

# Soap Opera Effect on Product Preferences in Terms of Country Image: A Case of Turkish TV Serials in Albanian Market

**Yüksel Köksal**

Mehmet Akif Ersoy University  
Burdur, Turkey  
*ykoksal@mehmetakif.edu.tr*

**Nihal İçöz Gjana**

Epoka University  
Tirana, Albania  
*nihalgjana@gmail.com*

**Abstract:** TV serials can be leveraged as an effective mass communication means that is capable of sneaking into people's lives, and altering their perceptions, habits and preferences. Today globalization has come to facilitate the way in which consumers are exposed to a myriad of foreign products, and country of origin and image emerge as major hints in assessing these products. Foreign TV programs that become popular in a country are known to contribute to the country of origin image of products involved. This study aims to study the way TV viewers in Albania, where Turkish soap operas are popular, perceive products of Turkish origin and whether Turkish TV programs have any effect on the purchasing decisions of Albanians. To this end, the data set of the study was compiled through one-to-one interviews with 413 participants in three Albanian cities (Tirana, Durrës and Kukës). Quantitative data were analyzed using factor analysis and structural equation modeling (SEM) methods while qualitative data were obtained using the in-depth interviews with the people from the field who hold opinions about the matter at hand. The study produced positive findings that imply that TV serials influence product preferences of consumers.

**Keywords:** Opera; Country Image; Product Preference; Turkish TV Serials.

**JEL Classification:** M31

## **Article History**

Submitted: 19 March 2014

Resubmitted: 5 June 2014

Resubmitted: 7 July 2014

<http://dx.doi.org/10.14706/JEOCSS11513>

## Introduction

Films, TV serials and shows have the potential to influence the audience views and make them adopt certain attitudes in specific issues (Pervan & Martin, 2002; O'Connor et al., 2008; Busby & Klug, 2001; Desai & Basuroy, 2005; Cho, 2007; Hudson & Ritchie, 2006; Kim et al., 2007; Riley et al., 1998). The characters in TV serials may emerge as real life role models for viewers and the places where these serials were shot may turn into popular tourism destinations (Balli et al. 2013, Kim & Long 2012, Busby & Klug, 2001).

Soap operas are seen as one of the successful advertising venues (Pervan & Martin, 2002). They have a significant role in influencing lifestyles, purchasing habits and brand preferences of viewers as well as in boosting the image of the country of origin (Cho, 2007; O'Connor et al., 2008). They are at least capable of increasing the level of awareness of their country of origin (Kim et al., 2007).

The image effect created by films and soap operas do not tend to be short-lived in general. This applies to both positive and negative images. Advantages of the positive country of origin image created by films and soap operas or disadvantages of the negative image so created may last for years (Hudson & Ritchie, 2006). The soap operas that portray a positive country image can boost the country of origin as a popular brand, thereby giving a competitive edge to the products of that country in the international markets and influencing the purchasing preferences of consumers. Turkey started to sell soap operas to foreign countries in 2001. Its exports have increased in recent years and Turkish soap operas have come to enjoy a sizable audience in the Middle East and Balkans. As these shows that secured international followers made positive contributions to the country of origin image (Brljavac, 2011; Türbedar, 2012; Radic, 2011), this also changed the perspective on Turkey (Öktem, 2010).

The first Turkish soap opera was aired in 2011 in Albania, a country located in the Balkans, but it was in 1980 when Albanians first got in touch with Turkish films. "Al Yazmalım" (The Girl with the Red Scarf) is the first Turkish film aired in Albania (Telegraf, 2012). After several films that were aired in those years, Turkish soap operas invaded Albanian TV stations and they quickly became very popular (Agolli, 2012). Despite the fact that both countries enjoyed a common past, little was known about Turkey in Albania, and this has changed thanks to Turkish soap operas (Dumani, 2012). Common past and culture and similarities in family life

between Albania and Turkey were cited as the reason why Turkish soap operas became popular by dethroning their previously popular Latin American counterparts (Tirana Times, 2012). Whether there has been a change in how products of Turkish origin are perceived in Albania in parallel to the image change attributable to the impact of Turkish soap operation was an object of curiosity, and this study aimed to measure the effect of Turkish soap operas on product preferences of Albanian consumers.

