complementary) motives may drive home country bias. The first is consumer ethnocentrism, well identified in the literature. The second is domestic identification, reflecting the desire for a positive national identity generated by the need for a positive self-assessment. [23] .

2.5 Country-of-origin effect

Stereotypical associations, consistent with the concept of stereotyping, apply not only to individuals, but also to every stimulus item attributed to the stereotypical category. Therefore, if we define the nation of origin of a brand, stereotypical country views will pass impressions to our product and lead to inferences about the product's characteristics and nature [25] .

While the main problem concerning country picture has long been viewed as a relationship between product category and national origin, national branding study addresses all country features, i.e. the geographical, political, economic and socio-cultural aspects of a country, taking into consideration the features of both the product and the producer [26].

Pappu, et al.[27] argues that the macro and micro-country pictures of customers may influence the equity that they associate with that country's brand. In other words, for a chosen product category (e.g., computers), in a specified market (Australia), the consumer picture of a nation (e.g., USA) and the product picture from that nation may influence the consumer equity of a brand (e.g., IBM or Apple) from that nation. Country picture can affect important brand equity dimensions such as brand associations, perceived quality, and brand loyalty.

2.6 Culture and Social effect

Social identity theory [28] and social categorization theory [29] Suggest that identity includes both private identity (i.e., an individual sense of self) and social identity (i.e., a group to which one belongs or is affiliated).

Previous study has recorded the significance of cultural openness as essential notions of overseas and domestic branded products consumption habits.

According to Shimp & Sharma[30, p. 280] , Consumer ethnocentrism "represents consumer beliefs about the appropriateness, indeed morality, of purchasing foreign made products".

Thus, the more ethnocentric customers are less interested in buying foreign products and services, believing that buying products and services manufactured outside the home is morally wrong and detrimental to the national economy. Cultural openness is more widely defined as the concern and experience of a person with foreign individuals, values and cultures; it is not specifically linked to the consumption of foreign products and services as opposed to national products [31].

Culture can be seen as the metaphorical lens by which customers view brands, decide strategies for information processing and cognitive constructions that form their decisions [32].

2.7 Brand social value

The theory of social identity states that individuals get to understand themselves with the community they belong to [33], as individuals become part of the community they pursue with the same likes and dislikes [34]. The theory of social identity also illustrates that if individuals see that particular group adopt the favorable picture, they will follow them more frequently [33]. Social pressure affects people to carry out certain actions or to buy certain products and brands in various social events or rituals [35].

According to Yang, et al. [36], In order to recognize social norms that determine what is and is not "socially" acceptable conduct, individuals constantly scan their environment. Hofstede [37] suggests that Country communities vary in their systems of value. For instance, American society is renowned more than German society for emphasizing individualism. Because brands can assist customers to interact with themselves and differ from others.

3. Research Methodology

This study at first take the exploratory design as there isn't any similar study to create the model for this research. And for test and discuss the Hypothesis, this research will be using analytical and descriptive design in a quantitative research study.

3.1 Sampling

Because the clothes market in Turkey is so big as noted in the literature review chapter earlier, and this research is Exploratory type and never done before, the researcher had to choose a smaller sample to induct the study in, Of course he cannot examine the whole market customers, so this research conduct in clothes' customers in Mall of Istanbul, one of Turkey's biggest shopping malls, houses the world's leading brands and Turkey.

The population cannot be detriment exactly, so it's estimated that the male daily visitors are 1000 person and within 5% confidence interval and Confidence Level is 95%; the target sample was 287 respond; therefore 400 questionnaires was distributed as hard copy as well as 600 was sent to the respondents via email among male and female, age 15 – 45 with random sampling method.

However only 100 respondents were collected which only represent a return rate of 10% due to several Limitation which will be explained below

The primary data source is field data will be gathering by survey which will be discussed later. And The secondary data source is published data related to subject (books, magazines, websites, official statistics), and expert's observations.

The data was collected from 10 June to 10 September 2019 and the primary respondents are 18-25 years old, currently Student on bachelor's degree with income range of 1,000 TL or less.

3.2 Limitation

Since this is research have never done before linking the nationalism effect to the customer preferences and local brands, the researcher had difficulties to find resources for that linkage.

Also because of the researcher is not Turkish citizen, he had some difficulties reaching the Turkish society. Even that the researcher distributed 1000 surveys as hard and electronic version, he only received 100 responds, that's why the sample was little.

