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TITLE: Effect Of Origin Country Factor to Purchasing Attitude: An Application in Aydın Province

ABSTRACT

The process of globalization the world has become more and more shrinking local market with a physical borders between countries in the context of marketing and international trade began to disappear and lose the meaning. Anywhere in the world, invented a new product can be considered too short a time period, the consumer audience can easily or sent all over the world. For that reason, consumers are faced with many different products come from foreign and domestic.

Marketing concept based on today's needs and desires of consumers to move in this direction lies in knowing in advance. To know how to satisfy consumers provide competitive advantage for businesses. There are many factors affecting consumer purchase decision factor and the country origin is only one of them.

Especially, the products of foreign origin are commonly found in particular Turkey markets, country of origin effect of the evaluation by consumers to know whether there is effective planning is important in terms of marketing and sales activities. In this study, while the purchasing behaviour the country of origin is important or not for consumers who are living in Aydın, is analyzed.

KEYWORDS

Country of origin, Ethnocentrism, Purchasing Behaviour, Consumer Behaviours