

Foreign Product Perception in Albanian Market; an Analysis of Country Origin Image, Ethnocentrism and the Position of Turkish Products

Arnavutluk Pazarında Yabancı Ürün Algısı, Menşei Ülke Etkisi ve Türk Ürünlerinin Pazardaki Yeri Üzerine Bir İnceleme

Yüksel KÖKSAL¹, Albana TATAR²

ABSTRACT

The Country-Of-Origin (COO) effect is a reality of international marketing and multifaceted structure of COO makes it important in this field. Albania is a particular instance to examine this topic in order to observe current situation after the communism term. The main objective of this research is to examine the country-of-origin effect upon Albanian consumers to observe their product preferences, reactions, and willingness toward domestic and foreign products. Furthermore this research intended to provide an idea regarding the countries whose products are more preferable and what, among these countries, the place of Turkish products in Albanian market is. We adapted and used CETSCALE (Consumer Ethnocentric Tendencies Scale) to measure consumer attitudes. Findings reveal that ethnocentric tendency of Albanian consumers is strong and Turkish products are preferred less than the products of European countries, whereas more than Chinese products in this market.

Keywords: Country of origin (COO), customer perception, ethnocentrism.

ÖZET

Ürünlerdeki menşei ülke etkisi uluslararası pazarlamanın bir gerçeğidir ve menşei ülke etkisinin çok yönlü yapısı onu uluslararası pazarlamada daha önemli hale getirmektedir. Arnavutluk, komünizm sonrası mevcut durumu görmek açısından, bu konuda güzel bir örnek niteliğindedir. Bu çalışmanın temel amacı, Arnavutluk halkının tüketim tercihlerinde, yabancı ürünlerin yeri, yabancı ürün tüketimindeki isteklilik düzeylerinin incelenmesi ve onların ithal ve yerel ürünlere karşı bakışının ortaya çıkarılmasıdır. Ayrıca, bu pazarda hangi ülke ürünlerinin daha çok tercih edildiğinin belirlenmesi ve Türk ürünlerinin pazardaki yerinin tespit edilmesi de araştırmanın amaçları arasındadır. Bu alandaki tüketici tutumlarını ölçmek için Amerika'da geliştirilen ve pekçok ülkede uygulanan ethnosentrizm (CETSCALE) ölçeği kullanılmıştır. Bulgular, Arnavut halkının yabancı ülke ürünlerine kapalı olmadığını ve bu pazarda Türk ürünleri algısının Avrupa ülkelerinin gerisinde fakat Çin ürünlerinin ilerisinde olduğunu göstermektedir.

Anahtar Kelimeler: Menşei ülke etkisi, müşteri algısı, etnosentrizm.

1. INTRODUCTION

Over the past several decades, the effect of country of origin (COO), on consumer perception, has been one of the important subjects of international marketing activities (Pharr, 2005; Kaynak and Kara, 2002). COO has a potential power to impress consumers as an external cue (Berentzen et al, 2008; Brodowsky et al. 2004). Origin country of the product gives lots of different ideas to customers regarding the product and its background. In today's market structure COO provides unique competition advantage to global firms. Positive COO effect makes customers prefer products of global companies rather than domestic products. Even though, more 700 studies have been made (Pharr, 2005; Papadopolous and Heslop, 2002)

in different countries after Schooler's article (Product Bias in Central American Comman Market-1965) (Tigli et al. 2010, Biswas et al. 2011), no study was carried out related to Albania in this field.

Over the last 17 years, Albania has experienced remarkable political, social and economic development in the transition from a closed, centralized economy to an open-market economy. The transformation process occurred during a period of economic and political unrest and led to social and demographic changes accompanied by large flows of people within and out of the country (Doka, 2005). Lots of Albanian people immigrated to different countries mostly to Italy and Greece. Approximately %20 of the total population- or a million people- is abroad. With the about 700.000

¹ Assist. Prof., Mehmet Akif Ersoy University, Faculty of Economics and Administrative Sciences, Department of Business Administration, yukselkoksal2@gmail.com

² Postgraduate, Epoka University, Faculty of Economics and Administrative Sciences, Department of Business Administration, alhoxha08@epoka.edu.al

people, Albanians are the major immigrant group in Greece (Chaloff, 2008) and they have been very important for Greece labor economy (Hajdinjak, 2005). Even though, 67 percent of total trade volume of Albania has been recognized with European Union (EU) countries, especially, Italy and Greece are main trade partners of it (IMF Country Report No. 13/7; Occasional Papers 97, 2012). On the other hand, Turkey has been second largest trade partner of Albania with % 6.1 trade volumes and China was the third with % 5.4 in 2011. In the same year Albania totally, imported €2.60 billion from EU countries, €259.7 million from China and €225.8 million from Turkey and exported €1.070 billion to EU countries; €108.3 million to Turkey and €36.7 million to China (IMF, www.trade.ec.europa.eu).