That's may be outcome because some people prefer not to discuss a national related subject with foreigners.

This research is self-funded and with limitation in time, so There were some difficulties in the funding for all the procedures related to the research specially getting more responds, therefore we cannot generalize the results of this research to the whole population due to lack of enough responds.

3.3 Variables and Model

The main purpose of this study is to investigate the effect of nationalism, the relationships between culture and society with the brands, and their impact on consumer preferences for local brands. As it mentioned before, there is not much researchers link the nationalism rule do that consumers preferences forward local brands. so, the researcher had to come up with a new model to test that theory. This new model contain multiple Variables link together so it will give us a better understanding for research problem.

The model for the for this research contains multi-level of relationships the first one is the relationships between demographical variables and the main variables of this research and the relationships between some of the demographic variables and the brand relevance in the clothes market category which is important to understand do it central impact to other variables.

The second level of relationships is between the four Nationalism variables (identity, Tradition and cultural, local Brand bias and Local Brands social value) and local brand preferences which will be examine by the degree of local brands loyalty Because local brand loyalty is a symbol for

local brands preferences.

So, this study contains 6 demographical 6 variables plus which are: -

- 1) National Identity[38]The degree to which an individual recognizes a nation in question. And respect for an ethnic or subcultural group. Alphas is 0.94, Q 7-11.
- 2) Tradition and Personal cultural orientation[39], [40], [41]To what extent an individual value the culture, traditions and heritage of one's family. Alphas is 0.72, Q 12-16.
- 3) Brand Relevance in the clothes Category [42], [43] The significance of the brand to the purchasing choice of a consumer in a product category rather than in all categories . Alphas is 0.938, Q 17-20.
- 4) local brand Social Value [44], [45]The usefulness derived from a brand's perceived capacity to improve the self-concept and social acceptance of its user , Alphas is 0.94 , Q 21-26 .
- 5) local brand loyalty [46], [47] The extent to which a customer expresses his or her favorite category brands and the tendency to concentrate on those brands when shopping , Alphas is 0.914 ,Q 27-28.
- 6) local brand bias [22], [45]The degree to which an individual think that products produced in his / her nation are of greater quality and more connected to national customers than overseas brands , Alphas is 0.82 , Q 29-33 .

And the demographical variables are (gender, Age, Education, occupation, income, usual clothing style).

Firstly, this study will try to analyze the impact of Demographical variables on the main 6 variables of the study.

Secondly the relationships between the variables and local brand loyalty, which deal with the variables (national identity, traditional and personal culture, local brand bias, local brands social value, and Brand Relevance in the clothes market) As dependent variables, while local brand loyalty which is the indicator of local brand preferences as independent variable.

4. Data analysis and finding

4.1 Model testing

The literature-based model objects are evaluated with one or more statements of questions. The same weight was given to each of the questions. To see the relationship between products, the correlation was measured between the issues pertaining to the local brand loyalty product and the results are shown in the table 1 below

Table 1:Scales Statistics

	<i>National Identity</i>	<i>Personal Cultural and Tradition Orientation</i>	<i>Brand Relevance in the clothes Category</i>	<i>local brand Social value</i>	<i>local brand loyalty</i>	<i>local brand bias</i>
NValid	100	100	100	100	100	100
Mean	3.4860	3.7600	2.7500	2.7883	2.6800	1.5020
Std. Error of Mean	.11499	.11046	.10511	.10607	.11710	.03712
Std. Deviation	1.14988	1.10463	1.05109	1.06069	1.17103	.37118
Variance	1.322	1.220	1.105	1.125	1.371	.138
Minimum	1.00	1.00	1.00	1.00	1.00	1.00
Maximum	5.00	5.00	5.00	5.00	5.00	2.00

since the questionnaire was the primary source of data in this study, quantity analysis is performed on the primary source of data to assess the internal consistency or accuracy of the information in questionnaire, or in other words it shows the strength of the items selected in questionnaire. The author used the SPSS to check the accuracy of Cronbach's alpha test

The alpha value of Cronbach performed for this analysis as shown in table 2 below indicates a value of 0. 919 showing a very high reliability of the questionnaire items

Table 2:Reliability Statistics

<i>Cronbach's Alpha</i>	<i>Mean</i>	<i>Variance</i>	<i>Std. Deviation</i>	<i>N of Items</i>
.919	76.83	319.637	17.878	27