### **Country-of-origin image**

The country of origin image (COI) consists of views and beliefs a person may hold about a specific country. Beliefs s/he may hold in his/her mind about that country may have been acquired from different sources and at different times. These beliefs may be real or unreal, but they still can affect that person's attitudes and perceptions concerning the images of the products from that country. Before making a purchasing decision and during the phase of assessing the products, consumers tend to pay attention not only to their internal characteristics such as taste, design, performance and capacity to serve the purpose as well as to their external features such as price, packaging, brand and warranty (Bilkey & Nes 1982; Zain & Yasin, 1997; Agrawal & Kamakura, 1999). While characteristics such as price and brand signify the quality of a product (Rezvanil et al.), the country where that product is produced or the country which is represented by that product, i.e., the perceptions created in the minds of consumers by the country of origin image, may emerge as major hints and criteria for evaluating the products involved (Bilkey & Nes, 1982; Roth & Romeo, 1992; Ayyildiz & Cengiz, 2007; Zamantılı & Durmusoglu, 2008; Roth & Diamantopoulos, 2009; Lampert & Jaffe, 1998). This implies that the success of products in the international markets is determined not only by objective factors such as price and quality, but also subjective factors.

It was Schooler (1965) who first used the term "country of origin" in the marketing literature (Pereira et al., 2005). Since then, a number of studies have been conducted on this topic (Lopez et al., 2011) and this concept has even become one of the most studied themes in the marketing literature (Agrawal & Kamakura 1999; Bloemer et al, 2009). Some literature studies (Al-Sulaiti & Baker, 1998) argued that the term country of origin should enter the literature as the fifth element of the marketing mix in addition to the product itself, its price, promotional activities and distribution channels (Dosen et al., 2007). In time, the term country of origin has come to be perceived as the country of origin image (Pereira et al, 2005). It was Nagashima

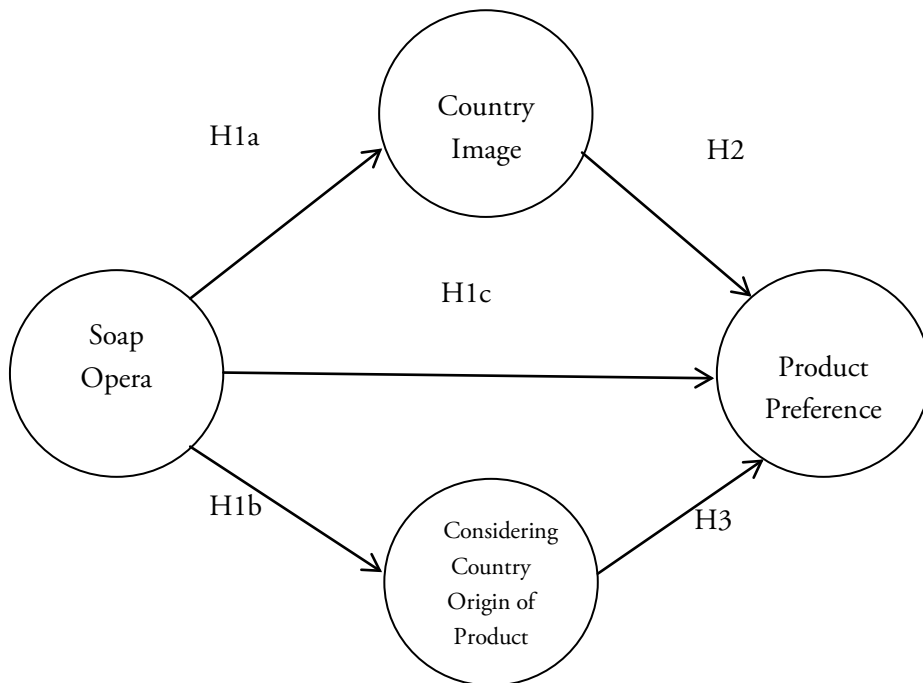
(1970) who was first to make a widely accepted definition of the country of origin image. Nagashima (1970) defined the country of origin image as “the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country.” For Nagashima (1970), this image is created by such variables as representative products, national characteristics, economic and political background, history and traditions (Nagashima 1970; Pereira et al, 2005; Rezvanil et al, 2012; Lin & Chen, 2006).