As can be seen in the above percentages, European Union countries, specifically, Italy and Greece are essential for Albanian economy. Another important country is Turkey. According to Istanbul Chamber of Commerce Branch of EU and International Corporation report (2009), Turkey is the third investor in the country behind Italy and Greece, with 70 large, medium and small size Turkish companies and total investment value of \$115 million (Sülkü, 2010). Turkey and Albania have signed free trade agreement that came into force in May 1, 2008. With that agreement, governments work reciprocally to improve and force economic corporations, to create appropriate competition conditions and to encourage investments. From Turkey, at the beginning of the liberalist system, unbranded, low quality products were exported and labeled as 'Made in Turkey' from higher prices to this market by unprofessional Albanian companies. In the short time they have damaged Turkish product perception in the country (Çipuri, 2005). Since then, entering this market and competing with European countries' products has been correction very difficult for Turkish companies. Recently, with shopping malls opening, branded and quality Turkish products launched to the market and some Turkish brands such as Lc Waikiki, LTB Little Big Jeans, Altinbas in shopping malls and they started to change cheap-jack Turkish product perception.

In this context, this study is designed to observe the perception of foreign product and evaluate of Albanian consumers. So four countries have been chosen as well as Turkey to observe their market positions such as Italy, Greece, Germany and France. Also, it was aimed to highlight the profile of customers who prefer Turkish products in this market.

2. COO AND CONSUMER ETHNOCENTRISM

COO is a multifaceted structure that causes a wide range of well-known responses (Lim and Darley, 1997) not only in real market but also online market today (Reuber and Fischer, 2011). Cognitive responses can be separated into two different components (Han and Terpstra, 1988); the first one is informational; COO provides cues to consumers regarding the quality, dependability, and value of the product, if more specific information is not readily available and the second one tells about that COO effect relates directly to national sympathy or loyalty, and reinforces sense of national identity. Even though COO studies divided into detailed fields such as "made in..." COA (country of assembly), COD (country of design) and COM (country of manufacturing) (Pharr, 2005; Tse and Lee, 1993) cues, in today's market structure "made in..." effect represents COO effect on consumer mind generally (Thanasuta et al., 2009; Insch, 2003).

It can be find several definitions of COO in the literature. One of the definitions belongs to Johansson et al. (1985) that has been referenced in many studies (Cheong, 2011; Abhilash and Roy, 2009; Chowdhury and Ahmed, 2009; Ghazali et al, 2008; Watson and Wright, 2000; Kucukemiroglu, 1999; Al-Sulaiti and Baker, 1998). They defined COO as the "country where the corporate headquarters of the company marketing the product or brand is located". Consumers' perceptions of the ongoing risk with the perception of quality and value for money are too much important because they have superpower to affect the consumers' choice. There are three types of studies on COO (Chowdhury and Ahmed, 2009; Biswas et al. 2011): (1) studies dealing with consumers' perceptions about various countries; (2) examining the impact of country image on consumers' product evaluations and purchases; and, (3) investigating partitioned COO on consumers' product evaluations.

When products are presented to consumers with the COO cue and other cues such as price and brand, the effects of COO can be observed in two ways; the halo effect and the summary construct. If consumers are not familiar with the products of a country, the country image acts as a "halo" that directly affects consumers' beliefs about these products. In contrast, when consumers are familiar with a country's products, a summary construct model operates in which consumers infer a country's image from its product information (Hong and Wyer, 1989). COO is also considered as a risk property; consumers may experience more risks by purchasing products of poor image countries or they may choose the product only thanks to better image of the country (Cordell, 1993).

Country image is also efficient factor on consumer decisions. Nagashima (1970, p.68) first defined the term country image as "the picture, the reputation, and the stereotype that businessmen and consumers attach to products of a specific country." Also, Papadopoulos and Heslop (1993) pointed out the power of image of country on consumer purchase decisions. This image is created by such variables as representative products, national characteristics, economic and political background, history and traditions (Nagashima 1970; Pereira et al, 2005; Rezvanil et al, 2012; Lin & Chen, 2006). Therefore, the country-of-origin image plays a very important role on consumer judgments and generally the products of more developed countries have better image and prefer ability than emerging countries' (Dikčius and Stankevičienė, 2010; Samiee, 1994; Cordell, 1992).

In purchasing process, consumers are likely to have additional information and access to other cues such as the actual physical product, brand name, price, warranty, etc. but when above multiple cues compared to COO effect, there is a significant differences behalf of COO (Verlegh and Steenkamp, 1999). Thereof, COO plays an important role on product evaluation and behavioral intention of consumers.

On the other hand, ethnocentrism is another reality of international marketing that is a belief and orientates consumers to prefer domestic products and also sometimes that sense reaches up to consumer racism (Ouellet, 2007). Sumner first defined ethnocentrism in 1906 as "the technical name for this view of things in which one's own group is the center of everything, and all others are scaled and rated with reference to it" (p. 13) and it was studied by different sociologists (Catton, 1960; Lynn 1976) before constructing the ethnocentrism scale. To measure ethnocentric tendency in the country CETSCALE (Consumer Ethnocentric Tendencies Scale), was developed by Shimp & Sharma (1987) and ethnocentrism defined as "the beliefs held by (American) consumers about the appropriateness, indeed morality, of purchasing foreign made products' (p.287). CETSCALE consists of 17 item which were produced as Likert-type statements and also it had been accepted internationally reliable and valid after testing various countries such as USA (Netemeyer et al., 1991), Spain (Luque-Martinez et al., 1998) and Japan and Sweden (Hult et al., 2000).

