

AN EMPIRICAL INVESTIGATION OF
BRAND PERSONALITY EQUIVALENCE FOR GLOBAL BRANDS:
A COMPARISON OF TURKEY AND INDIA

DUYGU ŐEN

BOĐAZIĐI UNIVERSITY

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Duygu Şen

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Thesis Abstract

Duygu Şen, “An Empirical Investigation of Brand Personality Equivalence for Global Brands: A Comparison of Turkey and India”

Brand personality, as one of the main components of brand identity, is a strategically important tool for marketers and advertisers in terms of its significant differentiation power. There are well-established personalities of global brands throughout the world. Global brand strategies aim to protect the core identity of the brand from one country to another. In this context, they develop and implement marketing strategies that aim to create a globally consistent brand personality. The purpose of this study is to investigate the global equivalence of brand personality perceptions for leading global brands across international markets.

Based on the review of literature conducted, a model for brand personality equivalence across international markets is suggested. The study is designed for measurement and comparison of brand personality perceptions for a set of seven global brands from different product categories between two emerging markets - Turkey and India. The new brand personality scale developed by Geuens, Weijters and De Wulf (2009) was used for brand personality measurements. The sample was defined as the youth markets in the two countries as a specific segment of consumers who are more familiar with global brands and are also similar in terms of needs and desires. Data were collected in urban centers of Turkey and India through a convenience sample of 236 young shopping center visitors with personally administered questionnaires. Multivariate discriminant analysis was utilized to analyze responses gathered in order to explore the effect of nationality in discriminating brand personality perceptions across different cultures.

The results revealed that each of the seven global brands in the stimuli set of the study are significantly different across Turkish and Indian youth markets in terms of their perceived brand personality profiles. Based on the empirical results obtained, it is proposed that nationality is a significant factor in discriminating global brand personality perceptions of young consumers despite the standard positioning strategies employed. Thereby, based on the Global Brand Personality Equivalence Framework developed, it is further suggested that consumer perceptions regarding the identity of global brands vary across countries.

Tez Özeti

Duygu Şen, “An Empirical Investigation of Brand Personality Equivalence for Global Brands: A Comparison of Turkey and India”

Marka kimliğinin başlıca öğelerinden biri olan marka kişiliği, markayı farklılaştırma gücüyle pazarlamacılar ve reklamcılar için stratejik öneme sahip bir pazarlama aracıdır. Global markalar, dünya çapında köklü kişiliklere sahiptirler ve uyguladıkları global marka stratejileri ile uluslararası pazarlarda öz marka kimliklerini korumayı amaçlarlar. Bu bağlamda küresel olarak istikrarlı bir marka kişiliği yaratmayı destekleyen pazarlama stratejileri geliştirip uygulamaya koyarlar. Bu çalışmanın amacı uluslararası pazarlarda lider global markaların marka kişiliği algılarının denkliliğini araştırmaktır.

Çalışmada öncelikle, yapılan literatür araştırmasına dayalı olarak uluslararası pazarlarda marka kişiliği denkliği ile ilgili bir model geliştirildi. Çalışmanın devamı, farklı ürün kategorilerinden yedi global markanın iki yükselen dünya ekonomisi olan Türkiye ve Hindistan’da algılanan marka kişiliklerinin ölçümü ve kıyaslanmasına yönelik olarak yapıldı. Ölçümlerde, Geuens, Weijters, ve De Wulf (2009) tarafından geliştirilen yeni marka kişiliği ölçeği kullanıldı. Örnekleme, global markalara aşina olan, istek ve arzuları açısından küresel çapta benzerlik gösteren tüketici segmenti olan gençlik pazarı olarak belirlendi ve çalışma Türkiye ve Hindistanda’ki gençler üzerinden yürütüldü. Veri, Türkiye ve Hindistan’ın kentsel merkezlerinde uygun bulunan 236 genç alışveriş merkezi ziyaretçisiyle yapılan anketlerle toplandı. Kültürün marka kişiliği algılarına etkisini incelemek amacıyla yapılan veri analizlerinde çok değişkenli ayırma analizi kullanıldı.

Analizler sonucunda incelenen yedi global markanın her birinin marka kişiliklerinin Türkiye ve Hindistan gençleri tarafından önemli ölçüde farklı olarak algılandığını ortaya çıkı. Bu çalışmanın deneysel sonuçlarına dayanarak ileri sürülebilir ki; global markaların standart konumlandırma stratejilerine rağmen kültür, global marka kişiliği algısını farklılaştıran önemli bir faktördür. Dolayısıyla, global markaların marka kimlikleri ile ilgili tüketici algıları ülkeden ülkeye farklılık gösterir.

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CHAPTER 1

INTRODUCTION

Keller (2003) defines a brand as “a name, term, sign, symbol, or design, or some combination of these elements, intended to identify the goods and services of one seller or groups of sellers and to differentiate them from those of competitors” (p. 50). As the definition suggests, identification and differentiation of a product or service in the marketplace establishes the basis for branding. While the number of companies that see the entire world as their target market multiplies, global brands from several industries face intensified competition from local and global rivals offering similar product and service features.

Product and service attributes provide mainly functional benefits. However, the competitive forces in the marketplace make it difficult for marketers to differentiate a brand based on its functional attributes alone (Siguaw, Mattila, & Austin, 1999). Increasingly the symbolic/emotional benefits of brands establish the basis of brand positioning and differentiation decisions (Rojas-Mendez, Erenchun-Podlech & Silva-Olave, 2004). Marketers utilize brand personality in order to uniquely position and differentiate their respective brands in the marketplace (Miller, 2008).

Brand personality basically connotes attributing human characteristics to a brand. It endows a brand with symbolic meaning which could be more enduring than functional attributes and plays an important role in consumers' brand preferences (Rajagopal, 2008). Brand personality, as an expression of brand identity, can also have a strong effect on the acceptance and appreciation of a brand's identity by its

potential constituencies (Upshaw, 1995). Brand personality establishes a foremost part of a brand's identity which refers to the meaning of the brand put forward by marketers (Kapferer, 2008).

Global brands need to reveal a consistent identity with consumers across the world (Kotabe, 2008). In this context, global organizations emphasize a standard brand personality which is expected to be uniformly perceived among users and non-users of the brand (Foscht, Maloles, Swoboda, Morschett, and Sinha, 2008). With the expansion of global brands throughout the world, marketers show an increasing interest in understanding the symbolic meanings attributed to their respective brands across geographical regions (Van Gelder, 2003). In this context, brand personality measurements are often referred to in order to grasp the symbolic meaning of brands.

Initially, ad hoc measurement scales such as check-lists, symbolic analogy, and photo-sorts were used to measure brand personality (Aaker, 1997). Following the study of Jennifer Lynn Aaker (1997), which for the first time provided a theoretical framework for brand personality dimensions, interest in brand personality measurement research accelerated in the marketing literature. Several studies were conducted for testing the reliability of Aaker's scale in different cultures (Kim, Han & Park, 2001; D'Astous & Levesque, 2003; Sung & Tinkham, 2005). Nevertheless, while there has been a great deal of brand personality measurement studies that focused on developed country markets so far, emerging country markets were highly ignored. This study aims to fill the research gap in brand personality measurements by measuring and comparing brand personality perceptions of global brands in two emerging country markets - Turkey and India.

The main objective of this study is to measure and assess the equivalence of brand personality perceptions for a set of leading global brands in different cultures.

The next chapter on the relevant literature provides the conceptual framework of the study. It covers the discussion of global brand identity and differentiation, review of the brand personality construct and its measurement and presents a global brand personality equivalence framework which provides a conceptual framework for the exploratory study. Chapter three focuses on the research design and method; research objectives, the research instrument, sampling and data collection. Findings regarding the brand personality perceptions of the global brands in the stimuli set, and the differences in brand personality perceptions between Indian and Turkish consumers are presented in Chapter four. Finally, Chapter five concludes with a discussion of the findings, the contribution and limitations of the study along with implications for future research and business practices.

CHAPTER 2

REVIEW OF LITERATURE

The Globalization of Markets

Globalization of markets refers to the coordination and integration of marketing activities across multiple markets (Altuna, 2007). When the strategy of global marketing was first introduced in Levitt's (1983) article "Globalization of Markets", it was argued that developments in information and communication technology along with increasing mobility of people are gradually converging and shaping the world markets and that despite deep-rooted cultural differences, needs and desires of consumers around the world are being irrevocably homogenized. Thus, global organizations should concentrate on satisfying common needs and desires of consumers worldwide by adopting standardized production and marketing strategies.

Tailoring to the needs of specific markets may put a company at a disadvantage against competitors who develop standardized products on a global scale. The emergence of global markets for standardized consumer products provides economies of scale in production, distribution, marketing and management and endows companies with competitive advantage (Levitt, 1983). The amplifying competitive environment and decelerating growth opportunities in domestic markets, along with the ever increasing mobility of global customers have contributed to the interest of global organizations in global marketing. Global marketing strategies are utilized in order to benefit from cost advantages through economies of scale and profit opportunities in overseas markets. As many brands gain major part of their

sales and profits from international markets, organizations are encouraged to market their brands globally (Keller, 2003).

Global brands are essential for global marketing. Mooji (2009) defines a global brand as one;

..... that is available in most countries in the world and shares the same strategic principles, positioning, and marketing mix in every market throughout the world, although the marketing mix can vary. It has a substantial market share in all countries (dominates markets) and comparable brand loyalty (brand franchise). It carries the same brand name or logo (p. 29).

Global marketing involves an entire composite of decision making processes in the development of a global brand (Mooji, 2009). Marketers of global brands often face the challenge of standardizing their marketing strategies globally, against cultural differences that force adaptations (Kotabe, 2008). Nevertheless, the differences between markets establish the basis of marketing and adaptations are significant in marketing practices (Kotler, 1988).

International marketing activities of global brands often entail customization of the marketing mix. An average product requires simply four to five adaptations out of a group of eleven marketing elements consisting of labelling, packaging, materials, colors, name, product features, advertising themes, media and execution, price, and sales promotion (Kotler, 1986). While brand name, packaging, labelling and product characteristics are easy to standardize, media decisions, distribution channels and pricing are more difficult (Pride & Ferrell, 2007). Essentially, three broad forces (1) resources of a country, (2) buying behavior of country residents, and (3) the environmental factors including; government regulation, climate and competition, encourage the customization of marketing strategies (Kotler, 1986).

Standardization strategy is most commonly deployed for technological products such as cameras and computers which have functional image, for luxury

products like jewellery which hold symbol of status, and for standard products like cardiac pacemakers (Altuna, 2007). In most product categories, global organizations deploy adaptation strategy in order to build effective exchange relations in host countries (Fayerweather, 1969).

Differentiating Global Brands

As the numbers of new products explode in world markets, consumers are forced to make choices among a wide variety of products which serve the same need. Rivalry among organizations offering similar products with minor differences in function and marketing communication may distract consumer attention and cause confusion with the information overload. The problem can be solved through a clear differentiation of the product in the market place. Branding is the way to distinguish the goods of one producer from those of another.

According to Keller (2003), a brand is “a product, but one that adds other dimensions that differentiate it in some way from other products designed to satisfy the same need. These differences may be rational and tangible and relate to the performance of the brand- or they may be more symbolic, emotional, or intangible and relate to what the brand represents” (p. 50).

One of the most important steps for a clear differentiation of a brand is the determination of an appropriate positioning strategy. Positioning is the communication of the information regarding a product, so as to be perceived as differentiated from the competition by its stakeholders (Fill, 2002). It relates to the point of reference for a brand in the mind of the consumers within a competitive market (Hankinson & Cowking, 1997).

The utilitarian or the symbolic nature of products as classified by Ratchford (1987) are used in the choice of benefits stressed in the positioning by marketers. Positioning statements of a brand may indicate both functional and emotional benefits of the brand. However, functional benefits are more prone to be imitated by rivals and do not create a genuine differentiation for a brand in the marketplace (Aaker, 1997; Aaker, 1996; Siguaw et al., 1999).

Most strong brands go beyond functional benefits in positioning and deliver emotional benefits that are instrumental in helping consumers to express themselves or their ideal selves (Aaker & Joachimsthaler, 1999). Thus, marketers focus on symbolic/emotional benefits of their respective brands to create the core of the positioning and differentiation appeals (Lee, 2009). The most successful brands are disposed to have a perceptible and distinctive positioning based on their emotional/symbolic benefits in addition to the functional benefits (Keller, 2003). A frequent application of emphasizing symbolic/emotional benefits of a brand is to create a meaningful, distinguishing and stable brand personality in the consumer's mind (Siguaw et al., 1999). By its nature of revealing emotional communications of a brand and feelings of people with regards to the brand, brand personality concept is considered to be highly emotion-driven (Upshaw, 1995).

In strategic branding approach, brand positioning and brand personality concepts are jointly used. Positioning and personality of a brand together create the brand identity that suggests the visual and verbal statements which support, communicate, synthesize, and envisage the brand (Wheeler, 2003). Brand identity has an influence on total perception of a brand in the market place. Thus, whilst determining a brand's identity, marketers focus on the most crucial variables; the

positioning of the brand within the mind of consumers and prospects, and the kind of living personality the brand transmits to the market place (Upshaw, 1995).

