

## RELATIONSHIP BETWEEN LOBAL MARKETİNG AND BRAND EQUITY: THE CASE OF BAKTAT

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### Abstract

*The concept of llobal means producing the products and services in local markets and consuming in global markets. The aim of this study is evaluating the relationship between the size of perceived brand equity influenced the local marketing strategy having the approach of “think local, act global” and perceived level of consumer brand equity in national market. The basic assumption of the study is that llobal marketing strategy contributes to the increase of the perceived brand equity in national market. The four basic hypotheses determined by depending on research model developed according to the aim and the basic assumptions of the research have been analyzed by the multi linear regression model and adopted. The descriptive statistics has been used for the arranged of data obtained by survey method.*

**Keywords:** Globalisation, Glocal, Local, Llobal Marketing, Brand Equity.

### 1. INTRODUCTION

In today's competitive market structure, maintenance of the business continuity depends on managing to develop and maintain their competitiveness, gain advantages over its competitors, to become dynamic, entrepreneurial and global. Together with globalization, knowledge, technology and social change and innovation, necessitates the development of new ideas and concepts. In this sense, as a new concept that provides the ability to compete successfully in global markets, llobal marketing has an understanding of businesses, including both, local and global concepts and of “thinking locally and acting globally”. Llobal marketing, involves offering their products of the local businesses to global markets and thus the bottom-up process of globalization. (Medeni, 2004). Businesses' achievements in global markets, with the understanding of llobal marketing, will be able to impact on the brand equity of products in the national market. Brand equity, is the essential element that shows the brand's reliability. (Sinha, Ashill, Gazley, 2008). Carrying llobal marketing strategy, this success of the enterprises which have a competitive advantage in global markets also positively impacts brand equity. Based on supposition, in this research paper the consumer perceptions of brand equity in the national market concerning the firm “Baktat” which carried out the llobal marketing strategy is analysed. For this purpose, there is more information about the issues on llobal marketing and brand equity in the following sections.

### 2. LOBAL MARKETING

Globalism or Glocalism, are the concepts that have emerged because of important changes and innovation in technological and social areas. First, the expansion of multinational and national companies and after that, the growth of information and communication technologies, has created significant impacts on thoughts, ideas and applications (Hearn and Parkin, 2002). In today's intensive, competitive world of business, businesses, large or small, centralized or none, static or dynamic, strives to become both local and global. In the debate about the globalization, terms -- global or local are used as the separate terms. (Medeni,2004). Benyon et al. (2000), emphasize binary structure between local and global terms that required in the analysis of globalization. Globalization is not only a top-down process but it also includes the process of regionalization. The global localization, used by Coca-Cola and Sony or as the original Japanese marketing term “glocalisation”, used by Robertson in 1995, are two initiatives known in this regard. Robertson (1995), observes Japan adapting the foreign or global model to the national conditions in some cases. In fact, it is the glocalisation (Straubhaar, 1997). The concept of “Glocal Communities” referred by Benyon et al. (2000) described by Luke in 1995. In the early 1990s, the concept of “glocal identities” was put forward by Featherstone (1990). Selby (2002) criticized the division of views on local and global concepts into two opposing groups. According to Selby (2002), the local and global concepts are concepts integrated with each other, and this division is incorrect. Robertson (1995), sustains the idea, local concept takes place in global concept and it represents localization in the process of globalization.

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"Lobal", as a new concept, is essentially derived from the word "lobe". Lobal concept was derived by the terms "lobalization" and "lobalizm" during the discussions and analysis that developed under the concept of globalisation and during the search of new concept. As a new concept, "lobal" is a good option and offers some innovations beyond the previous terms. Together, local and global gained a useful meaning in the lobal concept. Combination of these two concepts has also been attempted in "glocal" concept. However, lobal has some important advantages. Lobal, when it is compared with glocal concept, lobal was born of "lobe" concept, which is just existing in its natural structure. In addition, glocal is the artificial combination of global and local concepts. New concept is easier to use and more effective, which obtained as a result of conceptualization. The concept of glocal has already got several meanings and connotations. Some of them are of narrow sense, controversial and contradictory definitions. All these are strengthening the digestion of real value of the concept of glocal and its effective use (Medeni, 2004).

According to Dirlik (1999), lobal is completely different from the concept of glocal as a way of new building. On the other hand, the lobal concept takes place in the glocal concept or in some of the meaning was attributed for global concept and helps to simplify the concepts. One of the common features of all these derived concepts is the use of global and local together. Lobal, is perceived as a concept between local and global and the relationship between them is symbolized consecutively. This situation is seen in Figure 1.

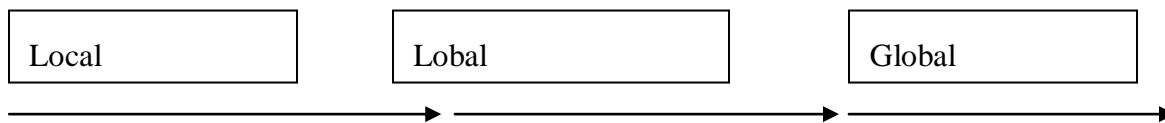


Figure 1 Stages of globalization

Source: Medeni, 2004.

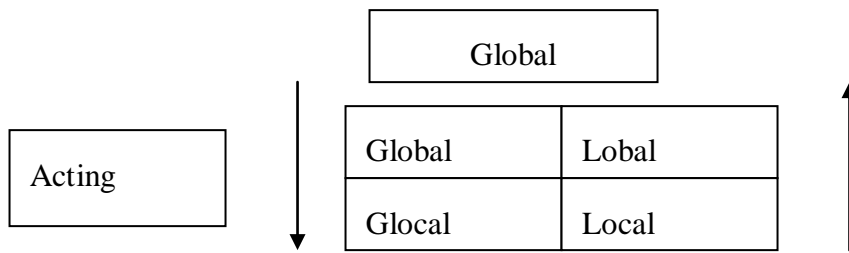
Analysing the Figure 1, we see that, local comes up in one end of the line, global in the other end, and lobal in the middle of the line. To bring together these three concepts, that has correlation among, should simplify to imagine the different stages of the globalization model. According to the Figure 1, lobal is an intermediate stage, which provides achievement from local to global. More specifically, lobal is in an agreement with the regional sense, between the local and global. In addition to local and global, it would be necessary to emphasize of being regional. However, the meaning of the concepts of local, global, lobal and glocal can be varied specifically. As it is shown in Table 1, the concepts of global, local, lobal and glocal are reconceptualised relating to the specific rating of glocal password: "think global, act global".