According to Kaynak and Kara (2002) nationalistic emotions stem from ethnocentrism of consumer that develops attitudes concerning products and purchase intentions as well as ultimate purchases. But the economic level of the country is effective and crucial in this regard. Generally consumers in developed coun-

tries tend to choose domestic products rather than imported ones (Bilkey and Nes, 1982; Watson and Wright, 2000), whereas the reverse situation has been observed in the developing countries, where consumers consider foreign products as superior when compared to their local products (Wang and Chen, 2004).

Consumer ethnocentrism is expected to co-vary with age, gender, educational level, and income, further, these demographic characteristics are not conceptually independent from the socio-psychological constructs as well (Sharma et al. 1995). Moreover, the impact of consumer ethnocentrism depends on the development level of the home country. Even though, sometimes ethnocentrism is regarded in a negative manner while preferring foreign products (Balabanis and Diamantopoulos, 2004), in fact ethnocentrism channelize consumers to prefer local products rather than foreign products. Even some famous international brands carry out brand alliances, to break or reduce ethnocentrism effect on consumers (Li and He, 2011). Ethnocentric approach does not only affect product purchasing but also service purchasing. However, Ruyter et al. (1998) obtained that result; if a service is perceived as requisiteness, ethnocentrism tendency remains low.

3. METHODOLOGY

In this study we intended to observe ethnocentrism perceptions of Albanian consumers and attitudes of them toward some countries that have an important market position in the country. Convenience sampling method has been chosen and face-to-face survey method was conducted for data collection. The data has been collected in Tirana that is capital and the biggest city of Albania. The questions were asked to participants in their native language and in the translations of the questions support has been taken from linguists. Questionnaires of 177 participants were accepted for analyzing, whereas 6 were eliminated. Firstly, 17 ethnocentrism scale questions were asked to participants, the scale was adapted from various studies (Balabanis and Diamantopoulos, 2004; Kaynak and Kara, 2002; Sharma et al. 1995; Herche, 1990). Secondly, 15 country image questions were asked to participants to obtain country perception of Albanian consumers. This part was adapted from Kaynak and Kara's (2002) study. Thirdly, authors looked into the profiles of participants to demonstrate who prefer Turkish products in this market. Totally, 38 questions were asked to the participants. 17 of them were about ethnocentrism, 16 of them were about the country perception regarding the image of some countries and 5 of them were about the demographic questions. To analyze the data, SPSS 18 statistical analysis program was used.

4. DATA ANALYSES AND DISCUSSIONS

The results of data sample characteristics are shown in table 1.

Table 1: Sample Characteristics

Sample Characteristics		%		%
Gender:	Male; 79	44.6	Marital Status	
	Female; 98	55.4	Single; 79	44.6
			Married; 43	24.3
Age:	16-18 ; 24	13.6	Married 1 child; 19	10.7
	19-30; 86	48.6	Married 2 children; 15	8.5
	31-40; 34	19.2	Married 3 children or more; 21	11.9
	41-50; 14	7.9		
	51 and older; 19	10.7		
Education:			Mounty Income	
Less than high school; 38		21.5	€ 350 or less; 116	65.5
High school & College; 65		36.7	€ 351-700; 44	24.9
Bachelor; 56		31.6	€ 7001-1.500; 12	6.8
Post Graduated; 18		10.2	€ 1.500 or more; 5	2.8

Albanian's currency is Leke and 1 Euro approximately equals to 140 Leke. In this study, instead of family income, individual income has been asked to participants and their monthly individual incomes found out that the income of 65.5 is about 350 Euro or less. 55.4 percent of the participants are females. 55.4 percent of the participants were married or mar-

ried with children. Majority of the participants were younger people and 62.2 percent had 30 years old and younger. 68.3 percent participants were graduated of high school& college and bachelor category.

Reliability analyzes of the whole data conducted by Cronbach α method obtained a 0.943 result. Table 2 shows reliability and mean values of the CET items.

Table 2: The CETSCALE Reliability and Mean Results

Number	QUESTIONS	Reliability*	Mean**
1	Albanian people should always buy Albanian product instead of import.	0.938	2.73
2	Only those product that are unavailable in Albania should be imported	0.940	3.28
3	Buy Albanian product. Keep Albania working.	0.940	3.43
4	Albanian product first, last and foremost.	0.938	3.10
5	Purchasing foreign-made product is un-Albanian	0.939	2.97
6	It is not right to purchase foreign products, because it puts Albanian people out of a job.	0.940	2.98
7	A real Albanian should always buy Albanian products.	0.940	2.86
8	We should purchase products manufactured in Albania instead of letting other countries getting rich from us.	0.941	3.25
9	It is always best to purchase Albanian products.	0.938	2.97
10	There should be very little trading or purchasing of goods from other countries unless out of necessity.	0.938	3.08
11	Albania should not buy foreign products, because this hurts Albanian business and causes unemployment.	0.938	2.71
12	Curbs should be put on all imports.	0.940	2.55
13	It may cost me in the long run but I prefer to support Albanian product.	0.943	3.40
14	Foreigners should not be allowed to put their products in our market.	0.940	2.60
15	Foreign products should be taxed heavily to reduce their entry into Albania	0.938	2.46
16	We should buy more foreign countries only those products that we cannot obtain within our own country.	0.940	3.31
17	Albanian consumers who purchase products made in other countries are responsible for putting their fellow Albanian out of the work.	0.938	2.49

(**Note:** *Cronbach Alpha results (Alpha if item deleted) **Mean values of items; respond format is five-point Likert type scale.)