Means of mass communication enjoy a guiding effect in the shaping of the image in the minds of consumers, but personal experiences of consumers and opinion leaders in the society, too, play a role in this process. Given all these aspects, the country of origin image may guide consumers emotionally and behaviorally in the purchase decision process. A number of studies suggest that the country of origin image can make a significant impact on the consumer preferences (Bilkey & Nes, 1982; Agrawal & Sikri, 1996; Kaynak & Kara, 2002; Ozretic Dosen et al., 2007) and the relation between the country of origin image and the purchasing behavior becomes more important in the ongoing global marketing conception.

Given the fact that developed countries enjoy a more positive image compared to the developing countries, we see that products and brands of developed countries tend to be perceived as having higher quality and more reliable (Abedniya & Zaeim, 2011). Numerous studies confirmed such consumer tendencies (Zain & Yasin, 1997). Some studies found that the products whose country of origin is not specified tend to be perceived as more reliable than the products of underdeveloped countries (Acharya & Elliott, 2001; Kaynak et al., 2000). Although the past studies found that consumers tended to perceive domestic products more positively compared to foreign products (Watson & Wright, 1999), the tendency to prefer domestic products over imported products is higher in developed countries (Chryssochoidis et al., 2007). Moreover, some studies suggested that when a choice is to be made between two countries with and without cultural similarity with the own country, consumers tend to prefer the products of the country with the cultural similarity (Crawford & Lamb, 1981; Wang & Lamb, 1983; Watson & Wright, 1999). Likewise, TV serials tend to bring about cultural and social convergence among different societies (Castello, 2010). This lends credence to the argument that increased popularity of Turkish TV serials in Albania will boost Turkey’s country image and foster Albanians’ preferences for Turkish products, given the sheer amount of cultural values historically shared between two countries. In support of this argument, it was observed that the increased popularity of Turkish TV serials in

the Middle East and Balkans led to an increase in Turkey's trade and tourism revenues from the countries located in these regions that imported TV serials from Turkey (Balli et al., 2013). It is widely acknowledged that TV serials tend to increase overall consumption and are an effective advertisement tool (Pervan & Martin, 2001; Miller, 1995). The conceptual model and hypotheses developed in this framework can be listed as follows.

Figure 1: Conceptual Model



**H1a:** There is a positive correlation between watching TV serials of a specific country and the image of that country.

**H1b:** There is a positive correlation between watching TV serials of a specific country and noticing the country of origin of products.

**H1c:** There is a positive correlation between watching TV serials of a specific country and preferring products of that country.

**H2:** There is a positive correlation between having a good country image and preferring products of that country.

**H3:** There is a positive correlation between noticing the country of origin of products and preferring specific products.

### **Research methodology**

Quantitative method was employed in this study. The data were obtained from three Albanian cities, namely Tirana (the capital), Durrës (a tourism city) and Kukës. Face-to-face interviewing was adopted as the method of collecting quantitative data. In designing the questionnaire, three local linguists were consulted about the comprehensibility of the questions. A sample run was made with 20 questionnaires to revise certain questions and make additions to and omissions from the final questionnaire. 74 people from Kukës, 112 people from Durrës and 227 people from Tirana participated in the study. The face-to-face interviewing of the participants produced no invalid questionnaire. The questions which were asked to participants during the interview and which sought to measure their attitudes and approaches to identify the impact of Turkish TV serials on consumers in the Albanian markets are given in Table 3 with mean values, standard deviation and factor values. The conceptual model and questions were designed by the researcher in the light of literature (Castello, 2010, Chrysochoidis et. al, 2007, Kaynak et.al, 2000, Kim & Long, 2012) data as the literature review produced no study that measured the direct effect of TV serials on product preferences. 14 variables in the conceptual model were measured using the 5-level Likert item (ranging between “I strongly disagree” and “I strongly agree”). Exploratory factor analysis (EFA) and structural equation modeling (SEM) were used to test the conceptual models and obtain scientific findings.

### **Analysis and Results**

The demographic information relating to participants, including gender, age, marital status, education, occupation and income is given in Table 1.