Table 1. Rating of Local, Global, Glocal and Lobal Concepts together

Local	Think local, act local
Global	Think global, act global
Glocal	Think global, act local
Lobal	Think local, act global

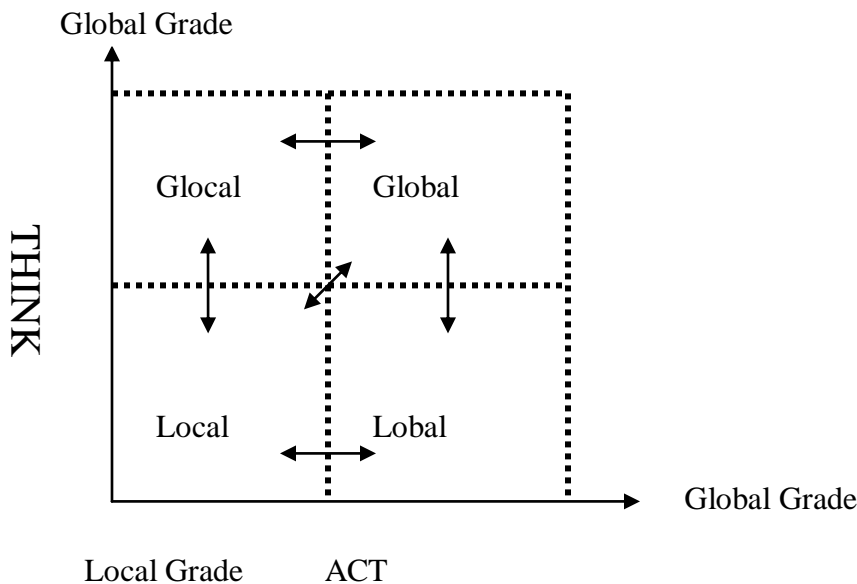
Source: Medeni, 2004.

As shown in Table 1 the concepts of local and global seem to be easy to understand. On the contrary to "think globally, act locally", lobal is defined as "think locally, act globally". This definition of lobal concept involves a bottom-up process in process of globalization. (Benyon et al. (2000); Wang, 2000). Lobal concept means to produce goods and services in the local markets, and to consume in the global markets. On the other hand, the glocal concept being a top-down process, means to produce goods and services in the global market and to consume in local market. In the Table 2 top-down and bottom-up differentiation in process of globalization (localization) has seen.



**Figure 2 Top-Down, Bottom-Up Process of Globalization**  
**Source: Medeni, 2004.**

As it is seen in Figure 2, the concept of globalization covers local and global concepts together. Besides this, glocalization and llobalization conceptual different levels, such as top-down (think globally, act locally) and bottom-up(think locally, act globally )grades of globalization process have been represented. The global business’s product presentation in the local market, and thus their globalization or product presentation of the local business in global market and thus their globalization involve their grade of action during globalization. If each concept (glocalization and llobalization) will be discussed as a different forms of globalization, reciprocal links between the concepts of local, global, glocal and llobal would be established more frankly. This situation is seen in Figure 3.



**Figure 3: The Interconnection Between Forms of Globalization, and Grade of Connection**  
**Source: Medeni, 2004.**

Figure 3 shows graphical representation of the concepts discussed above. Relations between concepts are shown by arrows. For example, if you are going to be global you have to be more glocal than local grade from point of acting and point of thinking. Other projections can be made relating to the conceptions local, global, llobal and glocal. Globalization process, is a progressing process going through the stages of global and glocal. Glocal, can be seen as the last stage of the globalization process or can be proceeded as local-glocal-global and then llobal as an ideal situation. All of these comments depend on how different conditions are interpreted and what kind of features they have. In order to understand globalization process, processes and products are as important co-conditions as their differentiations made by theorists. (Medeni, 2004). The basic assumption of the study is that llobal marketing strategy contributes to the increase of the perceived brand equity in national market. In this context, information related on literature review about brand equity and analysis of survey data, carried out for Baktat products take place in the following sections.

**3. BRAND EQUITY LITERATURE REVIEW**

Brand equity is the essential element that shows the brand reliability. Researches on brand equity are supporting the positive impact of brand equity on market power, on the company market share and on consumers’

willingness to pay premium prices. Ultimately, brand equity provides important achievements in improved future profits and long-term cash flow, sustainable competitive advantage and marketing success. (Sinha, Ashill, Gazley, 2008). There are financial- and consumer- based approaches for measuring the value of the brand name adds to a product. According to the financial-based approaches brand equity can be expressed as “the incremental cash flows which accrue to branded products over and above the cash flows which would result from the sale of unbranded products.” (Simon and Sullivan, 1993:29). According to this view, brand equity is based on the financial value, thus focusing on the financial impact of marketing activities on firm performance (Baldauf, Cravens, Binder, 2003). The customer or marketing based brand equity perspective, on the other hand, focuses on how brands are perceived by consumers. Since brands provide value to investors, manufacturers, and retailers only if they ultimately provide value to the consumer (Farquhar, 1989; Cobb-Walgren, Ruble, Donthu, 1995). Operationalizations of brand equity from the consumer-based perspective usually fall into two different categories (Cobb-Walgren, Ruble, Donthu 1995, Washburn and Plank. 2002; Pappu, Quester, Cooksey 2006, 2007). Namely those involving consumer perceptions (e.g., brand awareness, brand associations, perceived quality) and those focusing on actual consumer behaviour.