In order to understand correctly the ethnocentric tendency of Albanian consumers, per item of CETSCALE mean values of this study were compared with several studies those made in after 2000s and different countries such as Canada with 144 participants and Russia with 119 participants (Saffu and Walker, 2005), Turkey with 386 participants (Armağan and Gürsoy, 2011), Malaysia with 122 participants (Cheong, 2011) and India with 60 participants (Bawa, 2004). Results shown in below table;

Table 3: CETSCALE Mean Values of the Countries

Items	Albania	Canada	Russia	Turkey	Malaysia	India
Item 1	2.73	2.21	2.14	2.96	2.07	2.73
Item 2	3.28	2.27	2.44	3.08	2.58	2.88
Item 3	3.43	3.28	3.15	3.80	2.70	3.21
Item 4	3.10	2.27	2.52	2.96	2.28	2.40
Item 5	2.97	1.42	1.98	2.72	1.87	1.48
Item 6	2.98	1.85	2.11	2.79	1.96	2.18
Item 7	2.86	1.55	1.69	2.80	1.90	1.95
Item 8	3.25	2.00	1.69	3.10	2.30	2.45
Item 9	2.97	2.48	2.24	3.03	2.24	2.52
Item 10	3.08	1.88	2.30	2.90	2.44	2.52
Item 11	2.71	1.94	2.28	3.03	2.25	2.16
Item 12	2.55	1.96	2.22	2.90	2.38	1.56
Item 13	3.40	2.68	2.65	2.76	2.37	2.88
Item 14	2.60	1.43	1.46	2.70	2.07	1.50
Item 15	2.46	1.79	2.53	2.90	2.17	2.31
Item 16	3.31	2.20	2.48	3.34	2.51	3.09
Item 17	2.49	1.49	1.63	3.65	2.16	2.00

In the Balkan area, another ethnocentrism study has been made in West Balkan countries (Croatia, Serbia, Bosnia & Herzegovina and Montenegro) by Dimitrovic et al. (2009). Findings indicate that Croatia and Serbia are more ethnocentric than Bosnia & Herzegovina and Montenegro. Authors' argument for that reason is that Bosnia & Herzegovina and Montenegro have multicultural structure and populated by several ethnic groups. Albania has homogenous public structure such as Croatia and Serbia.

Also we examined meaningful relations between first question of CETSCALE, that is 'Albanian people should always buy Albanian product instead of import', and demographic characteristic thorough one way ANOVA method. We found out a meaningful relationship between 'preferring local products' and some demographic variables (education level, age, income level, marital status, gender). First of all, any significant relationship couldn't be obtained between 'preferring domestic product' and income level and gender. According to ANOVA results, their p values of them were over the reference value, 0.05 (income level; 0.813>0.05 and gender; 0.951>0.05). But the other demographic samples, education level,

age and marital status, have significant relationships with 'preferring domestic product'. For instance, there is a significant relationship between 'preferring local products' and the education level with 0.018 p values ($p \leq 0.05$). Less than high school level educated participants, support the idea that 'Albanian people should always buy Albanian product instead of import' with 3.08 mean values. High school graduates category's mean values are 2.97 and bachelor category's mean values are 2.30. That means, with an increase in the level of education, preferring domestic product ratio decreases in Albanian market.

There is another meaningful relationship of preferring local product with age classification. Accordingly to ANOVA results (p values are 0.041, $p \leq 0.05$), after 31 years old, preferring local product ration increases dramatically. The mean values are as follows; 18 years old and younger; 2.63, 19-30 years old; 2.49, 31-40 years old; 2.76, 41-50 years old; 3.36 and 51 years old and more; 3.42. These results also confirm Javalgi et al.'s study (2004) on France consumers. Findings say that older consumers have more ethnocentric tendency than younger consumers.

There is another considerable relationship between preferring local products and marital status (p values are 0.005, $p \leq 0.05$). Preferring local product ratios show increase in line with marital status and having children. The mean values are detected like those; single; 2.48, married; 2.44, married 1 child; 3.05, married 2 child; 3.40, married 3 child or more; 3.48. Actually, the marital status and age category results support each other.

Table 4, reflects the ideas of the participant regarding different aspects of products in terms of the countries and the country images. Product specialties of 6 countries were examined in this part. A 5 point Likert scale was conducted to observe participants' idea. The highest value in the table belongs to Germany with 4.01 mean values regarding having reliable product, even though Germany products are accepted as the most expensive products with 3.89 mean values. Statement scores show that Turkey products come behind European countries' products and its values are higher only than those of China. Although French products appear second preferable products by the statement values in the table 4, it comes fourthly in the Country Preference Alignment List (table 8). That means French products have been perceived better but maybe for different reasons they couldn't enter the Albanian market.