Global Brand Perception: Protection of Core Brand Identity Across Markets

In global branding, positioning of a global brand is basically the same from one country to another; it has fundamentally the same formula; it delivers the same benefit; it is presented consistently to the consumer via consistent advertising and packaging and it has a clear and consistent identity with consumers across geographies (Blinn, 1999). Global brands are often associated with high degree of standardization for their positioning, branding and marketing mix around the world (Levitt, 1983; Aaker & Joachimsthaler, 1999; Quelch 1999). Although the marketing mix elements can vary between markets, they concentrate on the same strategic approaches and positioning globally (De Mooij, 1998).

A global position is easier to manage relative to numerous country specific strategies (Aaker & Joachimsthaler, 1999). Global organizations must consider whether similar positioning strategies in different markets are perceived in a similar way, and whether a different cultural background influences the manner in which brands are perceived. This information reveals the success of a global brand in a particular country or cultural area (Foscht et al., 2008).

Upshaw (1995) suggests that “..... personality gives the consumer something to relate to that can be more vivid than the perceived positioning, more alive than the physical attributes of a product, more complete than whatever is conveyed by the brand name alone” (p. 151).

Global branding strategies almost always comprise brand identity standardization efforts throughout the world as well (Hemann, 2009). Kotabe (2008) emphasizes that a global brand should reveal a consistent identity with consumers across the world. A brand's identity is the set of desired associations with the brand that strategists working with the brand wish to establish and maintain (Aaker, 2000). Organizations put great effort to assure what customers perceive is what they want them to perceive (Temporal, 2002).

Brand personality is an important element of brand identity. As an expression of brand identity in terms of human personality traits (Aaker, 1996), brand personality can have a strong effect on the acceptance and appreciation of a brand's identity by its potential constituencies (Upshaw, 1995). Similar to a situation when a person is inconsistent in behaviors is not countenanced, consistency is crucial in brand personality as well. A well-defined, distinctive and homogeneously perceived brand personality is more difficult to imitate (Hassan, 2001).

In practising their cross-cultural marketing activities, global organizations emphasize a standard brand personality through the use of advertising, packaging, symbols, and other imagery, which is expected to be uniformly perceived among users and non-users of the brand (Foscht et al., 2008). As global brands keep launching new products in the world markets, marketers need to know if what is perceived by the constituencies is consistent with what has been put forward by the organization in the markets they serve.

Brand Personality

People build direct and/or indirect contacts with others. During these contacts, they combine the information regarding the behaviors of other people and interpret this information in terms of human personality traits (Caprara, Barbaranelli, & Guido, 2001). Similar to between human interactions, consumers in their interactions with brands may conceive brands as possessing human personality traits and may assign them several personalities (Caprara et al., 2001; Blackston, 1993).

The human personality attributions are deduced through behaviours, physical characteristics, attitudes, beliefs, and demographic characteristics of people (Park, 1986). As opposed to the perceptions regarding the personalities of living and responding individuals, the perceptions regarding the personality of brands as inanimate objects are dependent on the way they are communicated by marketers (Aaker, 1997). Brand personality attributions can be inferred in any direct or indirect contact of the consumer with the brand (Plummer, 1984), directly by the people associated with the brand such as the brand's user imagery, the company's employees or CEO, the brand's product endorsers (Mc Cracken, 1989); and indirectly through brand name, product related attributes, product category associations, logo, advertisement, price and the distribution channels used (Batra, Lehmann, & Singh, 1993).

Brand personality is defined by Jennifer Aaker as "the set of human characteristics associated with a brand" (1997:347). When it is managed well, brand personality can increase consumer preference and investments on a brand (Sirgy 1982; Malhotra 1988). Consumers' selection of brands with right personality characteristics may provide visible and distinctive representation of themselves

(Fournier 1991; Ligas, 2000). In this context, the brand personality construct has received considerable attention in marketing literature (Table 1, page 23) and has evolved with contributions of several researchers (i.e., Levy, 1959; Plummer, 1984; Malhotra, 1988; Berry 1988; Durgee 1988; Aaker,D., 1996; Aaker, J. 1997; Keller, 2003; Azoulay & Kapferer, 2004). Researchers mostly focused on the effect of brand personality on consumer behavior for its tendency to have symbolic benefits and self-expression opportunity for the consumers (Keller, 1993; Phau & Lau, 2001).

Antecedents of Brand Personality Measurement

In psychology, a series of studies were conducted in order to develop a taxonomy of human personality (Tupes & Christal, 1958; Norman, 1963; McCrae & Costa, 1989; John, 1990). After decades of research on the original “Big Five” factorial composition of human personality, scholars agreed upon five dimensions to describe human personality: (1) extraversion or surgency, (2) agreeableness, (3) conscientiousness (4) emotional stability versus neuroticism, (5) openness or intellect (John & Srivastava, 1999). This model appeared as a consensual framework for classifying and organizing human personality descriptors (Goldberg, 1990).

Notwithstanding the theoretical and managerial significance of the brand personality construct, except for several scales developed with simple elimination and adaptation techniques, there was a lack of a model to conceptualize and measure the symbolic and self-expressive attributes of brands. In 1997, Jennifer L. Aaker developed a theoretical framework of brand personality dimensions in order to make a base for theory-building on the symbolic uses of brands. As a result of this study, a 42-item, five dimensional scale that identifies the major dimensions of brand

personality was developed within the US context (Appendix B, Table 27, p. 88). The revealed dimensions of the brand personality scale were (1) sincerity, (2) excitement, (3) competence, (4) sophistication, (5) ruggedness. Three of these dimensions were related to three dimensions of the “Big Five” human personality model (i.e., agreeableness and sincerity, extroversion and excitement, conscientiousness and competence). Aaker suggested that multiple positionings on the basic traits under these dimensions could provide estimation regarding personalities of brands (Aaker, 1997). The model was an important step toward the measurement of the symbolic meaning of brands.

As of the late 1990’s, several researchers in marketing by using Aaker’s definition and approach, attempted to further extend the brand personality measurement studies. In order to assess the robustness and external validity of the Brand Personality Scale, various replication studies were conducted in the country of the first study (the U.S.) and in several other countries (Table 1).

Table 1. Replication Studies of the Brand Personality Scale

Author	Country	Revealed Dimensions
Aaker, 1997	US	Sincerity, Excitement, Competence, Sophistication, Ruggedness
Ferrandi, et al., 2000	France	Sincerity, Dynamism*, Robustness* Conviviality*, Femininity*
Aaker, et al., 2001	Japan	Sincerity, Excitement, Competence Peacefulness*, Sophistication
Aaker, et al., 2001	Spain	Sincerity, Excitement, Peacefulness*, Passion*, Sophistication
Kim, Han & Park, 2001	Korea	Sincerity, Excitement, Competence Sophistication, Ruggedness
Smit, et al., 2002	Netherlands	Competence, Excitement, Gentle*, Distinction*, Annoyance*, Ruggedness
D'Astous & Levesque, 2003	Canada	Enthusiasm*, Unpleasantness*, Genuineness*, Solidity*, Sophistication
Rojas-Mendez, et al., 2004	Chile	Competence, Sincerity, Excitement Sophistication
Helgeson & Supphellen, 2004	Sweden	Modern*, Classic*
Davies, et al., 2004	US	Agreeableness*, Enterprise*, Competence, Ruthlessness* Informality*, Chick*, Machismo*
Venable, et al., 2005	US	Integrity*, Nurturance*, Sophistication Ruggedness
Sung & Tinkham, 2005	US	Likeableness*, Trendiness*, Competence Traditionalism*, Sophistication Ruggedness, White collar, Androgyny
	Korea	Likeableness*, Trendiness*, Competence, Traditionalism* Sophistication, Ruggedness, Western*, Ascendancy*
Ambroise, et al., 2005	France	Cheerful*, Reliable*, Classic*, Creative*, Attractive*, Enthusiasm*, Elegant*
Hosany, et al., 2006	UK	Sincerity, Excitement, Conviviality*
Milas & Miacic, 2007	Croatia	Conscientiousness*, Extraversion*, Agreeableness*, Intellect*, Emotional Stability*
Bosnjak, et al., 2007	Germany	Drive*, Conscientiousness*, Emotion*, Superficiality*

*Dimensions that emerged as different than Aaker's (1997) Big-Five

These cross-cultural replicative studies presented significant differences across different cultures concerning the number of dimensions extracted and their meanings (Azoulay & Kapferer, 2004). They did not fully replicate the big five structure of Aaker (1997). Several culture-specific dimensions such as passion in Spain, peacefulness in Japan, and passive-likeableness and ascendancy in Korea emerged in diverse markets. Besides, the scale emerged as non-generalizable across different product categories and sample groups. When the scale was tested in terms of its universal generalizability on 10 retail brands, the framework did not generalize neither to individual brands in restaurants category nor to aggregate analysis of the stimuli brands within the restaurants category (Austin, Siguaw, & Mattila, 2003).

Soon after the introduction of the scale and subsequently the implementation of the replication studies, several criticisms were voiced for the brand personality definition and measurement approach of Aaker (1997). It was argued that a loose definition of brand personality caused the development of brand personality scales that do not enclose personality traits only, but also gender, social class and demographic variables such as feminine, upper class, young items; abilities and cognitive capacities such as competence dimension and physical and functional product features like the new, heavy, big, cost-effective, financially stable items which do not belong to human personality characteristics by contradicting with the definition adopted (Sung & Tinkham, 2005; Venable, Rose, Bush & Gilbert, 2005; Geuens et al., 2009). Several traits like provincial, trendy or glamorous were actually social judgements rather than personality characteristics. Thus, the existing scales were actually measuring several dimensions of brand identity rather than the brand personality specifically as intended (Azoulay & Kapferer, 2004).

Considering the lack of an accurate definition of brand personality, in 2004 Azoulay & Kapferer offered a more precise definition of brand personality which is “Brand personality is the set of human personality traits that are both applicable and relevant for brands” (p. 150). This definition would lead to exclusion of the irrelevant items from the brand personality measurement scale.

The New Brand Personality Scale

Aaker’s scale had been exposed to various criticisms due to weakness in the definition of brand personality and lacking in generalizability and cross-cultural replicability (Geuens et al., 2009). Recently, taking into account the practicality and administration ease of ultra-short scales (Burisch 1997; Rammstedt & John, 2007), Geuens et al., (2009) developed a new brand personality scale based on the brand personality definition of Azoulay & Kapferer (2004), after having conducted a series of studies which are summarized in the following discussion.

In the first study, an initial brand personality scale structure, created through free-association tasks regarding brand personality traits, was pretested on 20 brands through the data collected from 1235 Belgian consumers at the respondent level. After detecting and eliminating the items which did not change the scope and meaning of a dimension, 18 items were retained under 5-dimensions.

Then this structure was subjected to a validation test for its generalizability on a wider range of 193 individual brands from 20 different product categories on a sample of 12.789 Belgian respondents. The structure was further validated for 20 product categories separately at the respondent level. The revised model was tested for 6 individual brands and the data corresponded to the model satisfactorily

revealing that the revised scale could be used on an individual brand level and for brands of different product categories.

The stability of the scale was investigated for 84 brands out of the initial 193 brands from 12 product categories. Through the data collected from an independent sample of 4500 Belgian consumers with similar demographic characteristics, the stability of the brand personality scale structure over a time period of two years was confirmed.

When the generalizability of the scale outside Belgium was investigated through 401 respondents from the United States, the 12-item, 5-factor model supplied a satisfactory fit for cross-cultural validation on 20 brands.

Finally, to further assess the cross-cultural validity of the 12-item scale, respondents from nine countries (France, Germany, Italy, the Netherlands, Poland, Romania, Spain, Switzerland and Turkey) evaluated the brand personality scale for one specific brand "Coca-Cola". After performing the respondent level analyses, the results provided a good fit for the model across countries. The invariance of the model was provided with the satisfactory fit indices for each country. Except for the aggressiveness dimension in Germany, all factors were reliably measured in all countries.

The authors suggested that the new five-dimensional, 12-item brand personality scale generated is reliable, valid and can be used for study purposes of: a) on an aggregate level across multiple brands of different product categories, b) across different competitors within a product category, c) on an individual brand level and cross-cultural studies. They further recommended that using this scale, global organizations could see the extent to which their global brands have a real global

personality as Coca-Cola appeared to have in their study. The new brand personality scale of Geuens et al., (2009) is presented in Figure 1 below.