From a perceptual viewpoint, Keller (1993, p. 2) defines consumer-based brand equity as "the differential effect of brand knowledge on consumer response to the marketing of the brand". Brand knowledge is decomposed into brand awareness (recall and recognition) and brand image (brand associations e.g. uniqueness, strength and dominance). Brand awareness is a distinguishing dimension of brand knowledge and can affect consumer decisions by influencing the formation and power of the brand associations in the brand image. On the other hand, from a behavioural viewpoint, Kamakura and Russel (1993) develop three measures of consumer-based brand equity. They are perceived value, brand dominance ratio and intangible value. Aaker (1991) is one of few researchers incorporating both attitudinal and behavioural viewpoints in his conceptualization of consumer-based brand equity. He defines brand equity as “a set of positive and negative elements that is linked to a brand”. So that, the name and symbol of brand that add to or subtract from the value provided by a product or service to the firm's customers" (Aaker 1991, p. 15). Thus, Aaker (1991) conceptualizes brand equity in a framework formed of positive and negative (intransigent) elements. So, Aaker (1991) considers the brand equity in the scope of a structure that can be divided into five categories -- brand awareness, brand associations, brand loyalty, perceived quality and other registered trademark assets.

Based on Aaker's (1991) and Keller's (1993) studies , Yoo and Donthu (2001) developed a psychometrically (mental) effect measure of consumer-based brand equity. Besides that, this measures are different from Aaker's (1991) studies and similar to many others (Cobb-Walgren, Ruble, Donthu, 1995; Baldauf, Cravens, Binder, 2003; Pappu, Quester, Cooksey, 2005, 2007). Measures used in these studies based completely on consumers' perceptions rather than their actual behaviour. The reason probably is that consumer perceptions can be seen as a precursor to behavioural manifestations of brand equity (Cobb-Walgren, Ruble, Donthu, 1995). Indeed, Biel (1992) points out, consumer behaviour is driven by perceptions of the brand and there are motivational reasons of brand-based perceptions on consumer behaviour.

While behavioural measures of purchase describe the existence of equity. But the equity that measures include, fail to be truly motivational on consumers' minds and decisions. For that reason, Yoo and Donthu (2001) conceptualized three-dimensional perceptual construct consisting of brand loyalty, perceived quality and brand awareness/associations. Although Aaker's (1991) original conceptualization differentiates between brand associations and brand awareness, empirical evidence suggests that they can be combined into a single dimension (Yoo, Donthu, Lee, 2000; Yoo, Donthu, 2001, 2002, Washburn / Plank, 2002). Subsequent research adopted in 2001 by Yoo and Donthu's measure supports the psychometric properties of the scale (Washburn, Plank, 2002; Baldauf, Cravens, Binder, 2003). Researches appliance results that carried by Zeugner-Roth, Diamantopoulos and by Montesinos in 2008 indicate that consumer perceived brand name effects brand equity and consumer-based brand equity measures were used. The study focused on perceptions of brands by consumers (Zeugner-Roth, Diamantopoulos, Montesinos, 2008).

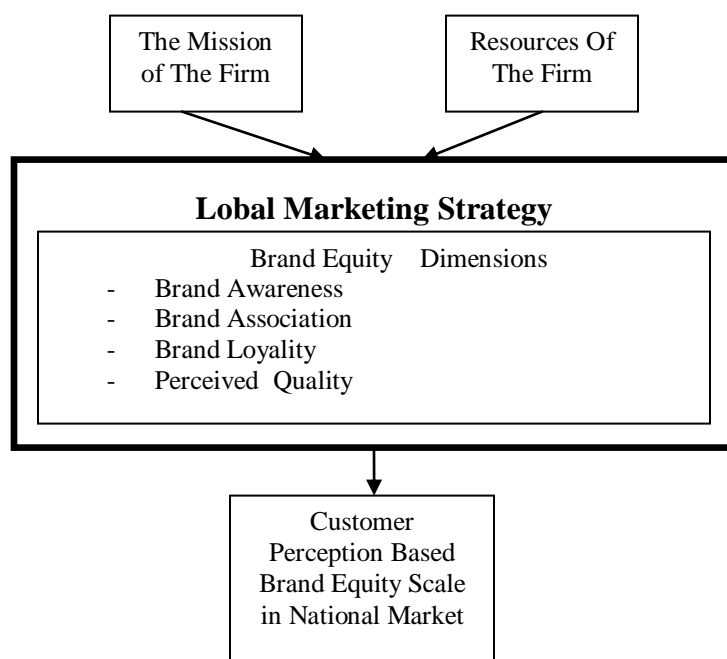
#### **4. METHODOLOJİ**

This study which analyses relation between the perceived brand equity levels influenced by lobal marketing strategy and the brand equity perception level, takes in the participant individuals residing in the centre of the province of Corum. 243,600 people live in the centre of the province of Corum. 123,136(51%) of them are women, 120,464 (% 49) were male.

The survey sample capacity - 0,05 the range to make mistakes and 95% confidence rate level, according to the estimated method determined as  $n = N (pq) Z^2 / (N-1) E^2 + (pq)Z^2 = 399$ . 418 valid survey questionnaires of 500 were evaluated, taking into consideration that there may be incorrectly applied. Surveys administered to individuals the age of 18 and older. The data used in this study were obtained by using the survey technique. In order to achieve the primary data, questionnaire used in the survey consists of three parts. First part consists of multiple choice questions to determine demographic characteristics, such as, gender, age, education, occupation and income of the participant. The second part is composed of 14 expressions of participants five-fold Likert scale ranged, changing between "Strongly Agree" and "Strongly Disagree", Baktat brand oriented and brand equity criteria oriented. The third part consists of 22 choice question prepared according to five-fold Likert scale rang, changing between " I buy very frequently" and "No, never buy", about how often the participant uses Baktat branded products. Zeugner-Roth, Diamantopoulos, Montesinos (2008), Sinha, Ashill, Gazley (2008)'s studies were used predominantly, to determine these statements. Cronbach's Alpha was used in order to determine if there is a correlation, between the components of survey questionnaire, collected under totally, 3 sections and 51 sub-elements, given an information, outlined above and assessed by Likert scale. At the result of analyses the Cronbach's Alpha value must be more than 60% to insure reliability of the scale. (Nakip, 2006). In this respect the scale reliability analysis has been performed used in research and the Cronbach's Alpha was calculated as 0.94. According to this result, the questionnaire can be said to be reliable. The aim of the research and in accordance with the basic assumption developing research model takes place.