Table 4: Product Country Image Mean Values

Perception	Strongly Disagree	1	2	3	4	5	Strongly Agree
COUNTRIES	Turkey	China	Italy	Greece	Germany	France	
18. Are expensive	2.54	2.02	3.47	3.00	3.89	3.62	
19. Are reasonable priced considered quality	3.23	3.45	3.51	3.03	3.79	3.41	
20.This country supplies more luxury items than necessities	2.32	2.16	3.08	2.95	3.39	3.49	
21.Their products are more tailor-made rather than mass produced	2.79	2.49	3.27	3.29	3.94	3.66	
22.Are reliable	3.05	2.48	3.54	3.27	4.01	3.84	
23.Are technically advanced	3.02	3.33	3.31	2.88	3.89	3.66	
24.Are cheap imitation of better brand	3.45	3.51	2.89	2.60	2.50	2.37	
25.Are very durable and made of good material	2.95	2.47	3.65	3.37	3.82	3.87	
26.Give a bad performance	3.24	3.50	2.70	3.08	2.23	2.23	
27.Are supported by a good maintenance service	2.88	2.95	3.56	2.84	3.85	3.66	
28.These goods have low prestige, so I do not tell others that I buy them	3.42	3.57	2.85	2.96	2.16	2.29	
29.Are much advertised	3.12	3.73	3.44	2.92	3.33	3.18	
30.Have a well-recognized brand name	2.81	2.93	3.60	3.03	3.93	3.77	
31.Provide a wide choice of size and model	3.21	3.70	3.50	2.94	3.68	3.19	
32.Have a good style and appearance	3.12	2.80	3.60	3.20	3.85	3.87	

According to table 4, the situation and the reputation of Turkish products are not very well. To understand correctly general the tendency toward Turkish products, we examined the mean values of questions 18-32 for Turkey according to the demographic samples through ANOVA method to determine the customer profile preferring Turkish products. Firstly we couldn't obtain any significant relationship between Turkish product specialties and gender and marital

status categories. But we determined some significant relationships in the other demographic characters.

There are significant relationships between participants' income categories and their beliefs that 'Turkish products are very durable and made of good material' and Turkish products have a good style and appearance'.

Table 5: Preferring Turkish Products and Income Categories

	Monthly Individual Income	People	Mean*	Std. Error
Turkish products are very durable and made of good material	€ 350 or Less	116	2.91	0.110
	€ 351-700	44	3.09	0.171
	€ 7001-1.500	12	3.42	0.358
	€ 1.5001 or More	5	1.60	0.600
	Total	177	2.95	0.090
Turkish Products have a good style and appearance	€ 350 or Less	116	3.01	0.107
	€ 351-700	44	3.48	0.119
	€ 7001-1.500	12	3.42	0.379
	€ 1.5001 or More	5	2.00	0.548
	Total	177	3.12	0.084

(Note: * 5 point Likert scale mean values.)

According to results, middle income level customers are satisfied with regard to Turkish products' durability and product style in Albanian market. We observed $p < 0.030$ significance level for durability factor. On the other hand statistical significance level of life style and appearance of Turkish products has

been $p < 0.008$. When mean values are considered, that can be concluded that, middle income level customers believe in durability and good style of Turkish products in highest level, lower income category comes after them and high level income customers' approach seem negatively.

Table 6: Preferring Turkish Products and Education Levels

	Education Level	People	Mean	Std. Error
Turkish products are cheap imitation of better brand	Less than High school	38	3.53	0.216
	High school & Collage	65	3.54	0.170
	Bachelor	56	3.09	0.162
	Post Graduated	18	4.06	0.262
	Total	177	3.45	0.098
Turkish products are very durable and made of good material	Less than High school	38	2.97	0.218
	High school & College	65	2.88	0.138
	Bachelor	56	3.30	0.137
	Post Graduated	18	2.11	0.312
	Total	177	2.95	0.090
Preferring Turkish Products	Less than High school	38	3.03	0.252
	High school & Collage	65	3.62	0.188
	Bachelor	56	4.39	0.190
	Post Graduated	18	3.78	0.447
	Total	177	3.75	0.121

As it can be seen in the table above, we obtained significant relations between responders' education level and three statements, that is 'cheap imitation of better brand', 'durability' and preferring Turkish products. Findings show that Turkish products are regarded as reputable, durable and preferable among Bachelor education level Albanian customers. Obtained significance values for statements have been recognized like that cheap imitation of better brand's is $p < 0.035$, durability's is $p < 0.003$ and preferring Turkish product's is $p < 0.000$. The idea of 'Turkish products are cheap imitation of better brand' supported weakly by bachelor category with 3.09 mean values among other categories. Also they believed that 'Turkish products are very durable and made of good material' with 3.30 mean values. Likewise Turkish products are being preferred by bachelors with 4.39 and post graduated people with 3.78 mean values in this market. While high school and College level education category's mean values are 3.62, less than high school education level Albanian people's mean values have been 3.03.

Table 7: Preferring Turkish Products and Age Categories

	Age	People	Mean	Std. Error
Preferring Turkish Products	18 or younger	24	3.50	0.335
	19-30	86	3.88	0.163
	31-40	34	4.21	0.283
	41-50	14	3.50	0.522
	51 or more	19	2.84	0.299
	Total	177	3.75	0.121

Preferring country values of all countries shown in table 8, where responders graded the countries with regard to preferring their products. In that question we aimed to observe significance of which age categories prefer Turkish products. Mean values of this statement are higher than other 5 point likert scale question values because the values were estimated upon 6 countries and values. We obtained a significant relationship between 'preferring Turkish product' and 'age' factor as well ($p < 0.033$). According to ANOVA results, mostly middle age (31-40) Albanian people prefer Turkish products among other age categories with 4.21 mean values. 19-30 age categories come after with 3.88 mean values. 18 or younger and 41-50 years old categories share same values with 3.50. Finally older Albanian people don't prefer Turkish products so much with 2.50 mean values. After the communism Turkey has improved good relationships with Albanian government and provided some economical aids and education opportunities to Albania (Akyol, 2007). Positive relationships of that term might affect positively young Albanian people and they have been middle age group in the country now.