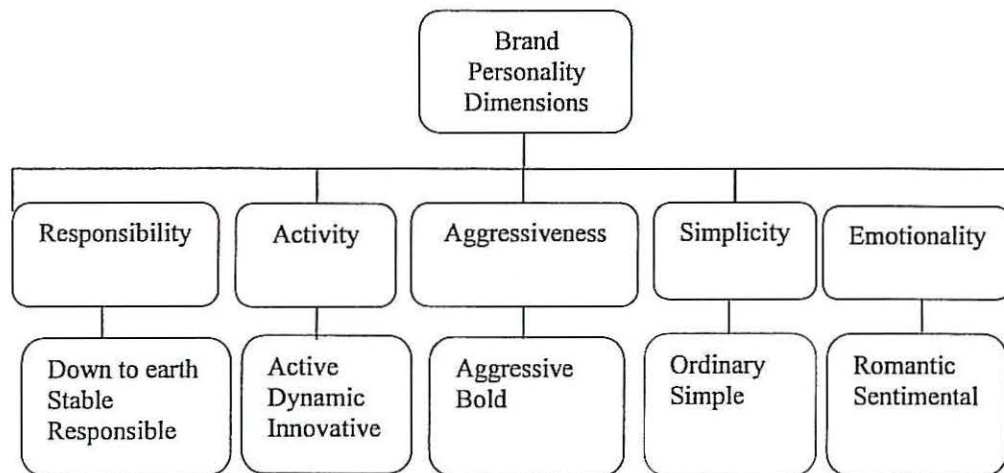


Figure 1. Dimensions of the new brand personality scale

Source: M. Geuens, B. Weijters, & K. De Wulf, (2009). "A New Measure of Brand Personality," *International Journal of Research in Marketing*, 26. p.103.

Global Brand Personality Equivalence Framework

The strategic brand management process starts with a clear understanding of what a brand stands for and how it should be positioned with respect to the competing brands (Keller, 2003). Each company settles on its positioning in the consumer's mind regarding the needs of the consumer, strengths and weaknesses of a company, and the competition in the marketplace (Trout & Ries, 1986). A brand's positioning should be successfully combined with an outward personality (Upshaw, 1995).

Strategic brand personality, is a direct extension of a brand's positioning which covers external qualities and public face of the brand and in several ways much more real than other brand aspects. Brand positioning and strategic brand

personality together compose the brand identity to a large extent. Brand identity refers to the design of words, images, ideas, and associations that establish a consumer's aggregate perception for a brand. Marketers of global brands carefully implement standard and/or adapted global marketing strategies in order to establish and protect a uniform brand identity throughout world markets. Thus, they manipulate the major variables of brand identity; positioning and personality accordingly the global brand identity proposal.

As new launches continuously release from diverse global companies, global organizations investigate the existence of global consistency among the markets they serve. A brand identity framework becomes useless unless there is an appropriate measurement instrument for each of its components (Geuens et al., 2009). As a major component of brand identity, personality strongly impacts on the acceptance and appreciations of a brand's identity by its constituencies. A brand's identity is most vividly displayed in its strategic personality which is the outside extension of the brand into the consumer's world (Upshaw, 1995).

Based on the literature review conducted, a model for brand personality equivalence across international markets is suggested in this study. Global Brand Personality Equivalence Framework in Figure 2 below presents a conceptual framework reflecting the constructs, processes, actions effective in the equivalence of brand personality perceptions for global brands across countries.

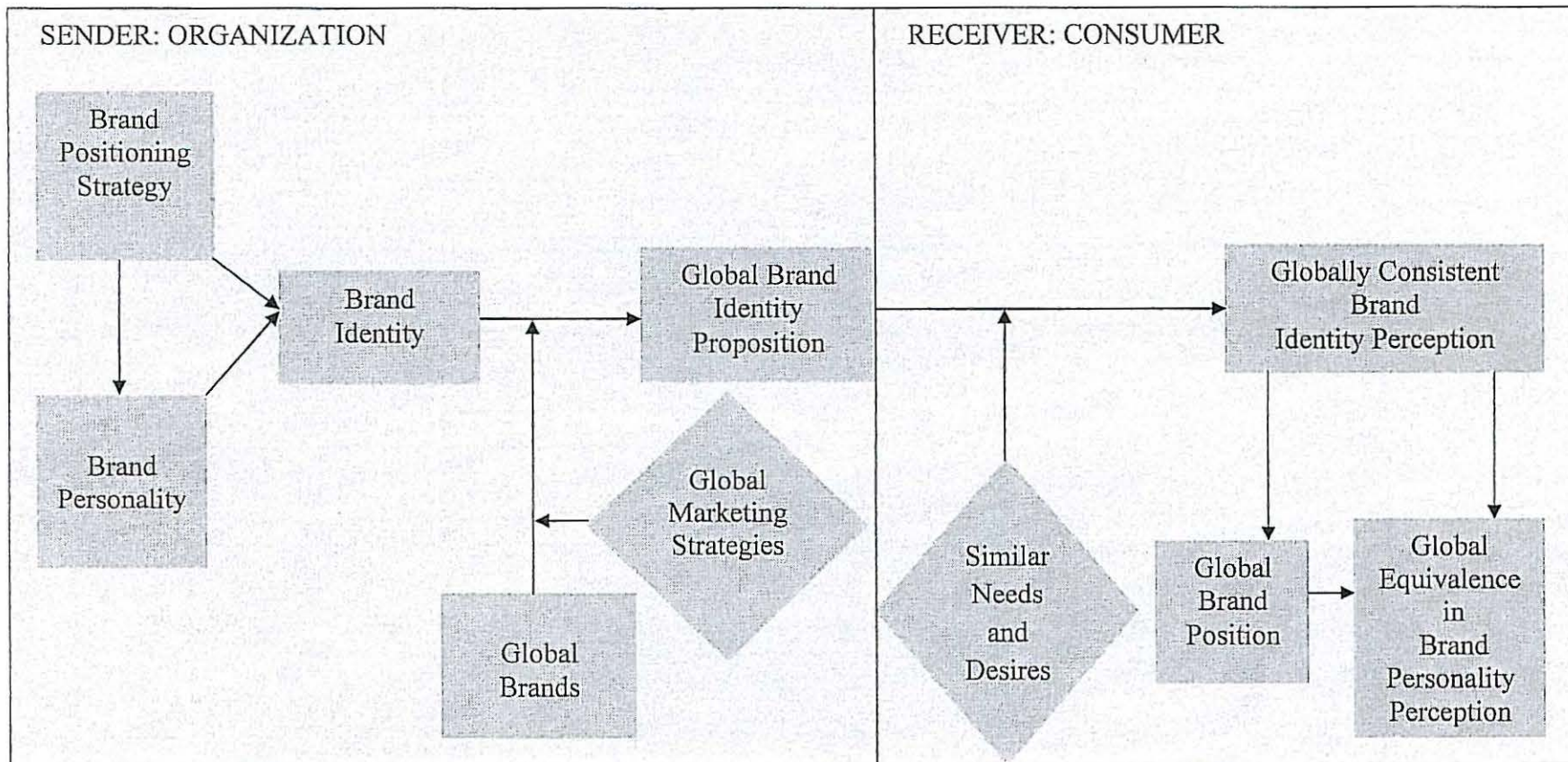


Figure 2. Global brand personality equivalence framework

CHAPTER 3

METHODOLOGY

The aim of this study is to explore the equivalence of brand personality perceptions for global brands with globally similar positioning strategies and globally consistent brand identity propositions of corporations. The process for the exploratory research involved a review of literature on global branding, brand personality, and brand personality measurement followed by primary data collection and analysis for addressing the research objective. The research objective, research instrument and measurement, stimuli selection, sampling frame, data collection and analysis are presented in this chapter.

Research Objective

The main objective of this research is to measure and compare the perceived brand personality profiles of leading global brands across two cultures which are India and Turkey. The study uses the new brand personality scale (Geuens et al., 2009) to measure the brand personalities/the symbolic value attributions for seven global brands which have been similarly positioned across the two markets selected. Young consumers globally similar in their needs and desires than older age groups (Malhotra, Agarwal & Peterson, 1996) were selected as the unit of analysis. The research questions addressed are:

- How are a set of seven global brands perceived by the youth markets in India and Turkey in terms of their brand personality profiles?

- Is there a difference between the brand personality perceptions of the Indian and Turkish samples for the same set of global brands?

Research Instrument

Primary data was collected by survey method with questionnaire administration. The research objectives of measuring and comparing personalities of global brands required a series of evaluations for the selected brands. Hence forth, a structured questionnaire was developed in order to collect the relevant data. The new brand personality scale developed by Geuens et al., (2009) was utilized for the consumer evaluations regarding brand personalities of seven global brands in the stimuli set.

Due to the multinational nature of the study, the questionnaire required language adaptations. Since, there are unmanageable numbers of official languages spoken in India, English which is the most important language for national, political, and commercial communication and is the subsidiary official language of the country (CIA Fact Book, 2001) was selected as the language for the Indian leg of the study. In order to measure self-evaluations of the Indian sample units regarding their proficiency levels in the English language, a self-reported English proficiency part was included in the questionnaire for eliminating the respondents with insufficient proficiency in the language (Appendix A.III, p. 78). The questionnaire was set up in the official language “Turkish” for Turkish respondents (Appendix A.IV, p. 79). Except for the self-reported English proficiency part in the India version, both country samples responded to the same set of questions in the same format.

For the Turkish version of the survey, translation of the traits was required as the original scale was developed in English. To that end, the original traits were

translated into Turkish with a pilot study (Appendix A.I, p. 68) by a group of eight English linguistics academicians and post-graduate students at Boğaziçi University. The most agreed upon Turkish versions were defined for each trait. Besides, since cross-cultural studies entail employment of a back-translation process in the pursuit of the translation procedure (Brislin, 1970), the final list of the Turkish versions of the traits were translated back into English by a different group. Eight people with bachelors and post-graduate degrees in English linguistics from several universities in Istanbul attended this second pilot study (Appendix A.II, p. 69). At the end of this back-translation stage, several traits appeared as different than the original English version. The Turkish versions of the final set of traits to be used in the questionnaire for the Turkish sample was determined with a consensus of an English linguistic and two marketing academicians from Boğaziçi University. Turkish versions of the twelve traits in the scale are presented in Table 2.

Table 2. Turkish Version of the Brand Personality Scale

English *	Turkish
Down to earth	Ayakları yere basan
Stable	İstikrarlı
Responsible	Sorumluluk sahibi
Active	Aktif
Dynamic	Dinamik
Innovative	Yenilikçi
Aggressive	Saldırgan
Bold	Cüretkâr
Ordinary	Sıradan
Simple	Sade
Romantic	Romantik
Sentimental	Duygusal

* Original traits developed in the brand personality scale of Geuens et al., (2009)

The questionnaire consisted of two parts. A third part on self reported English proficiency level was included in the version used for the Indian sample. The first

section of the questionnaire measured brand personality trait perceptions and included seven-point scales under each of the twelve brand personality traits inquired to evaluate each of the seven selected global brands.

Seven-point scales allow for a higher quality of judgement than a five-point scale (Osgood, Suci & Tannenbaum, 1957). Besides, in their studies Geuens et al., (2009) whose brand personality scale has been adopted for this study, utilized a seven-point scale for their assessments. Correspondingly, in this study brand personality traits were measured by seven point scales. An explanation for and an example of the scale type was provided on the first page of the questionnaire after the introductory note on the purpose of the study. The respondents indicated their assessments by marking how much they think a personality trait is characteristic for a brand on the scales provided (7 ~ Very characteristic for the brand, 1 ~ Not characteristic for the brand at all).

The twelve-traits to be rated were ordered in the same sequence for all brand evaluations in the questionnaire in order to facilitate and speed up responding. To control for primacy and recency effects, different versions of the questionnaires were prepared for the two country legs in which the order of the brands were rotated. The second section on demographics included questions asking respondents to provide information on age, gender, level of education and nationality.

Stimuli Selection

A global brand in a global industry must have a similar position, substantial market share and leadership status in all important world markets (Porter, 1986). Each year consultancy companies compile lists for the best global brands with the highest brand value, which have consistent identity and right balance of globalization and localization throughout the world and they announce annual top 100 lists (Mooji, 2009).

For an accurate comparison between countries, the same set of well-known and salient global brands existing in both country markets was required in this study. Since leading brands are well known in all cultures, 2009 lists of two global brand consultancy companies, the “Best Global Brands” list of *Interbrand* (Appendix B table 28, p. 89) and the “BrandZ Top 100 Most Valuable Global Brands” ranking of *Millward Brown* (Appendix B table 29, p. 91), along with “BrandZ Top Global Brands by Product Category” rankings of *Milward Brown* (Appendix B, Tables 30-to 36, p. 93 to 99) were utilized for the stimuli selection.

First, the leading brands in the product category rankings of Millward Brown were considered. This study ranks top 1 to 10, or 1 to 20 brands for the apparel, beer, bottled water, cars, coffee, fast food, financial institutions, gaming consoles, insurance, luxury, mobile operators, motor fuel, personal care, retail, soft drinks, spirits and technology product categories separately. Since the target sample in this study is young people, potential categories to be included were limited to the sectors that appeal to youth market the most, in order to assure the relevancy of the data collected. Additionally, several other categories were excluded due to not having a standard brand name deployed globally or just to prevent subject boredom with an

excessive number of stimuli in the questionnaire. Technology, soft drinks, fast food, cars, personal care, apparel and coffee were chosen as the product categories to be included in the stimuli set.