#### 4.1. Research Model

Many different research paper exist on lobal marketing and brand equity (Medeni, 2004; Sinha, Ashill and Gazley, 2008; Simon and Sullivan, 1993; Baldauf, Cravens and Binder, 2003; Farquar, 1989; Cobb-Walgren, Ruble and Donthu, 1995; Washburn and Plank, 2002; Pappu, Quester, and Cooksey, 2006, 2007; Aaker, 1991, Yoo and Donthu, 2001; Keller, 1993; Zeugner-Roth, Diamantopoulos and Montesinos, 2008). In this study, Medeni (2004) and Aaker (1991)'s researches developed as a base of the conceptual model of relationship between lobal marketing strategy and brand equity.



**Figure 4. Conceptual Model for Lobal Marketing Strategy and Brand Equity Relationship.**

According to the research model in Figure 4 lobal marketing strategy applied in accordance with missions and resources the businesses acquire, is affecting brand equity dimension perception level and thus, is effecting consumer-based perception of brand equity level in the national market.

Hypotheses developed based on the research model are as follows:

H<sub>1</sub>: The more brand awareness level perceived with lobal marketing strategy increases, the more customer perception of brand equity level in national market will increase.

H<sub>2</sub>: The more brand association level perceived with lobal marketing strategy increases, the more customer perception of brand equity level in national market will increase.

H<sub>3</sub>: The more brand loyalty level perceived with lobal marketing strategy increases, the more customer perception of brand equity level in national market will increase.

H<sub>4</sub>: The more quality level perceived with lobal marketing strategy increases, the more customer perception of brand equity level in national market will increase.

## 5. DATA ANALYSIS AND RESULTS

The row data, obtained as a result of the survey technique, was evaluated with the SPSS 16.0 package program. The percentage and descriptive statistics showing frequencies were used to analyze the data.

### 5.1. Descriptive Statistics For The Research Model

Table 2 Percentage and frequency distributions from descriptive statistic measures on demographic variables for participated respondents in the survey are seen.

**Table 2 Participants' Demographic Information**

Gender	n	%	Total monthly income of the family	n	%
Female	247	59.1	less than 500.00 TL	40	9.6
Male	171	40.9	500.00-999.99 TL	126	30.1
Total	418	100.0	1000.00-1499.99 TL	109	26.1
Marital Status	n	%	1500.00-1999.99 TL	70	16.7
Married	253	60.5	2.000.00-2499.99 TL	42	10.0
Single	165	39.5	2.500.00-2999.99 TL	17	4.1
Total	418	100.0	more than 3000.00 TL	14	3.3
Age	n	%	Total	418	100.0
18-26	122	29.2	Job	n	%
27-35	100	23.9	Student	96	23.0
36-44	108	25.8	Housewife	118	28.2
45-53	57	13.6	Academician	11	2.6
54-62	22	5.3	Teacher	31	7.4
63 =>	9	2.2	Retired	35	8.4
Total	418	100.0	Not working	15	3.6
Education	n	%	Officer	62	14.8
Primary School	70	16.7	Self-employed	45	10.8
Secondary School	57	13.6	Worker	5	1.2
High School	113	27.0	Total	418	100.0
High School	48	11.5			
Undergraduate	105	25.1			
Master	15	3.6			
Doctorate	10	2.4			
Total	418	100.0			

Analysing Table 2 we can see 59% of participants are women, 41% are male, 60% of them are married, 40% are single. Approximately, 71% of the participants are over the age of 25. 43% of the respondents have college or graduate level of education. 40% of the participants' total monthly family income are 1000.00. TL. Analysing the occupations of the participants we see in top four line homemakers (28.2%), public servants (civil servants + scholars + teachers) (24.8), students (23.0%) and self-employed (10.8%). 3.6% of the surveyed do not work. In Table 3, the participants were aware of the existence Baktat branded products advertising tools have seen:

**Table 3. Baktat Branded products are aware of existence of promotion tools**

Promotional Tools	n	%
Print media instruments such as local newspapers, magazines.	69	16.5
Print media instruments, local radio and television (advertising, news programs and so on.)	190	45.5
Print media instruments such as national newspapers and magazines.	27	6.5
National radio and television (advertising, news programs and so on.)	93	22.2
Satellite TV channels in the European radio and television (advertising, news programs)	39	9.3
Total	418	100.0

Analysing Table 3 we can see, the research participants are aware of the existence of Baktat branded products; 62% of the them by means of local writing, visual and audio press, 28.7% of them by means of national written,

visual and audio press, 9.3% of them by means of European satellite channels, radio and television advertising and news. Participants' descriptions on Baktat branded products are seen in Table 4.

**Table 4. Descriptive Analyses of the Participants about Baktat Branded Products**

	n	%
Innovative	26	6.2
Contemporary	23	5.5
Traditional	61	14.6
Reliable	66	15.8
Local	87	20.8
Delicious	83	19.9
Quality	72	17.2
Total	418	100.0

Analysing Table 4 we see 35.4% of the participants described Baktat branded products as traditional and authentic, 33% of them reliable and high quality, 20% of them found delicious, 11.7% of them innovative and contemporary. In Table 5 participation levels in the brand equity dimensions based expressions relating to Baktat branded products take place.