In addition, by looking at ANOVA's table 3 below where the value of (Sig.) is shown as (0.000) and usually where the value of sig is shown. Or p is less than 0.05 and has acknowledged statistically significant significance. Therefore, we can say that our model is statistically significant, as shown in the table below

Table 3:Analysis of the Model Variance with Anova^a

<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Regression	86.583	5	17.317	33.100	.000b
Residual	49.177	94	.523		
Total	135.760	99			

a. Dependent Variable: local brand loyalty

b. Predictors: (Constant), local brand bias, Personal Cultural and Tradition Orientation, Brand Relevance in the clothes Category, local brand Social Value, National Identity

The linear regression model was performed via SPSS to decide whether the selected independent variables influenced the local brand loyalty. The results show the value of R and R square as shown in table 4 model summary table of regression analysis shows value In R row, the value of which is 0. 799 is the simple correlation of 79.9%, which is very high

Table 4: Summary of the Thesis Model with Regression Analysis^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.799a	.638	.618	.72330	.638	33.100	5	94	.000
a. Predictors: (Constant), local brand bias, Personal Cultural and Tradition Orientation, Brand Relevance in the clothes Category, local brand Social Value, National Identity									
b. Dependent Variable: local brand loyalty									

4.2 Demographics Analysis

1) Gender

48% respondents were females and 52% were males. Also a seed from the graph, there is a slight decrease in the mean of almost all the scales in which been used this model In the females response specially when we see the mean of local brand social value which is for male 3.09 and for female is 2.45 and also local brand loyalty which for Male is 3 and for female is 2.33 which may indicate that females in general does not prefer local brand as men do.

The researcher used T-test and according to the results, there is a significant difference between male and female in the factors that been used in this research especially social value for local brand with $p=.002$, local brand loyalty with $p=.004$, National identity with $p=.018$ And finally personal culture and traditional orientation with $p=.025$.

However, there is no difference between Males and females in the factors trans relevance in the Clovis category and local brand bias both have P value above .05

2) Age

Sample is composed of respondents between the ages 18 - 45. The age intervals grouped into five and the respondents aged below 18 is 2% of the sample, 18-25 age group is 64 %, 26-30 age group is 11%, 31-40 group is 18 %, 41-45 group is 3 % and lastly above 45 age group is 2% of the sample.

The mean of almost all the variables is different in all age categories which may indicate that there is an impact of age into this study variables. To check the degree of the impact for each variable further analysis will be done.

According to the results of Test of Homogeneity of Variances the P value is more than .05 For all the variables except brand relevance in the clothes category therefore we can use an Anova test for all of them and Welch test for brand relevance in the clothes category.

According to the results of ANOVA test and Welch test, Age has an impact only on local Brand loyalty with $P=.003$ and Brand Relevance in the clothes Category with $P=.004$. There isn't any significant Relationship between age and national identity, personal culture and traditional orientation, local brand social value and local brand bias which all have P above 0.05

3) Education

Sample is composed of respondents with High School education are 5% from the total sample, bachelor's degree 59%, master's degree 23%, Above master's degree 12% and Other 2%. If we give a deeper look to the change of the

means of the variables in the graph below, we can notice that personal culture and traditional orientation and brand relevance in the clothes category curves have a more noticeable impact with a different education category.

Test of Homogeneity of Variances shows the P value is more than .05 For all the variables except local brand therefore we can't trust Anova test for it however we can use it for the rest variables.

ANOVA test above, education has an impact only on Personal Cultural and Tradition Orientation with $P=.020$ and Brand Relevance in the clothes Category with $P=.021$. There isn't any significant Relationship between education and national identity, local brand social value, local brand loyalty and local brand bias which all have P above 0.05

4) Occupation

The major of the sample are Student with 64% responds while the rest contain Government officer 10%, Private company staff 13%, businessman – businesswomen 2%, freelancer 4%, Housewife 2% and unemployed 3%.

All the variables pass the test of Homogeneity of Variances as all the P values are less than 0.05 so we can see the ANOVA test , and according to its results, Occupation has an impact only on local brand loyalty with $P=.000$ and Brand Relevance in the clothes Category with $P=.018$

There isn't any significant Relationship between Occupation and national identity, Personal Cultural and Tradition Orientation, local brand social value, and local brand bias which all have P above 0.05.