For the selection of stimuli brands out of the defined product categories, initially the BrandZ brand value sector/product category rankings were examined. The top ranking brands in each product category selected were further assessed on whether or not they are marketed in the two countries selected. A second assessment for these brands was made based on their existence in both BrandZ Top Most Valuable Global Brands and Interbrand Best 100 Global Brands lists. As a result of this screening process, the brands Google, Coca-Cola, McDonald's, Toyota, Colgate, Nike, and Nescafe were chosen to be included in the stimuli set in both legs of the survey.

There was one exception regarding the second assessment process for stimuli selection. "Nescafe" was the number one brand of the coffee sector in BrandZ Top Global Brands by Product Category rankings for 2009 and it is listed in the Interbrand list. The brand however, is not listed in the Top 100 Most Valuable Global Brands ranking of BrandZ. It was included in the stimuli set as it takes place in the Interbrand Best Global Brands list and because the brand has a dominant existence in both Turkish and Indian markets and is a preferred brand by young people. The final stimuli set of seven global brands were compatible with the interests of the young sample units in the Turkish and Indian samples. The brand value rankings of the selected brands are presented in Table 3.

Table 3. Brand Value Rankings of the Brands in the Stimuli Set, 2009

Sector	Brand	BrandZ Sector Rank*	Interbrand Top 100**	BrandZ Top 100 *
Fast Food	McDonald's	1	6	5
Soft Drinks	Coca-Cola	1	1	3
Apparel	Nike	2	26	59
Cars	Toyota	1	8	14
Personal Care	Colgate	3	52	56
Coffee	Nescafe	1	25	-
Technology	Google	1	7	1

Source: * Millward Brown Optimor
(Including data from BrandZ, Datamonitor and Bloomberg) 2009
** Interbrand Best Global Brands 2009 Rankings.

Similar to the study of the brand personality scale used (Geuens et al., 2009) and the original scale development study (Aaker, 1997), the final set of the stimuli included at least one brand from each of the symbolic, utilitarian and symbolic-utilitarian product categories. For some of the brands selected, the buyer decision process is affected more by either functional (Google, Colgate) or symbolic motivations (Nike). For some others, both symbolic and utilitarian motivations are effective (Coca-Cola, McDonald's, Toyota, and Nescafe).

For a sound comparison of brand personality equivalence between markets, the brands in the stimuli set need to be applying global marketing and standardization strategies. Thus, the global brands included in the stimuli set of this survey were further searched thoroughly the available literature, company web-sites and various media in order to assess their worldwide branding and marketing practices, with a focus in the Turkish and Indian markets. This process indicated a high degree of standardization for the brands in this study in their marketing strategies across countries. Some relevant information is summarized below:

McDonald's is a global player in fast-food industry. It deploys a standard message and positioning strategy globally. Sensitivity to local differences and decentralized management structure are fundamental motivations of company's international success (Altuna, 2007). Local sourcing is a key for the company in the markets it serves. McDonald's is an example of a combined standardization and differentiation strategy deployment. While standardizing the brand name and visual identity aspects worldwide, the company partially adapts its products to the local needs of different markets (Arnold, 2004). In India where the cow is a sacred animal, chicken, fish or vegetable products are served. In Muslim countries the company offers "halal" products.

Coca-Cola deploys standardized approach with a local touch in its marketing strategy. In some parts of the world, Coca-Cola tastes sweeter than other countries (Altuna, 2007). Only three of Coca-Cola brands are standardized globally (Lamb et al., 2008). Among those, the brand "Sprite" has a different formulation in Japan. Coca-Cola applies standardized message and positioning strategy globally.

Nike's global strategy involves adaptation to local markets. Even though, the brand applies a standard message and positioning strategy globally, it customizes some of its promotions in the markets it serves. In India, the brand sponsors the most popular sport cricket and its equipments, clothing and accessories, while in Turkey, football and its equipments, clothing, accessories are supported by the brand.

For *Toyota*, standardization is believed to be a key element for continuous improvement (Meier, 2008). The company standardizes its products with minor adaptations such as the placement of the steering wheel. Marketing communications is uniform.

Colgate deploys the slogan “world of care” globally with language adaptations. It markets the Colgate toothpaste globally in the same way. However, the company differentiates its product line for varying tastes and needs of different cultures. For instance, spice aromatic toothpaste is offered in Indian market and an advanced gum protection formula is used in a restricted number of countries.

Nescafe also uses standard message and positioning strategy around the World. “One moment, one Nescafe” is the common slogan used in international markets with local language customizations. The company uses other brand names such as “Taster’s Choice” in the US, and Canada and “Gold Blend” in Japan. Nescafe adapts its product line to local tastes. For instance, in Italy, ginseng flavoured coffee exists in the product line of the brand.

Being in the information technology sector, Google’s global position is established through its internet presence. The brand’s global strategy involves customization and user-friendliness. The brand highly adapts its applications for usability across local markets and cultures.

Sampling Frame and Data Collection

While brand personality measurements in developed country markets are well documented in marketing literature (Table 1, p. 23), research on emerging country markets is relatively scarce. Nevertheless, as the importance of emerging economies is increasing in world trade, information on the marketing environments of these countries is becoming essential. This study is on two emerging markets; Turkey and India. The survey destination cities are restrained to the cultural capitals and highly industrialized big cities of the selected countries. Istanbul and Bursa for the Turkish

leg, and Mumbai and Pune for the Indian leg of the study were selected as cities with reciprocal equivalence between the two countries. The selected cities mutually shelter local immigrants creating a cultural mosaic of the countries and include shopping malls attracting potential customers of various global brands.

The sample unit was defined as young consumers within the age range of 18 - 30. Young people are more open to new ideas and more similar in their wants and needs worldwide than other age groups (Malhotra et al., 1996). They are more familiar with global brands and relative to the elders, they are potentially more collaborative in terms of taking part in surveys. The sample was further narrowed to the shopping center customers as young people both in Turkey and India spend large amounts of their free times in shopping malls and also for cost and convenience considerations.

The survey was conducted between the months of April and August 2010. Data was collected in the shopping malls. Inorbit (Mumbai), SGS (Pune) malls in India, and Cevahir (İstanbul) and Kent Meydanı (Bursa) malls in Turkey were selected as similar retail environments, appealing to similar consumer segments with similar sizes in the selected cities of Turkey and India. The self-administered questionnaires were handed in personally to respondents. After approaching potential respondents, they were briefly informed about the purpose of the study. The ones who agreed to participate in the survey were delivered the questionnaire.

A total of 314 questionnaires were administered in the two countries. After the elimination of unusable questionnaires which were mostly from India, the sample size was reduced to 236. The final sample consisted of 118 Turkish and 118 Indian respondents.

CHAPTER 4

DATA ANALYSES and RESULTS

Statistical Package for the Social Sciences (SPSS 18) program was utilized for the analyses of the primary data collected. Descriptive statistical analysis was conducted on the demographic data. For extracting the brand personality dimensions of the seven global brands, a series of factor analyses were conducted. The revealed dimensions for the two countries however, emerged as different in terms of number and nature. Thus, the comparison of the brand personality perceptions of Turkish and Indian samples were carried out using personality traits. Two-group multivariate discriminant analysis was used for the purposes of:

1. Creating a discriminant function to determine if there exists a statistically significant difference between the group means of brand personality trait evaluations of the Turkish and Indian samples;
2. Validating the function for its ability to classify the individuals into nationality groups on the basis of their discriminant scores;
3. Interpreting the results to reveal the traits which account for the differences in the brand personality perceptions between the two nationality groups for each brand in the stimuli set.

The non-metric categorical groups were defined as Indians and Turks based on the nationality information they provided, which can be regarded as mutually exclusive and exhaustive as Hair, Black, Babin, & Anderson (2009) suggested.

Predictor variables were defined as the twelve personality traits through which personality of the stimuli brands were evaluated. The categorical and predictor variables used in the study are presented in the Table 4.

Table 4. Variables Used in Discriminant Analyses

Variable	Explanation
Categorical variables	Indian Turkish
Predictor variables*	down to earth stable responsible active dynamic innovative aggressive bold ordinary simple romantic sentimental

*The entire list of the traits presented in the new brand personality measure developed by Geuens et al., (2009)

Discriminant function for each brand was derived by calculating the weights for each independent variable in order to achieve the independent variables that discriminate best between the nationality groups defined as Turks and Indians. After confirming the significance level, the discriminant function was subjected to a validation test for its classification accuracy of the subjects in to the nationality groups.

Split-sample (cross-validation) approach was utilized to increase the classification accuracy through the use of a separate sample group for the development and validation of the function. The 60-40 split was preferred to assure the external validity of the study. The categorical groups were eligible for the use of 60-40 percent split with the total sample size of 236 (118 per each group), and also

satisfying the conditions that the total sample size should be at least five times the number of independent variables ($5 \times 12 = 60$), and are at least a hundred in total (Hair et al., 2009).

Since the categorical groups of the dependent variables were equally represented in the total sample, they were equally represented in the estimation and holdout samples as well which are utilized to create and validate the discriminant function respectively. The analysis sample involved randomly selected 142 cases (60 percent of the total sample, 71 observations per nationality group) and the holdout sample included randomly selected 94 cases (40 percent of the total sample, 47 observations per nationality group). Simultaneous computational method was utilized.

Characteristics of the Sample

Sample characteristics are presented in Table 5 below. A total of 236 responses were evaluated for this study. This total was evenly distributed between the Turkish and Indian samples. Analysis of the demographic data reveals that gender, age and education level distributions in the two samples are similar. The numbers of male respondents are greater in both samples (65.3 percent for India; 61.9 percent for Turkey). The targeted age range for the sample units was 18-30. The mean ages are 21.3 and 22.5 for Indian and Turkish samples respectively. 85.6 percent of the respondents in the Indian sample and 91.5 percent of the respondents in Turkish sample have either undergraduate or graduate degrees.

Table 5. Sample Characteristics

Characteristics	India		Turkey	
	Frequency n=118	Percentage %	Frequency n=118	Percentage %
Gender				
Male	77	65.3	73	61.9
Female	41	34.7	45	38.1
Education Level				
Post-Graduate	54	45.8	32	27.1
Undergraduate	47	39.8	76	64.4
High School and/or lower	17	14.4	10	8.5
Age	Min.=18 Max.=28 Avg.=21.3		Min.=18 Max.=29 Avg.=22.5	

Brand Personality Equivalence Analyses

For each of the seven brands in the stimuli set, data on brand personality traits were assessed for equivalence between Turkish and Indian samples using multivariate discriminant analysis. The traits with discriminating power between the global brand personality perceptions of the Indian and Turkish respondents were determined through the derivation of the discriminant functions which were validated for their ability to classify the respondents into nationality groups. The results for individual brands are presented below.

Stimulus 1: McDonald's

McDonald's brand is perceived differently by the Turkish and Indian youth markets. Discriminant analysis revealed a significant difference between Turkish and Indian samples in the brand personality trait perceptions for McDonald's (Table 6). A summary of the discriminant function is given in Table 6 below. The chi-square value of 79.067 (with 12 degrees of freedom) is highly significant at 0.000 level. Group means and significance levels for the brand personality traits are given in Appendix B in Table 37, p. 100.

Table 6. Unstandardized Discriminant Function Coefficients: McDonald's

Traits	Coefficient
down to earth	-0.087
stable	0.027
responsible	0.262
active	-0.101
dynamic	-0.079
innovative	0.041
aggressive	-0.084
bold	0.237
ordinary	0.047
simple	0.051
romantic	0.257
sentimental	0.166
(constant)	-2.554

Chi-square ~ 79.067 Sig. ~0.000 df=12
Canonical Correlation =0.668 Wilks' Lambda =0.554
Group means: G1=0.890; G2= -0.890

The function is validated by a classification matrix to assess its predictive accuracy. As explained in the methodology section, split sample approach of 60-40 split was used. The hold out sample of 94 cases, with equal number of cases from the two

groups was used for validation. The critical cutting score is zero for the equal group sizes. The discriminant function classified 38 out of 47 Indians and 39 out of 47 Turks accurately in the hold out sample with a classification accuracy of 81.9 per cent. The results are displayed in the classification matrix in Table 7.

Table 7. Classification Matrix of Brand Personality Perception Discriminant Analysis: McDonald's

Groups	Actual Total (n)	Predicted Group Membership			
		G1		G2	
		number	%	number	%
G1	47	38	80.9	9	19.1
G2	47	8	17.0	39	83.0

Percent Correctly Classified (Hit-ratio) = $((38+39)/94) (100) = 81.9 \%$

(G1 = Indian; G2 = Turkish)

The 81.9 percent classification accuracy is high. The classification accuracy of a matrix created through a discriminant function should be at least one-fourth greater than that achieved by chance which corresponds to 62.5 percent in this case ($0.50 \times 1.25 = 62.5$ percent) (Hair et al., 2009). Since, 81.9 percent is greater than 62.5 percent chance of classifying individuals correctly without the discriminant function, the function can be considered a valid predictor of brand personality perceptions of Indians versus Turks regarding McDonald's.