**Table 5 Participants' statements regarding their size Baktat Branded Products Brand Equity Participation Levels**

Brand Equity Dimensions	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Total
	n/%	n/%	n/%	n/%	n/%	n/%
<b>Brand Awareness</b>						
I have a knowledge about Baktat branded products	39/9.3	160/38.3	128/30.6	69/16.5	22/5.3	418/100.0
I know Baktat branded product range.	40/9.6	150/35.9	143/34.2	53/12.7	32/7.7	418/100.0
I recognize the symbol or the logo of the Baktat immediately	46/11.0	159/38.0	117/28.0	69/16.5	27/6.5	418/100.0
There existing suitable products of Baktat for each consumer groups.	40/9.6	144/34.4	154/36.8	61/14.6	19/4.5	418/100.0
Everything that expresses (price, quality, advertising, diversity, and so on.) by Baktat are in a harmony with each other.	34/8.1	157/37.6	150/35.9	56/13.4	21/5.0	418/100.0
<b>Brand Associations</b>						
I think, Baktat is superior to other competing brands.	44/10.5	128/30.6	159/38.0	69/16.5	18/4.3	418/100.0
I think Baktat is a leader in a food sector.	25/6.0	110/26.3	144/34.4	111/26.6	28/6.7	418/100.0
I believe the Baktat is upgrading itself to suit the changing conditions of the day.	49/11.7	152/36.4	153/36.6	52/12.4	12/2.9	418/100.0
I believe the Baktat is upgrading its products to suit the changing consumer demands and. expectations.	35/8.4	162/38.8	163/39.0	50/12.0	8/1.9	418/100.0
<b>Brand Loyalty</b>						
Baktat is my first choice during the shopping.	29/6.9	114/27.3	141/33.7	112/26.8	22/5.3	418/100.0
In general, I see myself as a loyal customer of Baktat branded products.	23/5.5	99/23.7	138/33.0	131/31.3	27/6.5	418/100.0
I really love Baktat branded products.	44/10.5	170/40.7	124/29.7	71/17.0	9/2.2	418/100.0
If there are Baktat branded products anywhere I'm shopping I never prefer other brands.	22/5.3	64/15.3	150/35.9	134/32.1	48/11.5	418/100.0
My acquaintances and friends also prefer to use Baktat branded products.	8/1.9	96/23.0	191/45.7	92/22.0	31/7.4	418/100.0
With the consumers who prefer Baktat branded products, I think, we have common features and similarities.	27/6.5	90/21.5	184/44.0	88/21.1	29/6.9	418/100.0
I afford to pay more money for Baktat branded products, to other products.	17/4.1	72/17.2	131/31.3	138/33.0	60/14.4	418/100.0
<b>Perceived Quality</b>						
Baktat branded products are high quality products.	37/8.9	183/43.8	140/33.5	45/10.8	13/3.1	418/100.0
Baktat branded products are delicious products.	45/10.8	222/53.1	117/28.0	29/6.9	5/1.2	418/100.0
Baktat branded products are very good packaging.	44/10.5	157/37.6	151/36.1	59/14.1	7/1.7	418/100.0
Baktat branded products' quality is always constant and consistent.	48/11.5	166/39.7	146/34.9	48/11.5	10/2.4	418/100.0

According to Table 5, when analysing brand equity perception dimensions of Baktat branded products, approximately 58% of surveyed consumers' responses were "strongly agree", "agree" for the statements relating to brand awareness dimension; approximately 42% of consumers' response were as "strongly agree", "agree" for the statements relating to brand associations dimension; approximately 30% of consumers' response were as "strongly agree", "agree" for the statements relating to brand loyalty dimension; approximately 54% of consumers responded as "strongly agree", "agree" to the statements concerning the perceived quality dimension. Accordingly, Baktat branded products oriented perception levels of awareness, perceived quality and brand associations dimensions are high; brand loyalty perception of the dimension is of moderate level. In the following section, the relationship between brand equity dimensions, that affected by lobal marketing strategy and consumer perception of brand equity in the national market, will be evaluated through descriptive statistical methods.

## 5.2. Descriptive Statistical on the Relationship Between Perceived Brand Equity Dimensions that Affected by Lobal Marketing Strategy and Consumer-based Brand Equity Perception Level In The National Market

In this section, takes place the assessment of the analyses, concerning to the relationship between brand equity perception level related to Baktat branded products and perceived brand equity dimensions, influenced by lobal marketing strategy implemented by Baktat food company. Multi linear Regression Model was used for this purpose. This model can be expressed as explanatory multivariate. Multi linear regression model assumptions are as follows (Kalayci, 2008:259):

- Normal distribution
- Linearity
- The error terms average is zero.
- Constant variance
- Lack of Autocorrelation
- No multi connections between the independent variations.

Multiple regression model, developed for the purpose of the study are as follows:

$$y = \alpha_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + \beta_6 x_6 + \beta_7 x_7 + \beta_8 x_8 + \beta_9 x_9 + \varepsilon$$

y = Consumer Perception of Brand Equity in the national market

$\beta_1 \dots \beta_9$  = the parameters are to be estimated

$x_1$  = I believe Baktat is upgrading itself to suit the changing conditions of the day (Brand Association Dimension).

$x_2$  = I really love Baktat branded products. (Brand Loyalty Dimension)

$x_3$  = Baktat branded products' quality is always constant and consistent (Perceived Quality Dimension).

$x_4$  = Baktat products are high quality products. (Perceived Quality Dimension) Baktat is my first choice during the shopping. (Brand Loyalty Dimension)

$x_5$  = Baktat products are on the top of my prefer list. (Dependence of brand dimension)

$x_6$  = I recognize the symbol or the logo of the Baktat immediately. (Brand Awareness Dimension)

$x_7$  = There existing suitable products of Baktat for each consumer groups. (Brand Awareness Dimension)

$x_8$  = If there are Baktat branded products anywhere I'm shopping I never prefer other brands. (Brand Loyalty Dimension)

$x_9$  = I think Baktat is a leader in a food sector. (Brand Associations Dimension)

$\varepsilon$  = Error Term

Related assumptions were analysed to provide the validity of multiple regression model of the study. For this purpose, firstly the arithmetic mean, mode and median values of the variables for normal distribution in the model were analysed and these values were determined to be equal to each other and are summarized in Table 6:



**Table 6 Descriptive Statistics of Independent Variables in the Multi linear Regression Model**

Independent Variables	A.O	Median	Mod	N
q9.1. Baktat is my first choice during the shopping.	2.96	3.0	3.0	418
q9.2 In general, I see myself as a loyal customer of Baktat branded products.	3.09	3.0	3.0	418
q9.3. Baktat branded products are high quality products.	2.45	2.0	2.0	418
q9.4. B Baktat branded products are delicious products.	2.34	2.0	2.0	418
q9.5. I think, Baktat is superior to other competing brands.	2.73	3.0	3.0	418
q9.6. I have a knowledge about Baktat branded products	2.70	3.0	3.0	418
q9.7. I know Baktat branded product range.	2.72	3.0	3.0	418
q9.8. I recognize the symbol or the logo of the Baktat immediately.	2.69	3.0	3.0	418
q9.9. There existing suitable products of Baktat for each consumer groups.	2.70	3.0	3.0	418
q9.10 I really love Baktat branded products.	2.49	2.0	2.0	418
q9.11. If there are Baktat branded products anywhere I'm shopping I never prefer other brands.	3.29	2.0	2.0	418
q9.12. I think Baktat is a leader in a food sector.	3.01	3.0	3.0	418
q9.13. Baktat branded products' quality is always constant and consistent.	2.58	3.0	3.0	418
q9.15. I believe the Baktat is upgrading itself to suit the changing conditions of the day.	2.58	3.0	3.0	418
q9.16. I believe the Baktat is upgrading its products to suit the changing consumer demands and expectations.	2.60	3.0	3.0	418
q9.17. Baktat branded products are very good packaging.	2.43	2.0	2.0	418
q9.18. My acquaintances and friends also prefer to use Baktat branded products.	3.10	3.0	3.0	418
q9.19. With the consumers who prefer Baktat branded products, I think, we have common features and similarities.	3.00	3.0	3.0	418
q9.20. Everything that expresses (price, quality, advertising, diversity, and so on.) Baktat are in a harmony with each other.	2.69	3.0	3.0	418
q9.21. I afford to pay more money for Baktat branded products, to other products.	3.36	3.0	3.0	418

Forward Selection Method was used for the selection of variables, which takes place in the multiple regression model in the research paper. With the forward selection method SPSS, is adding variables to the model successively according to the strong correlating power with dependent variables. The effect of each variable entering the model is being measured, and the variables which doesn't affect the model significantly is removed from the model. In this sense, 9 variables were added to the model which has a strong correlation with the dependent variables of 20 added variables. Multiple regression model assumes a lack of co-linearity between the independent variables. In the situation of full co-linearity, the parameters of model are impossible to be estimated. For linearity assumption in the multiple regression analyses, the co-linearity diagnostics values are analysed and the lack of co-linearity was determined among the independent variables located in the model. The average of the variables' error terms were determined to be zero in the model and the variance is constant. Statistical analyses relating to assumption of absence of autocorrelation and the lack of multi linearity are located in the following Table.

**Table 7. Summary Of The Model**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson
					F Change	df1	df2	Sig. F Change	
1	,685 <sup>a</sup>	,469	,467	,68047	366,859	1	416	,000	
2	,753 <sup>b</sup>	,566	,564	,61546	93,536	1	415	,000	
3	,778 <sup>c</sup>	,606	,603	,58734	41,690	1	414	,000	
4	,794 <sup>d</sup>	,631	,628	,56900	28,107	1	413	,000	
5	,798 <sup>e</sup>	,636	,632	,56583	5,651	1	412	,018	
6	,801 <sup>f</sup>	,642	,637	,56192	6,752	1	411	,010	
7	,804 <sup>g</sup>	,647	,641	,55872	5,714	1	410	,017	
8	,806 <sup>h</sup>	,650	,644	,55669	4,004	1	409	,046	
9	,811 <sup>i</sup>	,657	,650	,55197	8,023	1	408	,005	1,705

- a. Predictors: (Constant), q9.15
- b. Predictors: (Constant), q9.15, q9.10
- c. Predictors: (Constant), q9.15, q9.10, q9.13
- d. Predictors: (Constant), q9.15, q9.10, q9.13, q9.3
- e. Predictors: (Constant), q9.15, q9.10, q9.13, q9.3, q9.1
- f. Predictors: (Constant), q9.15, q9.10, q9.13, q9.3, q9.1, q9.8
- g. Predictors: (Constant), q9.15, q9.10, q9.13, q9.3, q9.1, q9.8, q9.9
- h. Predictors: (Constant), q9.15, q9.10, q9.13, q9.3, q9.1, q9.8, q9.9, q9.11
- i. Predictors: (Constant), q9.15, q9.10, q9.13, q9.3, q9.1, q9.8, q9.9, q9.11, q9.12
- j. Dependent Variable: q9.14 (I am in positive opinion about Baktat brand)

According to the model summary in Table 7, the R Square is showing the percentage of the explication part by the independent variables. The 9 variables determined with forward selection method is explicating 46.9 %, ( q9.15), 56.6% (q9.10), 60.6% (q9.13), 63.1% (q9.3); 63.6% (q9.1), 64.2% (q9.8), 64.7% (q9.9); % 65 (q9.11), 65.7% (q.9.12) of variations. In the Table 7 Durbin-Watson test is showing whether there is autocorrelation in the model. In general, nearly 1.5-2.5 D.W. test value shows the lack of autocorrelation. In the research model Durbin-Watson test result found as 1.705 and lack of autocorrelation in the model, can be said. In Table 8 variance, analyse for the research model takes place:

**Table 8. Variation Analyse**

ANOVA<sup>j</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
q9.15	Regression	169,872	1	169,872	366,859	,000 <sup>a</sup>
	Residual	192,626	416	,463		
	Total	362,498	417			
q9.10	Regression	205,302	2	102,651	271,000	,000 <sup>b</sup>
	Residual	157,196	415	,379		
	Total	362,498	417			
q9.13	Regression	219,683	3	73,228	212,277	,000 <sup>c</sup>
	Residual	142,814	414	,345		
	Total	362,498	417			
q9.3	Regression	228,783	4	57,196	176,659	,000 <sup>d</sup>
	Residual	133,714	413	,324		
	Total	362,498	417			
q9.1	Regression	230,592	5	46,118	144,049	,000 <sup>e</sup>
	Residual	131,905	412	,320		
	Total	362,498	417			
q9.8	Regression	232,724	6	38,787	122,842	,000 <sup>f</sup>
	Residual	129,773	411	,316		
	Total	362,498	417			
q9.9	Regression	234,508	7	33,501	107,317	,000 <sup>g</sup>
	Residual	127,990	410	,312		
	Total	362,498	417			
q9.11	Regression	235,749	8	29,469	95,091	,000 <sup>h</sup>
	Residual	126,749	409	,310		
	Total	362,498	417			
q9.12	Regression	238,193	9	26,466	86,868	,000 <sup>i</sup>
	Residual	124,304	408	,305		
	Total	362,498	417			