5) Income

The major of the sample in the income category 1,000 TL or less with 42% from the total sample , while the rest spread between other categories with 1,001 - 2,000 TL 17%, 2,001-3,000 TL 11%, 3,001-5,000 TL16 %, 5,001-7,000 TL 8%, 7,001-10,000 TL 4% and More than 10,000 TL 2% .

Test of Homogeneity of Variances results shows that the P value is more than .05 For all the variables except local brand Social Value therefore we can use an ANOVA test for all of them and Welch test for local brand Social Value.

According to ANOVA test and Welch test, income has an impact on local Brand loyalty with $P=.000$, local brand social value with $P=.004$ and Brand Relevance in the clothes Category with $P=.034$

There isn't any significant Relationship between income and national identity, personal culture and traditional orientation, and local brand bias which all have P above 0.05

6) Clothes Usual Style

When the responds asked about their usual clothes, 16% said Classic, 34% said Sport, 29 % said Casual and 21% preferred other which may indicate a mix clothes style.

We can notice that there isn't any huge different between clothes category in the variables mean curve.

Test of Homogeneity of Variances results shows that the P value is more than .05 For all the variables except local brand Social Value therefore we can use an ANOVA test for all of them and Welch test for local brand Social Value.

According to ANOVA test and Welch test results, all the P values are more than .05 so There is no significant impact from usual clothes style on the variable's national identity, personal culture and traditional orientation, Brand Relevance in the clothes category, local brand loyalty and local brand bias.

Summary of the Demographical factors impact on the variables

Table 5: Summary of the Demographical factors impact on the variables

Demographical	variables	Sig.
Gender	local brand social value	.002
	local brand loyalty	.004
	National identity	.018
	personal culture and traditional orientation	.025
Age	local Brand loyalty	.003
	Brand Relevance in the clothes Category	.004
Education	Personal Cultural and Tradition Orientation	.020
	Brand Relevance in the clothes Category	.021
Occupation	local brand loyalty	.000
	Brand Relevance in the clothes Category	.018
Income	local Brand loyalty	.000
	local brand social value	.004
	Brand Relevance in the clothes Category	.034

The less P value the stronger the relationship.

As seen in the table 5 above , National identity Affected by gender (p=.018), Personal culture and traditional orientation affected by Education (p=.020) and gender (p=.025), Brand Relevance in the clothes Category affected by age (p=.004), occupation (p=.018), education (p=.021) and income (p=.034), local brand loyalty effected by income and occupation at the same level at (p=.000), age (p=.003) and gender (p=.004), and finally local brand social value effected by gender (p=.002) and income (p=.004) .

4.3 variables Correlations

we can see the outcome of statistically significant amount for each independent variable separately based on table 7 in regression analysis. As formed in the Sig table. In National Identity, the value of P is less than 0.05 at 0.001 and in local brand Social Value with Sig. 0.000 so, we can add that National Identity and local brand Social Value contributes statistically significantly to local brand loyalty. P>0.05 does not statistically significantly contribute to local brand loyalty.

Table 7: Comparison of the Independents on Dependent with Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.263	.460		-.571	.570
National Identity	.325	.092	.319	3.524	.001
Personal Cultural and Tradition Orientation	.054	.085	.051	.632	.529
Brand Relevance in the clothes Category	-.081	.074	-.072	-1.089	.279
local brand Social Value	.604	.091	.547	6.633	.000
local brand bias	.098	.199	.031	.489	.626

a. Dependent Variable: local brand loyalty

The findings with a confidence interval of 95 % can be seen on the table 7 below, when the correlations between the independents are examined. Considering the above point "a value close to + 1 or -1 suggests a strong correlation degree" Table 7 below contain correlations test done by SPSS which indicate a strong relationship between variables if the value above 0.4 so The strongest impact on local brand loyalty is from social value for the local brand with value 0.740 , after that we see the impact of national identity with correlation value 0.676 and finally personal culture and traditional orientation with value 0.488 .

Also, we can see that there is a strong relationship between social value for the local brand with national identity which indicated by the correlation value of 0.606, And personal culture and traditional orientation has a stronger relationship with national identity with value of correlation 0.621.