Additionally, we asked the participants that 'If you choose to buy foreign product, which country's product you would like to buy mostly'. The participants made an alignment for their country preferences. The results can be seen in table 8.

Table 8: Country Preference Alignment List

Preference	Turkey		Greece		China		Italy		Germany		France	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	17	9.6	18	10.2	33	18.6	31	17.5	63	35.6	15	8.5
2	35	19.8	47	26.6	21	11.9	47	26.6	14	7.9	12	6.8
3	25	14.1	25	14.1	28	15.8	31	17.5	35	19.8	34	19.2
4	20	11.3	19	10.7	21	11.9	4	2.3	30	16.9	83	46.9
5	58	32.8	33	18.6	27	15.3	31	17.5	16	9.0	11	6.2
6	22	12.4	35	19.8	47	26.6	33	18.6	19	10.7	22	12.4
Total	177	100	177	100	177	100	177	100	177	100	177	100

According to results, 35.6 percent of participants ranked Germany as first among 6 countries and Germany products are most repetitive products in this market. Even though Italy and Greece have shared second line with % 26.6, being preferred percentage of Italy is higher than Greece in the first line, so Italy comes second, and Greece is third. France got highest preference percentage in the fourth line. Highest preference percentage of Turkey is placed in the fifth line with % 32.8. China got highest percentage in the sixth line with % 26.6.

5. CONCLUSION

According to data analysis findings, three different conclusions have been obtained in this study. Firstly, ethnocentric tendency is quite strong in this country. Especially, middle age and older people believe the importance of consuming local products in Albania. Secondly, Italy, Greece, Germany, Turkey and China are among important international trade partners. In terms of country image of products, Germany has been ranked the first in many question statements that show positive attitudes toward this country and Italy and France follow it (Table 4). The country image of Greece and Turkey has been ranked averagely and China has been ranked as the last one. But a few differences have been detected in the country prefer-

ence alignment list rankings (Table 8). Even though, product country image mean values of France products have been ranked highly, France has gotten highest preference percentage in the fourth line and even lower than Greece. In the same way, preference percentage of Turkish products has been lower than Greece products. Thirdly, it has been observed that, Turkish products are being preferred among middle income level, middle age category and mostly graduates of bachelor Albanian people.

Those people believe that Turkish products are durable enough and made of good material, cheap imitation of better brand and have a good style and appearance. Marketers may consider those demographic samples of consumers' needs and requests. Turkish companies should need to change perception of Turkish product positively. Generally Albanian people like Turkey and Turkish people, the reason for this can be common historical and cultural values. If Turkish companies invest to switch negative Turkish product perception by fixing product quality and improving different marketing campaigns, Albanian people might have a more positive response toward Turkish products in their preferences.

END NOTES

This study was partly presented at II. International Balkan Conference (IBAC) in Tirana/Albania