- a. Predictors: (Constant), q9.15
- b. Predictors: (Constant), q9.15, q9.10
- c. Predictors: (Constant), q9.15, q9.10, q9.13
- d. Predictors: (Constant), q9.15, q9.10, q9.13, q9.3
- e. Predictors: (Constant), q9.15, q9.10, q9.13, q9.3, q9.1
- f. Predictors: (Constant), q9.15, q9.10, q9.13, q9.3, q9.1, q9.8
- g. Predictors: (Constant), q9.15, q9.10, q9.13, q9.3, q9.1, q9.8, q9.9
- h. Predictors: (Constant), q9.15, q9.10, q9.13, q9.3, q9.1, sq.8, q9.9, q9.11
- i. Predictors: (Constant), q9.15, q9.10, q9.13, q9.3, q9.1, q9.8, q9.9, q9.11, q9.12
- j. Dependent Variable: q9.14

According to Table 8, ANOVA table tests the research model, whether it is significant in a whole or not. F values related to 9 variables is showing the model to be significant in a whole at all levels (Sig.=,000).

**Table 9. Coefficients Table**

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Co linearity Statistics		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1 (Constant)	,760	,097		7,864	,000	,570	,950						
	q9.15	,673	,035	,685	19,154	,000	,604	,742	,685	,685	,685	1,000	1,000
2 (Constant)	,326	,098		3,314	,001	,133	,519						
	q9.15	,482	,037	,490	12,880	,000	,408	,555	,685	,534	,416	,721	1,386
	q9.10	,357	,037	,368	9,671	,000	,285	,430	,627	,429	,313	,721	1,386
3 (Constant)	,092	,101		,911	,363	-,106	,289						
	q9.15	,380	,039	,387	9,732	,000	,303	,456	,685	,431	,300	,603	1,658
	q9.10	,299	,036	,308	8,200	,000	,227	,370	,627	,374	,253	,676	1,479
	q9.13	,251	,039	,246	6,457	,000	,175	,327	,603	,302	,199	,653	1,531
4 (Constant)	-,061	,102		-,598	,550	-,260	,139						
	q9.15	,345	,038	,351	8,980	,000	,269	,420	,685	,404	,268	,585	1,708
	q9.10	,239	,037	,247	6,469	,000	,167	,312	,627	,303	,193	,615	1,627
	q9.13	,205	,039	,201	5,307	,000	,129	,281	,603	,253	,159	,621	1,612
	q9.3	,202	,038	,197	5,302	,000	,127	,277	,584	,252	,158	,647	1,545
5 (Constant)	,036	,109		,328	,743	-,178	,250						
	q9.15	,342	,038	,348	8,950	,000	,267	,417	,685	,403	,266	,585	1,710
	q9.10	,247	,037	,254	6,687	,000	,174	,320	,627	,313	,199	,610	1,639
	q9.13	,206	,038	,202	5,348	,000	,130	,281	,603	,255	,159	,621	1,612
	q9.3	,253	,044	,247	5,809	,000	,167	,339	,584	,275	,173	,489	2,045
	q9.1	-,081	,034	-,088	-2,377	,018	-,148	-,014	,309	-,116	-,071	,638	1,566
6 (Constant)	-,019	,110		-,177	,860	-,236	,197						
	q9.15	,341	,038	,347	8,997	,000	,267	,416	,685	,406	,266	,585	1,710
	q9.10	,223	,038	,230	5,902	,000	,149	,297	,627	,280	,174	,574	1,742
	q9.13	,191	,039	,188	4,956	,000	,115	,267	,603	,237	,146	,608	1,646
	q9.3	,250	,043	,244	5,775	,000	,165	,335	,584	,274	,170	,489	2,046
	q9.1	-,096	,034	-,105	-2,794	,005	-,164	-,029	,309	-,137	-,082	,621	1,611
	q9.8	,077	,030	,089	2,598	,010	,019	,136	,416	,127	,077	,743	1,346
7 (Constant)	,037	,112		,333	,740	-,183	,258						

	q9.15	,353	,038	,359	9,277,000	,278	,427	,685	,417	,272	,575	1,738
	q9.10	,261	,041	,268	6,399,000	,180	,341	,627	,301	,188	,490	2,042
	q9.13	,185	,038	,181	4,805,000	,109	,260	,603	,231	,141	,605	1,654
	q9.3	,246	,043	,240	5,721,000	,162	,331	,584	,272	,168	,488	2,049
	q9.1	-,091	,034	-,099	-2,647,008	-,158	-,023	,309	-,130	-,078	,618	1,618
	q9.8	,101	,031	,116	3,232,001	,039	,162	,416	,158	,095	,669	1,494
	q9.9	-,088	,037	-,092	-2,390,017	-,160	-,016	,372	-,117	-,070	,577	1,734
8	(Constant)	,113	,118		,955	,340	-,119	,344				
	q9.15	,344	,038	,350	9,040,000	,269	,419	,685	,408	,264	,569	1,758
	q9.10	,284	,042	,293	6,726,000	,201	,367	,627	,316	,197	,451	2,218
	q9.13	,198	,039	,194	5,095,000	,122	,275	,603	,244	,149	,587	1,704
	q9.3	,240	,043	,234	5,570,000	,155	,324	,584	,266	,163	,485	2,061
	q9.1	-,069	,036	-,075	-1,936,054	-,140	,001	,309	-,095	-,057	,563	1,777
	q9.8	,108	,031	,124	3,458,001	,047	,169	,416	,169	,101	,660	1,515
	q9.9	-,087	,036	-,092	-2,391,017	-,159	-,016	,372	-,117	-,070	,577	1,734
	q9.11	-,066	,033	-,073	-2,001,046	-,131	-,001	,290	-,098	-,059	,641	1,559
9	(Constant)	,088	,117		,753	,452	-,142	,318				
	q9.15	,340	,038	,346	8,991,000	,266	,414	,685	,407	,261	,568	1,761
	q9.10	,259	,043	,267	6,044,000	,175	,343	,627	,287	,175	,431	2,319
	q9.13	,180	,039	,177	4,612,000	,103	,257	,603	,223	,134	,571	1,750
	q9.3	,224	,043	,218	5,204,000	,139	,308	,584	,250	,151	,477	2,096
	q9.1	-,063	,036	-,069	-1,783,075	-,133	,007	,309	-,088	-,052	,561	1,784
	q9.8	,112	,031	,129	3,610,000	,051	,173	,416	,176	,105	,659	1,518
	q9.9	-,100	,036	-,105	-2,735,007	-,171	-,028	,372	-,134	-,079	,568	1,760
	q9.11	-,106	,036	-,117	-2,972,003	-,176	-,036	,290	-,146	-,086	,542	1,847
	q9.12	,108	,038	,118	2,833,005	,033	,183	,506	,139	,082	,487	2,055