Finally, there is also a strong relationship between personal culture and tradition orientation with local brand social value which indicated by the correlation value of 0.440

Table 7: Pearson Correlations between factors

Correlations		National Identity	Personal Cultural and Tradition Orientation	Brand Relevance in the clothes Category	local brand Social Value	local brand loyalty	local brand bias
National Identity	p	1	.621**	.100	.606**	.676**	.057
	Sig. (2-tailed)		.000	.323	.000	.000	.574
Personal Cultural and Tradition Orientation	p	.621**	1	.010	.440**	.488**	-.015
	Sig. (2-tailed)	.000		.925	.000	.000	.885
Brand Relevance in the	p	.100	.010	1	.296**	.117	-.153

clothes Category	Sig. (2-tailed)	.323	.925		.003	.247	.129
local brand Social Value	p	.606**	.440**	.296**	1	.740**	-.038
	Sig. (2-tailed)	.000	.000	.003		.000	.709
local brand loyalty	p	.676**	.488**	.117	.740**	1	.039
	Sig. (2-tailed)	.000	.000	.247	.000		.702
local brand bias	p	.057	-.015	-.153	-.038	.039	1
	Sig. (2-tailed)	.574	.885	.129	.709	.702	
** . Correlation is significant at the 0.01 level (2-tailed). N = 100							

The final Test will be to give an answer about Which circumstances the consumer will be favored the local brands and for that we will be doing T test for the local brand bias sub variables which are Overall quality, design and style ,technological advancement ,quality and price ratio, and the connected to the minds and hearts of local consumers which all can measure how connected those sub variables to the main independent which is local brand loyalty.

Table 9 below contains the results which gathered from SPSS as we can see first all the sub variables pass Levine's

Test for Equality of Variances so Equal variances assumed (p > .05) After that we can see that all the sub variables have no impact on the independent local brands loyalty as Sig. (2-tailed) value is p > .05, however we can use Sig. (1-tailed) then we can see an impact from the sub variable quality and price ratio on the dependent local brand loyalty as the p = .038

As the rest of sub variables remine with no impact Neither on Sig. (2-tailed) nor Sig. (1-tailed).

Table 9: local brand bias sub variables Test

	Levene's Test		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
overall quality	3.766	0.055	-0.293	98	0.77	-0.06924	0.23605
design and styling	0.029	0.865	0.099	98	0.921	0.02354	0.2371
Technological advancement	0.267	0.606	-0.163	98	0.871	-0.03854	0.23579
quality and price ratio	2.154	0.145	-1.79	98	0.076	-0.41506	0.23183
connected to the minds and hearts of local consumers	1.279	0.261	0.706	98	0.482	0.16587	0.23499

4.4 Hypotheses results

Hypothesis 1:

H0: There is relationship between Brand Relevance in the clothes market and local brand loyalty

Ha: There is no relationship between Brand Relevance in the clothes market and local brand loyalty

As seen in Table 7 Regression Analysis the p = .5 and in Table 6 Correlations the p = .702 In both p > .05 which indicated no statistically significant relationship between variables

There for H0 is rejected and Ha is accepted

Hypothesis 2:

H0: There is a relationship between local brand Bias and local brand loyalty.

Ha: There is no relationship between local brand Bias and local brand loyalty.

As seen in Table 7 Regression Analysis the p = .5 and in Table 6 Correlations the p = .702 In both p > .05 which indicated no statistically significant relationship between variables

There for H0 is rejected and Ha is accepted

Hypothesis 3:

H0: There is a relationship between local brands loyalty and perceived ability of local brand to enhance social approval.

Ha: There is no relationship between local brands loyalty and perceived ability of local brand to enhance social approval

As seen in Table 7 Regression Analysis the p = .000 and in Table 6 Correlations the p = .000 In both p > .05 which indicated statistically significant relationship between variables, that relationship shown by Pearson Correlation with p = .740 which indicate a very strong and positive relationship

There for H0 is accepted and Ha is rejected

Hypothesis 4:

H0: There is statistically significant relationship between local brands loyalty and Tradition and Personal cultural orientation

Ha: There is no statistically significant relationship between local brands loyalty and Tradition and Personal cultural orientation

As seen in Table 6 Correlations the p = .000 so as p > .05 which indicated no statistically significant relationship between variables, that relationship shown by Pearson Correlation with p = .488 which indicate a strong and positive relationship

There for H0 is accepted and Ha is rejected

Hypothesis 5:

H0: There is statistically significant relationship between local brands loyalty and national identity