After validation, the interpretation of the function is performed by ranking the traits in terms of their discriminating power based on the sizes of their loadings. Loadings of the brand personality traits for McDonald's are given in Table 8 below. Traits with loadings $|0.40|$ or higher are considered significant as Hair et al., (2009) suggested. Based on this criteria, five traits of the brand personality of McDonald's

which are romantic, sentimental bold, responsible, simple, emerged as significant discriminators between the brand personality perceptions of Turks and Indians. The group means for these five traits are higher for the Indian sample relative to the Turkish sample (Appendix B, Table 37, p. 100). Relative to the Turkish group, McDonald's is perceived as more romantic, more sentimental, bolder, more responsible and simpler by the youth market in India.

Table 8.Independent Variable Loadings for McDonald's

Traits	Coefficient
romantic	0.804*
sentimental	0.771*
bold	0.597*
responsible	0.474*
simple	0.437*
innovative	0.380
dynamic	0.258
aggressive	0.244
ordinary	0.234
active	0.218
stable	0.196
down to earth	0.175

*Loadings equal to or higher than |0.40| significance base

Stimulus 2: Nescafe

Discriminant analysis results revealed a significant difference between Turkish and Indian samples in brand personality perceptions of Nescafe as well. The summary of the discriminant function derived for Nescafe is given in Table 9 below. A chi-square value of 69.057 (with 12 degrees of freedom) is significant at 0.000 level. Group means and significance levels of the Turkish and Indian samples for the brand personality trait perceptions of Nescafe are given in Appendix B, Table 38, p. 101.

Table 9. Unstandardized Discriminant Function Coefficients: Nescafe

Traits	Coefficient
down to earth	-0.224
stable	0.014
responsible	0.385
active	-0.275
dynamic	0.163
innovative	-0.188
aggressive	-0.072
bold	0.377
ordinary	0.128
simple	0.183
romantic	0.355
sentimental	-0.120
(constant)	-2.759

Chi-square ~ 69.057 Sig. ~0.000 df=12
 Canonical Correlation = 0.644 Wilks' Lambda = 0.585
 Group Means: G1=0.841 G2= -0.829

Using a holdout sample of 91 (46 Turks and 45 Indians) for Nescafe, the discriminant function is validated by a classification matrix to assess its predictive accuracy. The critical cutting score was calculated as 0 and the function classified 37 out of 45 Indian subjects, and 25 of 46 Turkish subjects correctly with a classification accuracy of 68.1 percent (Table 10).

Table 10. Classification Matrix of Brand Personality Perception Discriminant Analysis: Nescafe

Groups	Actual Total (n)	Predicted Group Membership			
		G1		G2	
		number	%	number	%
G1	45	37	82.2	8	17.8
G2	46	21	45.7	25	54.3

Percent Correctly Classified (Hit-ratio) = $((37+25)/91) (100) = 68.1 \%$

(G1 = Indian; G2 = Turkish)

Since 68.1 percent is greater than 62.5 percent, the discriminant function was regarded as a valid predictor of Indians versus Turks in terms of brand personality trait perceptions regarding Nescafe.

Loadings of the brand personality traits for Nescafe are presented in Table 11 below. Two traits; romantic and bold appeared as significant discriminators of the brand personality perceptions for Nescafe across Turkey and India. Since the mean ratings for these variables are higher for India (Appendix B, Table 38, p. 101) it was suggested that relative to the Turkish market, Nescafe is perceived as more romantic and bolder by the youth market in India.

Table 11.Independent Variable Loadings for Nescafe

Traits	Coefficient
romantic	0.538*
bold	0.512*
simple	0.377
sentimental	0.364
ordinary	0.352
aggressive	0.313
responsible	0.286
dynamic	0.177
innovative	-0.106
stable	-0.068
down to earth	-0.047
active	0.021

*Loadings equal to or higher than |0.40| significance base

Stimulus 3: Coca-Cola

Discriminant analysis revealed that brand personality perceptions of Coca-Cola also differ significantly between the Turkish and Indian samples (Table 12). A chi-square

value of 67.552 (with 12 degrees of freedom) is significant at 0.000 level. Group means and significance levels for the brand personality trait perceptions of Turkish and Indian samples for Coca-Cola are displayed in Appendix B, Table 39, p. 102.

Table 12. Unstandardized Discriminant Function Coefficients: Coca-Cola

Traits	Coefficient
down to earth	-0.141
stable	-0.482
responsible	0.265
active	-0.086
dynamic	-0.165
innovative	0.125
aggressive	-0.021
bold	0.291
ordinary	-0.030
simple	0.204
romantic	0.186
sentimental	0.002
(constant)	0.502

Chi-square ~ 67.552 Sig. ~0.000 df=12
 Canonical Correlation =0.635 Wilks' Lambda = 0.597
 Group Means: G1=0.810 G2=-0.821

The cutting score was calculated as 0 and the classification matrix that assesses the predictive accuracy of the discriminant function for Coca-Cola classified 40 out of 47 Indian subjects, and 29 of 45 Turkish subjects correctly with a classification accuracy of 75.0 percent (Table 13).

Table 13. Classification Matrix of Brand Personality Perception Discriminant Analysis: Coca-Cola

Groups	Actual Total (n)	Predicted Group Membership			
		G1		G2	
		number	%	number	%
G1	47	40	85.1	7	14.9
G2	45	16	35.6	29	64.4
Percent Correctly Classified (Hit-ratio) = $(40+29)/92$ (100)= 75.0 %					
(G1 = Indian; G2 = Turkish)					

Since 75.0 percent is greater than 62.5 percent, the discriminant function can be considered as a valid predictor of Indians versus Turks for brand personality trait perceptions with regards to Coca-Cola.

The discriminant loadings for Coca-Cola are presented in Table 14. Three traits which are romantic, sentimental and stable appeared as significant discriminators influencing brand personality perception differences for Coca-Cola across Turkey and India. The mean ratings (Appendix B, Table 39, p. 102) indicate that Coca-Cola is perceived as more stable by Turkish youth market than the Indian market, and more romantic and more sentimental by the Indian youth market relative to the Turkish market.

Table 14.Independent Variable Loadings for Coca-Cola

Traits	Coefficient
romantic	0.514*
sentimental	0.426*
stable	-0.410*
down to earth	-0.221
simple	0.355
bold	0.293
ordinary	0.265
responsible	0.237
dynamic	-0.211
active	-0.210
innovative	0.120
aggressive	-0.076

*Loadings equal to or higher than |0.40| significance base

Stimulus 4: Colgate

Brand personality perceptions of Colgate emerged as significantly different between Turkish and Indian samples according to the results of discriminant analysis conducted (Table 15). A chi-square value of 71.900 (with 12 degrees of freedom) is significant at 0.000 level. Group means and significance levels for the brand personality trait perceptions of Indian and Turkish samples for Colgate are present in Appendix B, Table 40, p. 103.

Table 15. Unstandardized Discriminant Function Coefficients: Colgate

Traits	Coefficient
down to earth	-0.198
stable	0.129
responsible	0.281
active	0.214
dynamic	-0.070
innovative	-0.158
aggressive	0.144
bold	0.269
ordinary	0.012
simple	0.146
romantic	-0.110
sentimental	0.291
(constant)	-4.067

Chi-square = 71,900 Sig. = .000 df=12
 Canonical Correlation = 0.646 Wilks' Lambda = 0.582
 Group Means: G1=0.835 G2= -0.847

When the predictive accuracy of the discriminant function is tested for a holdout sample of 92 for Colgate, the classification matrix classified 36 of 46 Indian subjects and 35 of 46 Turkish subjects correctly with a classification accuracy of 77.2 percent (Table 16).

Table 16. Classification Matrix of Brand Personality Perception Discriminant Analysis: Colgate

Groups	Actual Total (n)	Predicted Group Membership			
		G1		G2	
		number	%	number	%
G1	46	36	76.6	10	23.4
G2	46	11	22.2	35	77.8

Percent Correctly Classified (Hit-ratio) = $(36+35)/92 (100) = 77.2 \%$

G1 = Indian; G2 = Turkish

Since 77.2 percent is greater than 62.5 percent base, the discriminant function is considered as a valid predictor of Indians versus Turks for brand personality perceptions regarding Colgate. The discriminant loadings for the Colgate function revealed six traits which are bold, sentimental, romantic, aggressive, simple, responsible as significant discriminators influencing the differences in the brand personality perceptions of Colgate across the Turkish and India markets (Table 17). Since the mean ratings for these variables are higher for India (Appendix B, Table 40, p. 103), it was suggested that Colgate is perceived as bolder, more sentimental, more romantic, more aggressive, simpler and more responsible by the youth market in India relative to Turkey.

Table 17.Independent Variable Loadings for Colgate

Traits	Coefficient
bold	0.662*
sentimental	0.635*
romantic	0.535*
aggressive	0.504*
simple	0.437*
responsible	0.437*
active	0.377
ordinary	0.323
stable	0.297
dynamic	0.293
down to earth	0.162
innovative	0.177

*Loadings equal to or higher than |0.40| significance base

Stimulus 5: Nike

Discriminant analysis revealed that brand personality perceptions of Nike also differ significantly between the Turkish and Indian samples. The summary of the discriminant function of Nike in Table 18 below displays a chi-square value of 58.529 (with 12 degrees of freedom) which is significant at 0.000 level. Group means and significance levels for traits for the brand personality perceptions of Turkish and Indian samples are given in Appendix B, Table 41, p. 104.

Table 18. Unstandardized Discriminant Function Coefficients: Nike

Traits	Coefficient
down to earth	-0.423
stable	-0.034
responsible	0.475
active	-0.195
dynamic	0.124
innovative	-0.167
aggressive	0.017
bold	0.312
ordinary	-0.047
simple	0.359
romantic	-0.015
sentimental	0.060
(constant)	-1.646

Chi-square ~ 58.529 Sig. ~.000 df=12
Canonical Correlation = 0.597 Wilks' Lambda = 0.644
Group Means: G1=0.743 G2= -0.733

The cutting score was defined as 0. The discriminant function classified 34 of 46 Indian subjects and 35 of 47 Turkish subjects correctly for a classification accuracy of 74.2 percent, when it was tested for its predictive accuracy (Table 19) .

Table 19. Classification Matrix of Brand Personality Perception Discriminant Analysis: Nike

Groups	Actual Total (n)	Predicted Group Membership			
		G1		G2	
		number	%	number	%
G1	46	34	73.9	12	26.1
G2	47	12	25.5	35	74.5

Percent Correctly Classified (Hit-ratio) = $(34+35)/93 (100) = 74.2 \%$

(G1 = Indian; G2 = Turkish)

Since a classification accuracy of 74.2 percent is greater than 62.5 percent correct classification accuracy by chance, the function is regarded as a valid predictor of Indians versus Turks in terms of brand personality perceptions of Nike on the twelve personality traits.

Three traits which are simple, responsible and bold appeared as significant discriminators influencing brand personality perception differences for Nike across Turkey and India. The discriminant loadings for the discriminant function for Nike are displayed in Table 20. The mean ratings for these traits are higher for India (Appendix B, Table 41, p. 104), and it is suggested that Nike is perceived as simpler, more responsible and bolder by the youth market in India.

Table 20.Independent Variable Loadings for Nike

Traits	Coefficient
simple	0.450*
responsible	0.410*
bold	0.403*
ordinary	0.317
sentimental	0.305
romantic	0.304
aggressive	0.295
down to earth	-0.286
innovative	-0.106
active	0.049
stable	-0.047
dynamic	0.015

*Loadings equal to or higher than |0.40| significance base

Stimulus 6: Google

Discriminant analysis revealed a significant difference in the brand personality perceptions between Turkish and Indian samples for Google as well. A summary of the discriminant function for Google is presented in Table 21. A chi-square value of 56.324 (with 12 degrees of freedom) is highly significant at 0.000 level. Group means for the perceptions of brand personality traits for Turkish and Indian samples for Google are given in Appendix B, Table 42, p. 105.

Table 21. Unstandardized Discriminant Function Coefficients: Google

Traits	Coefficient
down to earth	-0.354
stable	-0.077
responsible	0.285
active	0.222
dynamic	-0.335
innovative	0.365
aggressive	0.108
bold	0.197
ordinary	0.200
simple	0.119
romantic	0.014
sentimental	0.147
(constant)	-4.058

Chi-square ~ 56.324 Sig. ~.000 df=12
 Canonical Correlation = 0.589 Wilks' Lambda = 0.653
 Group Means: G1=0.724 G2= -0.724

With a classification accuracy of 78.3 percent, the discriminant function predicted 38 of 46 Indian subjects and 34 of 46 Turkish subjects correctly (Table 22). Since 78.3 percent is greater than 62.5 percent, the discriminant function is considered as a valid predictor for Indians versus Turks regarding their brand personality perceptions for Google.

Table 22. Classification Matrix of Brand Personality Perception Discriminant Analysis: Google

Groups	Actual Total (n)	Predicted Group Membership			
		G1		G2	
		number	%	number	%
G1	46	38	82.6	8	17.4
G2	46	12	26.1	34	73.9

Percent Correctly Classified (Hit-ratio) = (38+34)/92 (100) = 78.3 %

(G1 = Indian; G2 = Turkish)

Four variables; ordinary, simple, sentimental and bold appeared as significant discriminators influencing the brand personality perceptions for Google across Turkey and India (Table 23). Since the mean ratings are higher for all these four traits in India (Appendix B, Table 42, p. 105), it is suggested that relative to Turkey, Google is perceived as a more ordinary, simpler, more sentimental and bolder brand by the youth market in India.