REFERENCES

- Abhilash, P. ve Roy, S. (2009) "Indian Consumers' Perception of Country of Origin on Organizational Capabilities" *The IUP Journal of Management Research*, 8(10):63-72.
- Al-Sulaiti, K.I. ve Baker, M.J. (1998) "Country of Origin Effects: a Literature Review" *Marketing Intelligence & Planning*, 16(3):150-199.
- Armağan, E.C. ve Gürsoy, Ö. (2011) "Satın Alma Kararlarında Tüketici Etnosentrizmi ve Menşei Ülke Etkisinin Cetscale Ölçeği ile Değerlendirilmesi" *Organizasyon ve Yönetim Bilimleri Dergisi*, 3(2):67-77.
- Balabanis, G. ve Diamantopoulos, A. (2004) "Domestic Country Bias, Country of Origin Effects, and Consumer Ethnocentrism: A Multidimensional Unfolding Approach" *Journal of the Academy of Marketing Science*, 32(1):80-95.
- Bawa, A. (2004) "Consumer Ethnocentrism: CETSCALE Validation and Measurement of Extent" *Vikalpa*, 29(3):43-57.
- Berentzen, J.B., Backhaus, C., Michaelis, M., Blut, M. ve Ahlert, D. (2008) "Does 'Made in....' Also Apply to Services? An Empirical Assessment of the Country-of-Origin Effect in Service Settings" *Journal of Relationship Marketing*, 7(4).
- Bilkey, W. ve Nes, E. (1982) "Country of Origin Effects on Product Evaluations" *Journal of International Business Studies*, 13:89-100.
- Biswas, K., Chowdhury, M.H.K. ve Kabir, H. (2011) "Effects of Price and Country of Origin on Consumer Product Quality Perceptions: An Empirical Study in Bangladesh" *International Journal of Management*, 28(3):659-674.
- Brodowskya, G.H., Tanb, J. ve Meilich, O. (2004) "Managing Country of Origin Choices: Competitive Advantages and Opportunities" *International Business Review*, 13:729-748.
- Catton, W.R. (1960) "The Functions and Dysfunctions of Ethnocentrism: A Theory" *Social Problem*, 8:201-211.
- Chaloff, J. (2008) "Albania and Italy Migration policies and their development relevance A Survey of Innovative and 'Development-Friendly' Practices in Albania and Italy" *Centro Studi di Politica Internazionale Working Papers No:51*.
- Cheong, A.L.H. (2011) "Country of Origin Information, Ethnocentrism and Perceived Quality of Mobile Phones: Experience from the Field" *International Review of Business Research Papers*, 7(6):15-32.
- Chowdhury, H.K. ve Ahmed, J.U. (2009) "An Examination of the Effects of Partitioned Country of Origin on Consumer Product Quality Perceptions" *International Journal of Consumer Studies*, 33:496-502.
- Cordell, V.V. (1992) "Effects of Consumer Preferences for Foreign Sourced Products" *Journal of International Business Studies*, 23(2):251-69.
- Cordell, V.V. (1993) "Interaction Effects of Country of Origin With Branding, Price and Perceived Performance Risk" *Journal of International Consumer Marketing*, 5(2):5-18.
- Coskun, G. (2007) "Balkan Politikasında Arnavutluk (1912 Sonrası)" Yayınlanmamış Yüksek Lisans Tezi, Isparta, Süleyman Demirel Üniversitesi Sosyal Bilimler Enstitüsü.
- Çipuri, R. (2005) "Türk'e Evet, Malına Hayır", *Zaman Gazetesi*, 25 Ağustos 2005. http://www.zaman.com.tr/pazar_turke-ebet-malina-hayir_205391.html
- Dikčius, V. ve Stankevičienė, G. (2010) "Perception of Country of Brand Origin and Country of Product Manufacturing Among Lithuanians and Emigrants from Lithuania" *Organizations and Markets in Emerging Economies*, 1, No. 2(2).
- Dmitrovic, T., Vida, I. ve Reardon, J. (2009) "Purchase Behavior in Favor of Domestic Products in the West Balkans" *International Business Review*, 18:523-535.
- Doka, D. (2005) "Socio-Economic and Regional Developments of Albania After 1999" *Geographical Studies*, 24. Posdam.
- European Commission (2013) Directorate General for Trade <http://trade.ec.europa.eu/doclib/html/113342.htm.pdf>, (11.03.2013).
- Ghazali, M., Othman, M.S. Yahya, A.Z. ve Ibrahim, M.S. (2008) "Products and Country of Origin Effects: The Malaysian Consumers' Perception" *International Review of Business Research Papers*, 4(2):91-102.

Hajdinjak, M. (2005) "Don't Want To Live With Them, Can't Afford To Live Without Them: Albanian Labor Migration In Greece" Migrations, Integration Security And Quality of Life in Mediterranean Cities, an International Conference, University of Lugano, September 30th – October 1st, Switzerland.

İstanbul Ticaret Odası, (2012) "Arnavutluk Ülke Raporu" www.ito.org.tr/Dokuman/Ulke/Arnavutluk.pdf, (11.10.2012).

Han, C.M. ve Terpstra, V. (1988) "Country-of-origin: Effects for Uni-national and Binational Products" *Journal of International Business Studies*, 16:235-256.

Herche, J. (1990) "The Measurement of Consumer Ethnocentrism: Revisiting the CETSCALE" *Proceedings of the Thirteenth Annual Conference of the Academy of Marketing Science*, B. J. Dunlap, ed. Western Carolina University, 371-375.

Hong, S. ve Wyer, R.S.Jr. (1989) "Effects of Country of Origin and Product Attribute Information on Product Evaluation: An Information Processing Perspective" *Consumer Research*, 16:175-185.

Hult, G.T.M., Keillor, B.D. ve Lafferty, B.A. (1999) "A Cross-National Assessment of Social Desirability Bias and Consumer Ethnocentrism" *Journal of Global Marketing*, 12(4):29-43.

IMF, (2013) "Albania 2012 Article IV Consultation" *Country Report No. 13/7*, International Monetary Fund Country Report,

Insch, G.S. (2003) "The Impact of Country-of-Origin Effects on Industrial Buyers' Perceptions of Product Quality" *Management International Review*, 43(3):291-310.

Javalgi, R.G., Khare, V.P. Gross, A.C. ve Scherer, R.F. (2005) "An Application of the Consumer Ethnocentrism Model to French Consumers", *International Business Review*, 14:325-344.

Johansson, J.K., Douglas, S.P. ve Nonaka, I. (1985) "Assessing the Impact of Country of Origin on Product Evaluations: A New Methodological Perspective" *Journal of Marketing Research*, 22:388-396.

Kaynak, E. ve Kara, A. (2002) "Consumer Perception of Foreign Products; An Analyses of Product-Country-Images and Ethnocentrism" *European Journal of Marketing*, 38(7/8):928-949.

Kucukemiroglu, O. (1999) "Market Segmentation by Using Consumer Lifestyle Dimensions and Ethnocentrism: An Empirical Study" *European Journal of Marketing*, 33(5/6):470-487.

Li, Y. ve He, H. (2011) "Evaluation of International Brand Alliances: Brand Order and Consumer Ethnocentrism" *Journal of Business Research*, Article in Press. Available in Science Direct.

Lim, J.S. ve Darley, W.K. (1997) "An Assessment of Demand Artifacts in Country of Origin Studies, Using Three Alternative Approaches" *International Marketing Review*, 14(4):201-216.