a. Dependent Variable: s9.14

Obtained parameter values of the model as a result of estimation and related to these, t value can be seen in the Table 9. Each of variables of T-statistic values of the parameters added to the model seen to be separately significant (5% significance level). While the F statistic, in Table 8 is used to test the significance of the model, as a whole, T statistic is used in order to test the variables whether they are separately significant.

According to Table 9, the constant term is determined as 0,760. This means that even if the independent variables' value is zero in the model, the consumer-based brand equity perception level in the national market would be 7.6%. Perceived brand **awareness** level determined as q9.8 I recognize the symbol or the logo of the BAKTAT immediately (0.077) and q9.9 there existing suitable products of BAKTAT for each consumer groups (-0088). In this case, 1 unite increase of brand awareness level, perceived with lobal marketing strategy, consumer-based brand equity perception level in the national marketing will be increase 0,8%, can be said. So, H<sub>1</sub>: The more brand awareness level perceived with lobal marketing strategy increases, the more customer perception of brand equity level in national market will increase, can be accepted.

Perceived brand association level is determined as, q9.15- I believe Baktat is upgrading itself to suit the changing conditions of the day (0.673) and q9.12 I think BAKTAT is a leader in a food sector (0.108). In this case one unit increase of brand associations level perceived with lobal marketing strategy, consumer-based brand equity perception level in the national marketing will be increase 6.7% can be said and H<sub>2</sub>: The more brand association level perceived with lobal marketing strategy increases, the more customer perception of brand equity level in national market will increase can be accepted Perceived brand loyalty level is determined as, q9.10 I really love BAKTAT branded products(0.357), q9.1 BAKTAT is my first choice during the shopping(-0.081) and q9.11 if there are BAKTAT branded products anywhere I'm shopping I never prefer other brands(-0.066). In this case one unit increase of brand loyalty level perceived with lobal marketing strategy, consumer-based brand equity perception level in the national marketing will be increase 3.5% and . H<sub>3</sub>:

The more brand loyalty level perceived with lobal marketing strategy increases, the more customer perception of brand equity level in national market will increase,. Can be accepted. Perceived brand quality level is determined as, q9.13 Baktat branded products' quality is always constant and consistent (0.251) and q9.3 Baktat branded products are high quality products (0.202). In this case one unit increase of brand quality level perceived with lobal marketing strategy, consumer-based brand equity perception level in the national marketing will be increase 2.5% can be said and H<sub>4</sub>: The more quality level perceived with lobal marketing strategy increases, the more customer perception of brand equity level in national market will increase, can be accepted.

Tolerance and VIF values in Table 9, is showing whether there is multicollinearity problem in the model. Low tolerance and high VIF values show the existence of multicollinearity between the independent variables. In Table 10, according to the values of tolerance and VIF, absence of multicollinearity between the independent variables, in the research model is shown. Taking place in the Table 9 under the title-standardized coefficient, Beta shows the order of importance of the independent variables. The variable with the highest beta value is the most independent variable. Therefore, according to the research model consumer-based brand equity perception level in the national market, which is that of dependant variables, influences successively, in order of importance, the perceived brand equity dimension, which is that of independent variable (q9.15. - I believe Baktat food company is upgrading itself to suit the changing conditions of the day), (q9.10- I really love Baktat branded products.), (q9.13 - Baktat branded products' quality is always constant and consistent.), (q9.3- Baktat branded products are high quality products), (q9.12- I think Baktat is a leader in a food sector.), (q9.8- I recognize the symbol or the logo of the Baktat immediately.), (q9.9- There existing suitable products of Baktat for each consumer groups.), (q9.1- Baktat is my first choice during the shopping.), (q9.11- If there are Baktat branded products anywhere I'm shopping I never prefer other brands.)

## **6. CONCLUSION**

The lobal marketing conception, that determined in the study of Tunç Medeni in 2004, was defined as “think local, act global” and included the bottom-up process, in other words, producing of goods and services in the local markets, and consuming in the global markets, during the globalization process. Lobal markets and enterprises can achieve success, and these achievements can contribute better promotion of enterprises and the increase of brand equity. In this sense, the basic aim of the study is determined as to assess the relationship between perceived brand equity dimensions, which is influenced by lobal marketing strategy, with the understanding “think local, act global” and consumer perception of brand equity dimension in the national marketing. Under the objective of the study, brand equity in the international market of the Baktat food company, which adapted lobal marketing strategy, had made a research work using survey technique. The data obtained as a result of the survey technique, being tested the multi linear regression analysis, four hypotheses that developed in the scope of the research model, were accepted. Accordingly, the relationship was detected between perceived brand equity dimensions of the Baktat food company, which applied lobal marketing strategy, and consumer perception of brand equity dimension in the national market. Brand equity dimensions defined as brand awareness, brand association, brand loyalty and perceived quality. Achievements in the national markets of The Baktat Food Company that implements lobal marketing strategy, would affect positively perceived brand equity dimension of the firm and accordingly, Baktat -oriented consumer perception of brand equity dimension in the national market. Obtained results confirm the basic assumption of the study: “Lobal marketing contribute to increase perceived brand equity in the national market”.

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