Table 23. Independent Variable Loadings for Google

Traits	Coefficient
ordinary	0.501*
simple	0.490*
sentimental	0.489*
bold	0.462*
romantic	0.389
aggressive	0.381
responsible	0.269
down to earth	-0.160
stable	-0.132
innovative	0.077
dynamic	-0.059
active	0.018

*Loadings equal to or higher than |0.40| significance base

Stimulus 7: Toyota

Discriminant analysis revealed that brand personality perceptions of Toyota differ significantly between the Turkish and Indian samples (Table 24). A chi-square value of 56.714 (with 12 degrees of freedom) is highly significant at 0.000 level. Group means and significance levels for traits regarding the perceptions of Toyota's brand personality for the Turkish and Indian samples are presented in Appendix B, Table 43, p. 106.

Table 24. Unstandardized Discriminant Function Coefficients: Toyota

Traits	Coefficient
down to earth	-0.231
stable	-0.017
responsible	-0.250
active	0.198
dynamic	0.026
innovative	-0.006
aggressive	0.235
bold	0.321
ordinary	0.032
simple	-0.058
romantic	0.274
sentimental	0.037
(constant)	-1.841

Chi-square ~ 56.714 Sig. ~.000 df=12
 Canonical Correlation = 0.602 Wilks' Lambda = 0.638
 Group Means: G1=0.760 G2= -0.737

Critical cutting score was calculated as 0. The discriminant function classified 37 out of 47 Indian subjects, and 34 out of 46 Turkish subjects correctly with a classification accuracy of 76.3 percent (Table 25). Since 76.3 percent is greater than 62.5 percent, the discriminant function can be considered as a valid predictor of Indians versus Turks for brand personality perceptions regarding Toyota.

Table 25. Classification Matrix of Brand Personality Perception Discriminant Analysis: Toyota

Groups	Actual Total (n)	Predicted Group Membership			
		G1		G2	
		number	%	number	%
G1	47	37	78.7	10	21.3
G2	46	12	26.1	34	73.9

Percent Correctly Classified (Hit-ratio) = (38+34)/92 (100) = 76.3 %
 (G1 = Indian; G2 = Turkish)

Four traits; bold, aggressive, romantic and sentimental appeared as significant discriminators influencing perceived brand personality differences of Toyota across Turkey and India (Table 26). Since the mean ratings for these traits are higher for India (Appendix B, Table 43, p. 106), it is suggested that Toyota is perceived as bolder, more aggressive, more romantic and more sentimental by the youth market in India than in Turkey respectively.

Table 26.Independent Variable Loadings for Toyota

Traits	Coefficient
bold	0.678*
aggressive	0.657*
romantic	0.626*
sentimental	0.515*
dynamic	0.286
active	0.249
ordinary	0.225
innovative	0.213
stable	0.147
simple	0.143
responsible	0.106
down to earth	-0.021

*Loadings equal to or higher than |0.40| significance base

CHAPTER 5

CONCLUSION

Using the data on the two emerging country markets, this study on brand personality explored the brand personalities of global brands with standard positioning strategies and consistent brand identity propositions throughout the world. The objective was to assess the equivalence of the brand personality perceptions for a set of global brands in Turkey and India.

Primary data on brand personality traits for the same set of seven well known and salient global brands present in both country markets was collected from a total sample of 236 young respondents by a questionnaire developed for this purpose. The new brand personality scale developed by Geuens et al., (2009) was used for the measurement of brand personality trait perceptions. Multivariate discriminant analysis was employed for assessing the equivalence of brand personality perceptions for the global brands in the stimuli set.

The results of the exploratory study indicate that nationality can be a significant factor in discriminating global brand perceptions of young consumers despite the standard positioning strategies employed

Discussion of Findings

The findings indicate significant differences between the Turkish and Indian samples in brand personality perceptions of global brands in the stimuli set. Discriminant analyses revealed the personality traits that best distinguish the samples in terms of

brand personality perceptions for each global brand in the stimuli set. A comparison of brand personalities based on the twelve traits measured reveals that the seven global brands are not perceived significantly different in Turkey and India along the down to earth, active, dynamic and innovative traits of brand personality. The eight personality traits that were found to be significant in discriminating the global brand personality perceptions between Turkish and Indian samples are stable, responsible, aggressive, bold, ordinary, simple, romantic, and sentimental.

The brand personality traits with significant discriminating power between the samples show that the brand personalities of two stimuli in the set - Colgate and McDonald's are perceived differently along six and five traits respectively. Colgate is perceived as bolder, more sentimental, more romantic, more aggressive, simpler and more responsible in the Indian market relative to the Turkish market. Group means and significance levels for Colgate can be seen in Appendix B, Table 40, page 103. The stronger market position of the brand in India may be leading to higher perceptions of aggressiveness and boldness. The brand uses a highly standardised communication strategy and deploys the slogan of "world of care" globally. The product strategy is relatively less standardised and the company differentiates the taste of its toothpaste for varying preferences of consumers in international markets. It is the leading brand in the Indian market and has a stronger market position in India relative to Turkey where it competes for market leadership with a local brand. Even though it is among the leading brands in both Turkey and India, and employs a standardized marketing strategy in international markets, perceptions regarding the personality and identity of the brand vary between the two countries studied.

McDonald's is perceived differently in the Turkish and Indian markets along the dimensions of romantic and sentimental, bold, responsible, and simple (Table 8,

p. 46). The consumers in the Indian market perceive McDonalds' brand personality as having these traits at higher levels relative to the consumers in the Turkish market. The fact that McDonald's is a late comer to the Indian market relative to the Turkish market may be an underlying reason for the stronger perceptions of bold and romantic traits. McDonald's uses a combined standardization and differentiation marketing strategy. While communication strategy is highly standardized, the company adapts its product mix to the local needs. In India, the company offers vegetarian menus and serves majorly chicken and fish. This sensitivity to the values of the local community might have led to the finding related to the responsible and sentimental traits.

Brand personality perceptions of the Indian and Turkish samples do not vary significantly for ten of the twelve traits measured for the Nescafe brand. Perceptions regarding the bold and romantic traits however differ significantly between the two samples. Nescafe uses a standard message and positioning strategy in world markets and the results indicate that the brand is relatively more successful than the other brands in the stimuli set in terms of establishing a uniform brand personality and identity. The underlying reason for the higher boldness perception for Nescafe in India could be the stronger competitive environment in the coffee industry in India ("Top Coffee Brands in India", 2010) in comparison to the Turkish market, where Nescafe is the leading brand in the product category.

The brand groups Google and Toyota, and Nike and Coca-Cola were perceived differently in the Turkish and Indian markets along four and three traits of brand personality respectively. This result may be interpreted as a modest success in establishing a uniform brand personality and identity. Two of these brands which are Coca-Cola and Toyota, apply highly standardized global strategies. Nike's and

Google's global strategies on the other hand involve higher levels of adaptation to local markets.

When individual traits are considered, the results indicate that the bold trait is significant in discriminating the brand personality perceptions of the six brands in the stimuli set, and romantic and sentimental traits are significant discriminators for five brands. Stable and ordinary traits on the other hand play a role in differentiating the perceptions of one global brand each. Except for the means of the discriminating traits for Coca-Cola, the means for discriminating traits for all other brands are higher for the Indian sample. For Coca-Cola, the mean for the stable trait is higher for the Turkish youth market. This may be attributed to the unchanging leadership position of the brand in the Turkish market.

Based on these findings, it can be concluded that nationality is a significant factor in discriminating the personality perceptions of global brands of the youth segment despite the standard marketing and positioning strategies employed. Within the context of brand equivalence framework developed, the findings indicate that global brand identity propositions of the organizations with global brands were not successful in achieving the intended globally consistent brand personality perceptions in the Indian and Turkish markets for the seven global brands studied.

Contribution and Limitations

Based on the suggested Global Brand Personality Framework developed in this study, brand personality establishes a major part of a brand's identity and has a major influence upon the acceptance and appreciation of the brand's identity by its constituencies. The brand personality measurements in this study revealed that

despite the standard positioning and branding strategies employed, the perceptions regarding the personality of leading global brands of the world in their product categories vary across countries. Culture is still an important factor in discriminating the personality perceptions of global brands across countries. The managerial implications of this finding point out the need for periodic monitoring of consumer perceptions with regards to the personalities of global brands for feedback on the success and revision needs of positioning strategies employed.

Brand personality studies focused on developed countries neglecting the emerging country markets, and mostly aimed to develop and validate brand personality scales. As distinct from the existing studies, this study contributes to brand personality literature by measuring brand personality perceptions of youth markets in two emerging countries for a set of global brands from different product categories, rather than developing or validating a brand personality scale.

This study has limitations stemming from the cross-cultural nature of the research and the sampling frame. The study was conducted on limited number of countries - Turkey and India and with a convenience sample of 236 people. The sample was limited to young shopping mall customers in four big cities (two cities per each country). Future research may address these limitations. Conducting similar comparisons for various other countries to support the finding may be beneficial. A more extensive investigation including the measurement of the personalities of the global brands in the stimuli set in numerous other countries and through a demographically comprehensive sample with a larger size in each case may contribute to the understanding of the impact of nationality factor on brand personality perceptions of global brands.

Findings of this study may provide a model to global brand management for monitoring brand personality and identity as well as for shaping and revising brand positioning strategies in order to assure consistency across markets.

APPENDICES

APPENDIX A: RESEARCH INSTRUMENTS

I. Pilot Study I

This study is a part of my master thesis conducted under International Trade Management Department of Boğaziçi University. Purpose of this study is to measure brand personality perceptions in two emerging world markets. For Turkey leg of the study, I need translation of the original traits in the brand personality scale adopted into Turkish. Please translate each of the traits below to Turkish and write down on the right column. Thank you in advance!

Traits in English	Your Translation of the Traits to Turkish
Down to earth	
Stable	
Responsible	
Active	
Dynamic	
Innovative	
Aggressive	
Bold	
Ordinary	
Simple	
Romantic	
Sentimental	

II. Pilot Study II

This study is a part of my master thesis conducted under International Trade Management Department of Boğaziçi University. Purpose of this study is to measure brand personality perceptions in two emerging world markets. To assure the accuracy of the traits translated from English to Turkish before for the Turkey leg of the study, I need a back-translation of the same traits into English. Please translate each of the traits below to English and write down on the right column. Thank you in advance!

Translations in Turkish	Your Translation of the Trait to English
Ayakları yere basan	
İstikrarlı	
Sorumluluk sahibi	
Aktif	
Dinamik	
Yenilikçi	
Saldırgan	
Cüretkar	
Sıradan	
Sade	
Romantik	
Duygusal	

III. Questionnaire Conducted in India

This questionnaire is a part of my thesis study conducted under Boğaziçi University International Trade Management Master Program that aims at measuring and comparing brand personality perceptions of two emerging world markets India and Turkey through a same set of global brands. Your responses will provide invaluable help for our measurement and will confidentially be used only for the academic purposes of this study. Thank you for contribution in advance!

I. If you were asked for your impression of a particular person, probably you might answer with a set of personality attributes. Now, please think about the brands in the same way:

“If the brands in this study were people, how much descriptive would be the twelve traits polled for each brand?”

Could you please rate each of the twelve traits for all the brands you are aware of on the 7 point scales in terms of how much they are able to describe the brand according to your perception. (1~not characteristic for the brand at all; 7~ very characteristic for the brand)

NESCAFE

	DOWN TO EARTH							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	STABLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	RESPONSIBLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ACTIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	DYNAMIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	INNOVATIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	AGGRESSIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	BOLD							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ORDINARY							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SIMPLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ROMANTIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SENTIMENTAL							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all

NIKE

	DOWN TO EARTH							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	STABLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	RESPONSIBLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ACTIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	DYNAMIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	INNOVATIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	AGGRESSIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	BOLD							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ORDINARY							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SIMPLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ROMANTIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SENTIMENTAL							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all

MCDONALD'S

	DOWN TO EARTH							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	STABLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	RESPONSIBLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ACTIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	DYNAMIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	INNOVATIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	AGGRESSIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	BOLD							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ORDINARY							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SIMPLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ROMANTIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SENTIMENTAL							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all

COLGATE

	DOWN TO EARTH							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	STABLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	RESPONSIBLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ACTIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	DYNAMIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	INNOVATIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	AGGRESSIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	BOLD							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ORDINARY							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SIMPLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ROMANTIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SENTIMENTAL							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all

COCA-COLA

	DOWN TO EARTH							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	STABLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	RESPONSIBLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ACTIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	DYNAMIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	INNOVATIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	AGGRESSIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	BOLD							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ORDINARY							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SIMPLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ROMANTIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SENTIMENTAL							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all

TOYOTA

	DOWN TO EARTH							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	STABLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	RESPONSIBLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ACTIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	DYNAMIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	INNOVATIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	AGGRESSIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	BOLD							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ORDINARY							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SIMPLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ROMANTIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SENTIMENTAL							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all

GOOGLE

	DOWN TO EARTH							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	STABLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	RESPONSIBLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ACTIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	DYNAMIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	INNOVATIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	AGGRESSIVE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	BOLD							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ORDINARY							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SIMPLE							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	ROMANTIC							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all
	SENTIMENTAL							
Very characteristic for the brand	(7)	(6)	(5)	(4)	(3)	(2)	(1)	Not characteristic for the brand at all

II. SELF-REPORTED ENGLISH PROFICIENCY

II. a. What is the frequency of English language use in your daily activities?

4	3	2	1
Very Often	Quite often	Sometimes	Never

II. b. How do you perceive your English language ability in the four language skills of listening, reading, speaking and writing?