Ha: There is no statistically significant relationship between local brands loyalty and national identity

As seen in Table 7 Regression Analysis the p = .001 and in Table 6 Correlations the p = .000 In both p > .05 which

indicated statistically significant relationship between variables, that relationship shown by Pearson Correlation with $p=0.676$ which indicate a very strong and positive relationship

There for H_0 is accepted and H_a is rejected

5. Summary and Conclusion

5.1 Finding Summary

This study contains 6 demographical 6 variables plus which are: - National identity, Tradition and Personal cultural orientation, local Brand bias, Local Brands social value, Brand Relevance in the clothes market, Local brand loyalty, And the demographical variables which are (gender, Age, Education, occupation, income, usual clothing style). The Relationships between the demographical factors and the variables studied in this research.

National identity Affected by gender, Personal culture and traditional orientation affected by Education and gender, Brand Relevance in the clothes Category affected by age, occupation, education and income, local brand loyalty effected by income and occupation at the same level at, age and gender, and finally local brand social value effected by gender and income.

In regression analysis, it's proven that National Identity and local brand Social Value contributes statistically significantly to local brand loyalty.

At correlations test, researcher found evidence which indicate the strongest impact on local brand loyalty is from social value for the local brand, after that national identity and finally personal culture and traditional orientation.

Also, there is a strong relationship between social value for the local brand with national identity, and personal culture and traditional orientation has a stronger relationship with national identity, there is also a strong relationship between personal culture and tradition orientation with local brand social.

Finally, after analyzing the sub variables of local brand bias which are overall quality, design and styling, technological advancement, quality and price ratio, and connecting to the minds and hearts of local consumers. All have no correlations with local brands loyalty, however after analyzing the impact as one way from the sub variables on the independent, then we can see an impact from quality and price ratio on the dependent local brand loyalty. As the rest of sub variables remine with no impact Neither on Sig. (2-tailed) nor Sig. (1-tailed).

5.2 Conclusion and Recommendations

This research started to answer 3 simple questions so to summarize the conclusions we can answer those questions which are listed below, but before starting with them it must mention that this research test the impact of Brand Relevance in the clothes and finalized that there is no impact from the important of brand in the studied category on the studied variables so, we can generalize the results across all

local brands categories :

1) Is it beneficial for the local brands to focus on their national identity?

All the analysis Contacted by this research finalized that national identity has a strong relationship with local brand loyalty so if the local brands pay more attention to promoting their national identity that may lead to more linkage with consumers self-national identity which impact the loyalty for the local brands and in the end benefits the local brands preference and promote sales.

2) Do consumers consider local brands as a part of their nationalism self-concept?

Nationalism self-concept may include several variables, this study analyzed some of them like traditional and personal culture orientation, brand social value, and of course national identity.

All of them proven to have a strong relationship with local brand loyalty, Therefore The more consumers feel about those variables, the more loyal they become toward local brands.

3) What are the circumstances in which local brands would be preferable?

As proven in this research the main factor impact consumer bias toward local bands is quality and price ratio which indicate consumer perceived price Is the most important factor that the consumer care about when the judge a local brand and is that price associate with the quality, they got from that price point.

The researcher noted that local brands need to promote their national heritage with a close attention to the traditions and focusing on enhancing the social value of their brand as proven it's the most important factor that has an impact on local brand loyalty.

After that they need to find a right formula to justify the price they put on their goods as the consumer pay a lot of attention on Associate that price, they pay with the quality they got from a local brand.

5.3 Suggestions for Future Studies

1) As this research has many limits especially the sample size, the researcher suggests that same model test again with different and bigger sample.

2) Because national identity may differ from nation to nation the researcher suggest that same study conduct in different countries with more nationalism and less nationalism as for example Germany and Middle East countries.

3) This research shown that the strongest factor which impact local brand loyalty is local brand social value therefore the researchers suggest a more detailed study to understand how the social value of a brand create and how the brand could improve it by time.

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Author Profile

Nasr Abdulaziz Murshed received the B.S. and M.S. degrees in Business administration from Taiz university in 2013 and Istanbul Aydin university in 2019, respectively. During 2011-2014, he worked in NGO sector in Yemen as a CEO of leading youth organization and as a professional trainer, as well as a social activist. In late 2014 he moved to Istanbul, Turkey and from then until now he is a social media manager at a foreigner TV channel and marketing consultant.