Table 1: Sample Characteristics

Category		Freq.	%	Category		Freq.	%
Gender	Male	129	31.2	Monthly Individual Income Level	€ 200 or less	117	28.3
	Female	284	68.8		€ 201-350	153	37.0
TOTAL		413	100		€ 351-700	113	27.4
					€ 7001-1,500	14	3.4
					€ 1,501 or more	16	3.9
					TOTAL	413	100
Marital Status	Single	172	41.6	Education	Less than high school	44	10.7
	Married	76	18.4		High school	149	36.1
	Married one child	54	13.1		Bachelor	124	30.0
	Married two child	70	16.9		Post Graduated	96	23.2
	Married three child	41	9.9		TOTAL	413	100
TOTAL		413	100				
Age Category	18 or younger	45	10.9	Occupation	Own Business	35	8.5
	19-30	174	42.1		Student	47	11.4
	31-40	112	27.1		Worker	105	25.4
	41-50	60	14.5		Private Sector	142	34.4
	51 or more	22	5.3		Public Officer	54	13.1
	TOTAL		413		100	Other	30
				TOTAL	413	100	

15.7% (65 people) of the participants said they do not watch Turkish TV serials regularly. The number and percentages of TV serials regularly watched by participants before and during the studied period are given as follows:

Table 2: Numbers of Watching Turkish TV Serials

Number of TV Serials	Percent (%)	Number of People	Number of TV Serials	Percent	Number of People
1	26.2	108	4	9.4	39
2	22.5	93	5	1.7	7
3	23.7	98	6	0.7	3

Participants were asked whether they prefer Turkish products while shopping, and 69 % (285) gave affirmative answers. 50.8 % (210 people) of the participants noted that Turkish TV serials make a positive effect on their preferences for Turkish products. To better understand the role of TV serials in driving product preferences, the relation between the “number of Turkish TV serials regularly watched” and the “preference for Turkish products” was tested using the chi-square method and a significant relation was found ( $p > 0.000$ ). Thus, while the rate of those who never watch Turkish TV serials regularly was 43.1%, this rate was 68.5% for those who regularly watch at least one TV serial, 78.6% for those who regularly watch three TV serials and 85.7% for those who regularly watch five TV serials and 100% for those who regularly watch six serials.

The exploratory factor analysis (EFA) and structural equation modeling (SEM) were measured using four factors and 19 variables. For the reliability level of variables, Cronbach’s alpha was measured as 0.848. This rate is considered as sufficient and appropriate for the reliability of findings obtained (Kalaycı, 2010). Also the KMO measure of sampling adequacy has been measured as 0.875 and Approx. Chi-Square; 3907.102, df; 171, Sig; 0.000. Variables and mean values and factor loads are given in Table 3.

Table 3: Factor Loads

No	Factors and Sub- Items	Mean Values	Factors Loads
Soap Opera		Factor Variance: 31.64%	
S1	I often follow the Turkish serials	3.47	.880
S2	I like watching Turkish serials	3.63	.871
S3	I intend to follow also other Turkish serials in the future	3.41	.857
S4	Turkish TV serials are among the most favourite programs for me	3.27	.815



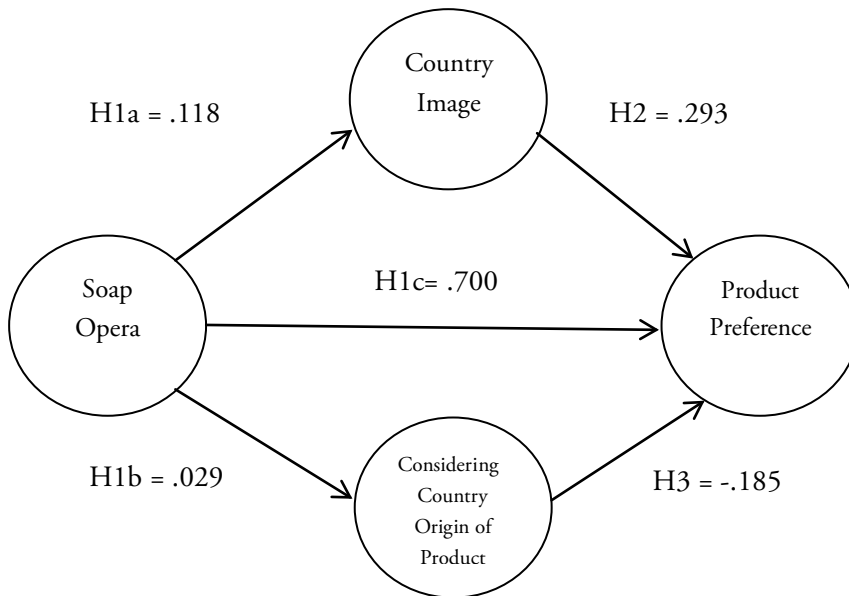
Soap Opera Effect on Product Preferences in Terms of Country Image: A Case of Turkish  
TV Serials in Albanian Market