LISTENING

4	3	2	1
Excellent	Good	Adequate	Poor

READING

4	3	2	1
Excellent	Good	Adequate	Poor

SPEAKING

4	3	2	1
Excellent	Good	Adequate	Poor

WRITING

4	3	2	1
Excellent	Good	Adequate	Poor

III. DEMOGRAPHIC INFORMATION

Could you please provide us with the information below.

Age: _____

Gender: _____

Educational Level: _____

Nationality: Turkish _____ Indian _____

IV. Questionnaire Conducted in Turkey

Boğaziçi Üniversitesi Uluslararası Ticaret Yönetimi Yüksek Lisans Programı'ndaki tez çalışmamın bir parçası olan bu anket ile Türkiye ve Hindistan'daki tüketicilerin küresel marka kişiliği algılarını ölçüyorum. Yanıtlarınız yalnızca bu tezin akademik amaçları doğrultusunda kullanılacaktır. Katılımınız için şimdiden teşekkürler.

I. Eğer bir kişi ile ilgili izlenimleriniz sorulmuş olsaydı, muhtemelen bir grup kişilik sıfatı ile cevap verirdiniz. Şimdi lütfen markalar için benzer şekilde düşününüz;

“Birazdan göreceğiniz markalar birer insan olsalardı, her biri için sorgulanan insana özgü sıfatlar size göre onları ne ölçüde tanımlardı?”

Ekteki sayfalarda, markalar ve sıfatlar yer almaktadır. Sayfa başlarında yer alan her marka için sayfanın devamında verilen sıfatların ne kadar tanımlayıcı olduğunu, ilgili ölçek üzerinde size göre en uygun olan rakamı işaretleyerek belirtiniz (7~ markayı çok iyi tanımlar; 1~ markayı hiç tanımlamaz).

NESCAFE

AYAKLARI YERE BASAN

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

İSTİKRARLI

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

SORUMLULUK SAHİBİ

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

AKTİF

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

DİNAMİK

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

YENİLİKÇİ

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

SALDIRGAN

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

CÜRETKAR

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

SIRADAN

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

SADE

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

ROMANTİK

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

DUYGUSAL

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

NIKE

AYAKLARI YERE BASAN

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

İSTİKRARLI

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

SORUMLULUK SAHİBİ

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

AKTİF

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

DİNAMİK

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

YENİLİKÇİ

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

SALDIRGAN

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

CÜRETKAR

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

SIRADAN

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

SADE

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

ROMANTİK

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

DUYGUSAL

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

MCDONALD'S

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

COLGATE

AYAKLARI YERE BASAN

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

İSTİKRARLI

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

SORUMLULUK SAHİBİ

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

AKTİF

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

DİNAMİK

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

YENİLİKÇİ

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

SALDIRGAN

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

CÜRETKAR

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

SIRADAN

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

SADE

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

ROMANTİK

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

DUYGUSAL

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

COCA-COLA

AYAKLARI YERE BASAN

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

İSTİKRARLI

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

SORUMLULUK SAHİBİ

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

AKTİF

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

DİNAMİK

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

YENİLİKÇİ

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

SALDIRGAN

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

CÜRETKAR

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

SIRADAN

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

SADE

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

ROMANTİK

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

DUYGUSAL

markayı çok iyi tanımlar $\frac{\quad}{(7)}$ $\frac{\quad}{(6)}$ $\frac{\quad}{(5)}$ $\frac{\quad}{(4)}$ $\frac{\quad}{(3)}$ $\frac{\quad}{(2)}$ $\frac{\quad}{(1)}$ markayı hiç tanımlamaz

TOYOTA

AYAKLARI YERE BASAN

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

İSTİKRARLI

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

SORUMLULUK SAHİBİ

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

AKTİF

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

DİNAMİK

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

YENİLİKÇİ

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

SALDIRGAN

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

CÜRETKAR

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

SIRADAN

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

SADE

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

ROMANTİK

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

DUYGUSAL

markayı çok iyi tanımlar markayı hiç tanımlamaz
(7) (6) (5) (4) (3) (2) (1)

GOOGLE

AYAKLARI YERE BASAN

markayı çok iyi tanımlar $\frac{\quad}{(7)} \frac{\quad}{(6)} \frac{\quad}{(5)} \frac{\quad}{(4)} \frac{\quad}{(3)} \frac{\quad}{(2)} \frac{\quad}{(1)}$ markayı hiç tanımlamaz

İSTİKRARLI

markayı çok iyi tanımlar $\frac{\quad}{(7)} \frac{\quad}{(6)} \frac{\quad}{(5)} \frac{\quad}{(4)} \frac{\quad}{(3)} \frac{\quad}{(2)} \frac{\quad}{(1)}$ markayı hiç tanımlamaz

SORUMLULUK SAHİBİ

markayı çok iyi tanımlar $\frac{\quad}{(7)} \frac{\quad}{(6)} \frac{\quad}{(5)} \frac{\quad}{(4)} \frac{\quad}{(3)} \frac{\quad}{(2)} \frac{\quad}{(1)}$ markayı hiç tanımlamaz

AKTİF

markayı çok iyi tanımlar $\frac{\quad}{(7)} \frac{\quad}{(6)} \frac{\quad}{(5)} \frac{\quad}{(4)} \frac{\quad}{(3)} \frac{\quad}{(2)} \frac{\quad}{(1)}$ markayı hiç tanımlamaz

DİNAMİK

markayı çok iyi tanımlar $\frac{\quad}{(7)} \frac{\quad}{(6)} \frac{\quad}{(5)} \frac{\quad}{(4)} \frac{\quad}{(3)} \frac{\quad}{(2)} \frac{\quad}{(1)}$ markayı hiç tanımlamaz

YENİLİKÇİ

markayı çok iyi tanımlar $\frac{\quad}{(7)} \frac{\quad}{(6)} \frac{\quad}{(5)} \frac{\quad}{(4)} \frac{\quad}{(3)} \frac{\quad}{(2)} \frac{\quad}{(1)}$ markayı hiç tanımlamaz

SALDIRGAN

markayı çok iyi tanımlar $\frac{\quad}{(7)} \frac{\quad}{(6)} \frac{\quad}{(5)} \frac{\quad}{(4)} \frac{\quad}{(3)} \frac{\quad}{(2)} \frac{\quad}{(1)}$ markayı hiç tanımlamaz

CÜRETKAR

markayı çok iyi tanımlar $\frac{\quad}{(7)} \frac{\quad}{(6)} \frac{\quad}{(5)} \frac{\quad}{(4)} \frac{\quad}{(3)} \frac{\quad}{(2)} \frac{\quad}{(1)}$ markayı hiç tanımlamaz

SIRADAN

markayı çok iyi tanımlar $\frac{\quad}{(7)} \frac{\quad}{(6)} \frac{\quad}{(5)} \frac{\quad}{(4)} \frac{\quad}{(3)} \frac{\quad}{(2)} \frac{\quad}{(1)}$ markayı hiç tanımlamaz

SADE

markayı çok iyi tanımlar $\frac{\quad}{(7)} \frac{\quad}{(6)} \frac{\quad}{(5)} \frac{\quad}{(4)} \frac{\quad}{(3)} \frac{\quad}{(2)} \frac{\quad}{(1)}$ markayı hiç tanımlamaz

ROMANTİK

markayı çok iyi tanımlar $\frac{\quad}{(7)} \frac{\quad}{(6)} \frac{\quad}{(5)} \frac{\quad}{(4)} \frac{\quad}{(3)} \frac{\quad}{(2)} \frac{\quad}{(1)}$ markayı hiç tanımlamaz

DUYGUSAL

markayı çok iyi tanımlar $\frac{\quad}{(7)} \frac{\quad}{(6)} \frac{\quad}{(5)} \frac{\quad}{(4)} \frac{\quad}{(3)} \frac{\quad}{(2)} \frac{\quad}{(1)}$ markayı hiç tanımlamaz

II. DEMOGRAFİK BİLGİLER

Aşağıda istenen bilgileri bizimle paylaşır mısınız lütfen?

Yaşınız: _____

Cinsiyetiniz: _____

Eğitim Seviyeniz: _____

Uyruğunuz: Türkiye vatandaşı _____ Hindistan vatandaşı _____

APPENDIX B: TABLES

Table 27. Brand Personality Scale of Aaker, 1997

Dimension	Variance Explained	Eigen value	Traits
Sincerity	26.5 %	31.4	Down-to-earth, Family-oriented Small-town, Honest, Sincere, Real, Wholesome, Original, Cheerful, Sentimental, Friendly
Excitement	25.1 %	27.9	Daring, Trendy, Exciting, Spirited, Cool, Young, Imaginative, Unique, Update, Independent, Contemporary
Competence	17.5 %	14.2	Reliable, Hardworking, Secure Intelligent, Technical, Corporate, Successful, Leader, Confident
Sophistication	11.9 %	9.2	Upper-class, Glamorous Good-looking, Charming, Feminine, Smooth
Ruggedness	8.8 %	6.7	Outdoorsy, Masculine, Western Tough, Rugged

Source: Aaker, J. (1997). "Dimensions of Brand Personality". *Journal of Marketing Research*, 34

Table 28. Best Global Brands List, Interbrand, 2009

Rank	Brand	Brand Value Million USD	Rank	Brand	Brand Value Million USD
1	Coca-Cola	68.734	51	Wrigley	6.731
2	IBM	60.211	52	Colgate	6.550
3	Microsoft	56.647	53	AXA	6.525
4	GE (General Electric)	47.777	54	MTV	6.523
5	Nokia	34.864	55	Volkswagen	6.484
6	McDonald's	32.275	56	Xerox	6.431
7	Google	31.980	57	Morgan Stanley	6.399
8	Toyota	31.330	58	Nestle	6.319
9	Intel	30.636	59	Chanel	6.040
10	Disney	28.447	60	Danone	5.960
11	HP	24.096	61	KFC	5.722
12	Mercedes	23.867	62	Adidas	5.397
13	Gillette	22.841	63	BlackBerry	5.138
14	Cisco	22.030	64	Yahoo!	5.111
15	BMW	21.671	65	Audi	5.010
16	Louis Vuitton	21.120	66	Caterpillar	5.004
17	Marlboro	19.010	67	Avon	4.917
18	Honda	17.803	68	Rolex	4.609
19	Samsung	17.518	69	Hyundai	4.604
20	Apple	15.433	70	Hermes	4.598
21	H&M	15.375	71	Kleenex	4.404
22	American Express	14.971	72	UBS	4.370
23	Pepsi	13.706	73	Harley Davidson	4.337
24	Oracle	13.699	74	Porsche	4.234
25	Nescafe	13.317	75	Panasonic	4.225
26	Nike	13.179	76	Tiffany & Co.	4.000
27	SAP	12.106	77	Cartier	3.968
28	IKEA	12.004	78	GAP	3.922
29	Sony	11.953	79	Pizza Hut	3.876
30	Budweiser	11.833	80	Johnson & Johnson	3.847
31	UPS	11.594	81	Allianz	3.831
32	HSBC	10.510	82	Moët & Chandon	3.754
33	Canon	10.441	83	BP	3.716
34	Kellogg's	10.428	84	Smirnoff	3.698
35	Dell	10.291	85	Duracell	3.563

36	Citi	10.254	86	Nivea	3.557
37	JP Morgan	9.550	87	Prada	3.530
38	Goldman Sachs	9.248	88	Ferrari	3.527
39	Nintendo	9.210	89	Armani	3.303
40	Thomson Reuters	8.434	90	Starbucks	3.263
41	Gucci	8.182	91	Lancôme	3.235
42	Philips	8.121	92	Shell	3.228
43	Amazon.com	7.858	93	Burger King	3.223
44	L'oreal	7.748	94	Visa	3.170
45	Accenture	7.710	95	Adobe	3.161
46	EBay	7.350	96	Lexus	3.158
47	Siemens	7.308	97	Puma	3.154
48	Heinz	7.244	98	Burberry	3.095
49	Ford	7.005	99	Polo Ralph Lauren	3.094
50	Zara	6.789	100	Campbell's	3.081