Lin, L.Y ve Chen S.C. (2006) "The Influence of the Country-Of-Origin Image, Product Knowledge and Product Involvement on Consumer Purchase Decisions: An Empirical Study of Insurance and Catering Services in Taiwan" *Journal of Consumer Marketing*, 23(5):248-265.

Luque-Martínez, T., Ibañez-Zapata, J.-A. ve Barrio-García, S.D.(2000) "Consumer Ethnocentrism Measurement- an Assessment of the Reliability and Validity of the CETSCALE in Spain" *European Journal of Marketing*, 34(11/12):1353-1373.

Lynn, R. (1976) "The Sociobiology of Nationalism". *New Society*, July:11-14.

Nagashima, A. (1970) "A Comparison of Japanese and US Attitudes toward Foreign Products" *Journal of Marketing*, 34(1):68-74.

Netemeyer, R.G., Durvasula, S. ve Lichtenstein, D.R. (1991) "A Cross-National Assessment of the Reliability and Validity of the CETSCALE" *Journal of Marketing Research*, 28:320-327.

Ouellet, J.F. (2007) "Consumer Racism and Its Effects on Domestic Cross-Ethnic Product Purchase: An Empirical Test in the United States, Canada, and France" *Journal of Marketing*, 71(1):113-128.

Papadopolous, N.G. ve Heslop, L.A. (2002) "Country Equity and Country Branding: Problems and Prospects," *Journal of Brand Management*, 9(4-5):294-314.

Papadopoulos, N. ve Heslop, L.A. (1993) "Product-Country Image: Impact and Role in International Marketing." London: International Business Press.

Pereira, A., Hsu C.C. ve Kundu, S.K. (2005) "Country-of-Origin Image: Measurement and Cross-national Testing" *Journal of Business Research*, 58:103-106

Pharr, J.M. (2005) "Synthesizing Country-of-Origin Research from the Last Decade: Is the Concept Still Salient in an era of Global Brands?" *Journal of Marketing Theory and Practice*, 13(4):34-45.

Reuber, A.R. ve Fischer, E. (2011) "When Nobody Knows Your Name: Country-of-Origin as a Reputational Signal for Online Businesses" *Corporate Reputation Review*, 14(1):37-51.

- Rezvanil, S., Shenjari, G., Dehkorti, G.J., Salehi, M., Nahid, N. ve Soleimani, S. (2012) "Country of Origin: A Study over Perspective of Intrinsic and Extrinsic Cues on Consumers Purchase Decision" *Business and Management Dynamics*, 1(11):68-75.
- Ruyter, K., Marcel, B. ve Wetzels, M. (1998) "Consumer Ethnocentrism in International Services Marketing" *International Business Review*, 7:185–202.
- Saffu, K. ve Walker, J.H. (2005) "An Assessment of the Consumer Ethnocentric Scale (CETSCALE) in an Advanced and Transitional Country: The Case of Canada and Russia" *International Journal of Management*, 22(4):556-571.
- Samiee, S. (1994) "Customer Evaluation of Products in A Global Market" *Journal of International Business Studies*, 25(3):579-604.
- Sharma, S., Shimp, T.A. ve Shin, J. (1995) "Consumer Ethnocentrism: A Test of Antecedents and Moderators" *Journal of the Academy of Marketing Science*, 23(1):26-37.
- Shimp, T.A. ve Sharma, S. (1987) "Consumer Ethnocentrism: Construction and Validation of the CETSCALE" *Journal of Marketing Research*, 24:280–289.
- Sülkü, M. (2010) "Political Relations between Turkey and Albania in the Post-Cold War Period" Unpublished Thesis Master Of Science in the Department Of International Relations, Middle East Technical University.
- Sumner, W.G. (1906) *Folkways; Study of the Sociological Importance of Usages, Manners, Customs Mores and Morals*. Boston: Ginn.
- Thanasuta, K., Patoomsuwan T. Chaimahawong V. ve Chiaravutthi Y. (2009) "Brand and Country of Origin Valuations of Automobiles" *Asia Pacific Journal of Marketing and Logistics*, 21(3):355-375.
- Tigli, M., Pirtini, S. ve Erdem, Y.C. (2010) "The Perceived Country Of Origin Images In Turkey" *International Business & Economics Research Journal*, 9(8).
- Tse, D.K. ve Lee, W. (1993) "Removing Negative Country Images: Effects of Decomposition, Branding and Product Experience" *Journal of International Marketing*, 1(3):25-48.
- Verlegh, P.W.J. ve Steenkamp, J.B.E.M. (1999). "A Review and Meta-Analysis of Country-of-Origin Research" *Journal of Economic Psychology*, 20(5):521-546.
- Wang, C.L. ve Chen, Z.X. (2004) "Consumer Ethnocentrism and Willingness to Buy Domestic Products in a Developing Country Setting: Testing Moderating Effects" *Journal of Consumer Marketing*, 21(6):391-400.
- Watson, J.J. ve Wright, K. (2000) "Consumer Ethnocentrism and Attitudes toward Domestic and Foreign Products" *European Journal of Marketing*, 34(9/10):1149-1166.
- www.musavirlikler.gov.tr/.../Arnavutluk%202011%20Ulke%20Rapo.pdf. Cited;11. 10. 2012.