Source: Interbrand Best Global Brands Top 100, 2009 *Ranking*

Table 29.BrandZ Top 100 Brands List, 2009

Rank	Brand	Brand Value Million USD	Rank	Brand	Brand Value Million USD
1	Google	100.039	51	Siemens	13.562
2	Microsoft	76.249	52	Budweiser	667
3	Coca-Cola	67.625	53	Orange	13.242
4	IBM	66.622	54	EBay	12.970
5	McDonald's	66.575	55	BBVA	12.549
6	Apple	63.113	56	Colgate	12.396
7	China Mobile	61.283	57	Target	12.254
8	GE (General Electric)	59.793	58	H&M	12.061
9	Vodafone	53.727	59	Nike	11.999
10	Marlboro	49.460	60	Subway	10.997
11	Wal-Mart	41.083	61	TD	10.991
12	ICBC	38.056	62	Movistar	10.911
13	Nokia	35.163	63	T-Mobile	10.864
14	Toyota	29.907	64	Wrigley's	10.841
15	UPS	27.842	65	Auchan	10.586
16	BlackBerry	27.478	66	Chase	10.582
17	HP	26.745	67	Nissan	10.206
18	BMW	23.948	68	DHL	9.719
19	SAP	23.615	69	FedEx	9.491
20	Disney	23.110	70	Home Depot	9.280
21	Tesco	22.938	71	MTS	9.189
22	Gillette	22.919	72	BeeLine	8.884
23	Intel	22.851	73	Canon	8.779
24	China Construction Bank	22.811	74	ALDI	8.638
25	Oracle	21.438	75	Avon	8.631
26	Amazon	21.294	76	Zara	8.609
27	Bank of China	21.192	77	O2	8.601
28	AT&T	20.059	78	Standard Chartered Bank	8.219
29	Louis Vuitton	19.395	79	Red Bull	8.154
30	HSBC	19.079	80	China Merchants Bank	8.052
31	Pampers	18.945	81	Yahoo!	7.927
32	Nintendo	1.105	82	Hermès	7.862

33	Cisco	17.965	83	JP Morgan	7.852
34	Verizon Wireless	17.713	84	Ariel	7.777
35	Porsche	17.467	85	Tide	7.512
36	Visa	16.353	86	Gucci	7.468
37	Wells Fargo	16.228	87	MasterCard	7.427
38	Santander	16.035	88	Goldman Sachs	7.415
39	NTT DoComO	15.776	89	Starbucks	7.260
40	Mercedes	15.499	90	Barclays	6.992
41	Bank of America	15.480	91	State Farm	6.922
42	Dell	15.422	92	Morgan Stanley	6.765
43	Accenture	15.076	93	ING	6.743
44	Pepsi	14.996	94	KFC	6.721
45	L'Oreal	14.991	95	IKEA	6.713
46	American Express	14.963	96	Nivea	6.572
47	Carrefour	14.961	97	Esprit	6.571
48	RBC	14.894	98	Bradesco	6.565
49	Citi	14.608	99	TIM	6.409
50	Honda	14.571	100	Lowe's	6.394

Source: Millward Brown Optimor
(including data from BrandZ, Datamonitor and Bloomberg), 2009

Table 30. Top 10 Brands in Apparel Category, Millward Brown, 2009

Rank	Brand	Brand Value Million USD
1	H&M	12.061
2	Nike	11.999
3	Zara	8.609
4	Espirit	6.571
5	Adidas	4.949
6	Ralph Lauren	3.031
7	Puma	1.892
8	Next	1.670
9	Gap	1.298
10	Old Navy	986

Source: Millward Brown Optimor including data from BrandZ, Datamonitor and Bloomberg, 2009

Table 31. Top 10 Brands in Fast Food Category, Millward Brown, 2009

Rank	Brand	Brand Value Million USD
1	McDonald's	66.575
2	Subway	10.997
3	KFC	6.721
4	Starbucks	6.413
5	Tim Horton's	3.843
6	Pizza Hut	3.114
7	Wendy's	3.030
8	Burger King	2.429
9	Taco Bell	1.711
10	Arby's	661

Source: Millward Brown Optimor including data from BrandZ, Datamonitor and Bloomberg, 2009

Table 32. Top 15 Brands in Personal Care Category, Millward Brown, 2009

Rank	Brand	Brand Value Million USD
1	Gillette	22.919
2	L'Oréal	14.991
3	Colgate	12.396
4	Avon	8.631
5	Nivea	6.572
6	Garnier	5.234
7	Lancôme	4.278
8	Oral-B	3.496
9	Dove	3.279
10	Crest	2.924
11	Olay	2.866
12	Shiseido	2.405
13	Estée Lauder	2.122
14	Secret	1.863
15	Signal	1.627

Source: Millward Brown Optimor including data from BrandZ,
Datamonitor and Bloomberg, 2009

Table 33. Top 8 Brands in Coffee Category, Millward Brown, 2009

Rank	Brand	Brand Value Million USD
1	Nescafe	5.648
2	Nespresso	2.451
3	Folgers	1.331
4	Maxwell House	1.315
5	Jacobs	1.006
6	Starbucks	848
7	Douwe Egberts	732
8	Carte Noire	606

Source: Millward Brown Optimor including data from BrandZ, Datamonitor and Bloomberg, 2009

Table 34. Top 10 Brands in Cars Category, Millward Brown, 2009

Rank	Brand	Brand Value Million USD
1	Toyota	29.907
2	BMW	23.948
3	Porsche	17.467
4	Mercedes	15.499
5	Honda	14.571
6	Nissan	10.206
7	Ford	5.921
8	Volkswagen	5.847
9	Lexus	4.551
10	Chevrolet	4.329

Source: Millward Brown Optimor including data from BrandZ, Datamonitor and Bloomberg, 2009

Table 35. Top 10 Brands in Soft Drinks Category, Millward Brown, 2009

Rank	Brand	Brand Value Million USD
1	Coca-Cola	53.315
2	Coke	14.310
3	Pepsi	12.761
4	Red Bull	8.154
5	Fanta	4.575
6	Sprite	3.511
7	Dr. Pepper	2.799
8	Gatorade	2.399
9	Diet Pepsi	2.234
10	Mountain Dew	2.221

Source: Millward Brown Optimor including data from BrandZ, Datamonitor and Bloomberg, 2009

Table 36. Top 20 Brands in Technology Category, Millward Brown, 2009

Rank	Brand	Brand Value Million USD
1	Google	100.039
2	Microsoft	76.249
3	IBM	66.622
4	Apple	63.113
5	Nokia	35.163
6	Blackberry	27.478
7	HP	26.745
8	SAP	23.615
9	Intel	22.851
10	Oracle	21.438
11	Cisco	17.965
12	Dell	15.422
13	Accenture	15.076
14	Siemens	13.562
15	Canon	8.779
16	Yahoo!	7.927
17	Samsung	6.322
18	Sony	6.245
19	Baidu	5.768
20	Sony Ericsson	4.788

Source: Millward Brown Optimor including data from BrandZ, Datamonitor and Bloomberg, 2009

Table 37. Group Means and Significance Levels: McDonald's

Traits	Group Means		Wilk's Lambda	F	Sig.
	Indian	Turkish			
Down to earth	5.3662	4.7887	0.976	3.465	0.065
Stable	5.8592	5.3380	0.970	4.319	0.040
Responsible	5.4930	3.9859	0.847	25.267	0.000
Active	5.8028	5.1690	0.963	5.349	0.022
Dynamic	5.6338	4.8732	0.949	7.519	0.007
Innovative	5.2958	4.0423	0.896	16.214	0.000
Aggressive	4.6338	3.8028	0.954	6.681	0.011
Bold	4.8451	3.0423	0.777	40.165	0.000
Ordinary	4.3521	3.5634	0.958	6.163	0.014
Simple	4.5915	3.2254	0.867	21.496	0.000
Romantic	4.7183	2.1972	0.658	72.854	0.000
Sentimental	4.3380	2.0282	0.676	66.991	0.000

Table 38. Group Means and Significance Levels: Nescafe

Traits	Group Means		Wilk's Lambda	F	Sig.
	Indian	Turkish			
Down to earth	5.3088	5.4348	0.998	0.209	0.649
Stable	5.7059	5.8406	0.997	0.443	0.507
Responsible	5.5000	4.7246	0.945	7.791	0.006
Active	5.6324	5.5797	1.000	0.044	0.834
Dynamic	5.6176	5.1884	0.978	2.993	0.086
Innovative	5.2206	5.4928	0.992	1.074	0.302
Aggressive	4.4706	3.5072	0.935	9.365	0.003
Bold	4.9412	3.5362	0.844	25.008	0.000
Ordinary	4.1765	3.1449	0.919	11.871	0.001
Simple	4.8235	3.7681	0.908	13.618	0.000
Romantic	5.0294	3.3333	0.830	27.636	0.000
Sentimental	4.4265	3.2029	0.914	12.636	0.001

Table 39. Group Means and Significance Levels: Coca-Cola

Traits	Group Means		Wilk's Lambda	F	Sig.
	Indian	Turkish			
Down to earth	5.1857	5.7971	0.968	4.496	0.036
Stable	5.4000	6.2899	0.898	15.512	0.000
Responsible	5.2286	4.5072	0.964	5.186	0.024
Active	5.8429	6.2754	0.971	4.065	0.046
Dynamic	5.5571	6.0580	0.971	4.131	0.044
Innovative	5.2143	4.8406	0.990	1.327	0.251
Aggressive	5.0000	5.6812	0.996	0.531	0.467
Bold	5.3286	4.4928	0.945	7.943	0.006
Ordinary	4.1429	3.3188	0.955	6.471	0.012
Simple	4.4714	3.3913	0.922	11.622	0.001
Romantic	4.1857	2.5652	0.849	24.438	0.000
Sentimental	3.8000	2.4493	0.891	16.758	0.001

Table 40. Group Means and Significance Levels: Colgate

Traits	Group Means		Wilk's Lambda	F	Sig.
	Indian	Turkish			
Down to earth	5.5211	5.1000	0.982	2.601	0.109
Stable	5.9014	5.1857	0.940	8.809	0.004
Responsible	5.7324	4.6286	0.880	18.996	0.000
Active	5.8169	4.8429	0.907	14.177	0.000
Dynamic	5.2817	4.4714	0.942	8.559	0.004
Innovative	4.8592	4.3286	0.978	3.106	0.080
Aggressive	4.4930	3.0000	0.846	25.294	0.000
Bold	4.8310	3.0000	0.761	43.688	0.000
Ordinary	4.8732	3.8429	0.930	10.422	0.002
Simple	5.2958	3.9857	0.880	19.034	0.000
Romantic	3.7606	2.0429	0.829	28.581	0.000
Sentimental	3.9718	2.0000	0.776	40.194	0.000

Table 41. Group Means and Significance Levels: Nike

Traits	Group Means		Wilk's Lambda	F	Sig.
	Indian	Turkish			
Down to earth	5.0714	5.7887	0.957	6.264	0.013
Stable	5.8286	5.9155	0.999	0.172	0.679
Responsible	5.8429	4.9155	0.915	12.895	0.000
Active	6.0857	6.0000	0.999	0.184	0.669
Dynamic	5.9571	5.9296	1.000	0.018	0.893
Innovative	5.5429	5.7606	0.994	0.859	0.356
Aggressive	5.2286	4.4507	0.954	6.678	0.011
Bold	5.5857	4.6338	0.918	12.490	0.001
Ordinary	4.0143	3.1549	0.947	7.727	0.006
Simple	4.3000	3.1831	0.899	15.539	0.000
Romantic	3.3857	2.5352	0.952	7.085	0.009
Sentimental	3.2571	2.4366	0.951	7.127	0.008

Table 42. Group Means and Significance Levels: Google

Traits	Group Means		Wilk's Lambda	F	Sig.
	Indian	Turkish			
Down to earth	5.6429	6.0286	0.987	1.871	0.174
Stable	6.0857	6.3143	0.991	1.271	0.262
Responsible	6.0286	5.3857	0.963	5.330	0.022
Active	6.4857	6.4571	1.000	0.025	0.875
Dynamic	6.1286	6.2429	0.998	0.256	0.614
Innovative	6.3714	6.2429	0.997	0.436	0.510
Aggressive	5.3286	4.2571	0.928	10.687	0.001
Bold	5.7714	4.6571	0.898	15.694	0.000
Ordinary	4.0286	2.5714	0.882	18.409	0.000
Simple	5.0286	3.6571	0.887	17.615	0.000
Romantic	4.2714	3.0857	0.926	11.108	0.001
Sentimental	4.3143	2.8714	0.887	17.551	0.000

Table 43. Group Means and Significance Levels: Toyota

Traits	Group Means		Wilk's Lambda	F	Sig.
	Indian	Turkish			
Down to earth	5.4091	5.4559	1.000	0.034	0.855
Stable	5.8182	5.5000	0.988	1.617	0.206
Responsible	5.7879	5.5441	0.994	0.842	0.360
Active	5.7727	5.2353	0.966	4.663	0.033
Dynamic	5.7273	5.1176	0.956	6.127	0.015
Innovative	5.6970	5.2206	0.975	3.394	0.068
Aggressive	5.2424	3.6765	0.803	32.362	0.000
Bold	5.3030	3.6618	0.793	34.503	0.000
Ordinary	3.9242	3.3529	0.972	3.796	0.054
Simple	4.1970	3.8235	0.989	1.532	0.218
Romantic	4.2576	2.4853	0.818	29.445	0.000
Sentimental	4.0303	2.5294	0.869	19.883	0.000

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