S5	I like all Turkish serials	3.17	.781
S6	When Turkish serials are broadcasted I don't have any plan to do	2.79	.761
Considering Country Origin of Product		Factor Variance: 6.88%	
O1	I do not prefer products the countries I do not like	2.96	.797
O2	The products of some countries not prefer consciously	3.13	.775
O3	I prefer products according to the origin of the country	3.41	.517
O4	Country of origin gives me ideas about products	3.73	.500
Country Image		Factor Variance: 7.40%	
I1	I believe that the products of developed countries are more quality	3.87	.804
I2	I always prefer products of developed countries	3.47	.712
I3	I mostly prefer products of economically developed countries	3.66	.702
I4	I prefer products according to price and quality not to origin of the country	3.97	.507
I5	Country of origin of the product should be respected	3.55	.454
Product Preference		Factor Variance: 16.95%	
P1	After I followed the Turkish serials my ideas have changed positively for Turkish products	2.91	.774
P2	I always prefer Turkish products in shopping	2.65	.770
P3	I have started preferring Turkish products after watching Turkish TV serials	2.76	.728
P4	Before the Turkish serials I have not preferred Turkish products so much	2.59	.613
Total Variance Explained		62.87%	

The total variance of 62.87%, obtained via the exploratory factor analysis (EFA), is regarded as a significant rate in terms of representativeness of the general opinions and this rate should be at least 50% for acceptability of the analysis (Meyers et al., 2006).

The relationship between factors and variables was analyzed using the structural equation modelling (SEM). Initially, we couldn't reach to the model reference values of Goodness of Fit with these EFA variables. So the model was refined by eliminating three items (S5, I1 and I3) that have largest error variances. After removing three items, the test of final measurement model showed a good fit as shown Figure 1.

Figure 1: Conceptual Model



The findings that were obtained in the SEM analysis and that indicated the Goodness of Fit results of the analysis are given in Table 4 while the findings showing the hypothesis results were given in Table 5.

Table 4: Goodness of Fit

Indication	Tested model	Reference values
Chi-Square 1/Degrees of Freedom ( $\chi^2/df$ )	3.04	0-5 interval

Soap Opera Effect on Product Preferences in Terms of Country Image: A Case of Turkish TV Serials in Albanian Market

Goodness of Fit Index (GFI)	.915	≥.90
Adjusted Goodness of Fit Index (AGFI)	.884	≥.90
Comparative Fit Index (CFI)	.931	≥.90
Tucker Lewis Index (known as NNFI) (TLI)	.916	≥.95
Incremental Fit Index (IFI)	.931	≥.90
Root Mean Square Error of Approximation (RMSEA)	.07	< .08

Source: Meyers et al, 2006; Hooper et al, 2008; Ayyıldız and Cengiz, 2006.

Table 5: SEM Hypotheses

	Hypotheses	St. Errors	$\beta$	p values	Results
H1a	Soap Opera → Country Image (CI)	.053	.118	.026**	S
H1b H2	Soap Opera → Considering COO of Product	.028	.029	.304	NS
H1c	Soap Opera → Product Preference	.059	.700	.001***	S
H2	Country Image (CI) → Product Preference	.094	.293	.002***	S
H3	Considering COO of Product → Product Preference	.112	-.185	.098*	S

\*\*\*p<0.01, \*\*p<0.05, \*p<0.10, S: Supported, NS: Not Supported.

The findings obtained via the structural equation modeling indicate that people who watch TV serials of a specific country tend to prefer the products of that country. The most strongly supported hypotheses are the power of TV serials to influence product preferences of consumers and the effect of the country image in product preferences. Also, the hypothesis that TV serials tend to boost the image of the country where they are produced was found acceptable with a 5-percent margin of error. In this context, the increase in Turkey's exports to the countries where Turkish TV serials are followed (Balli et al., 2013) signifies a positive indication of this hypothesis in practice. Likewise, the hypothesis that the country of origin is respected in product preferences was another approach which was found acceptable with a 10-percent margin of error. No correlation was found between watching the

TV serials of a specific country and the checking the country of origin of products in shopping, and the hypothesis was rejected.

### **Discussion and conclusions**

The basic purpose of this study is to examine whether there is correlation between watching TV serials of a specific country and preferring to buy products of that country and find out the potential of TV serials for influencing consumer preferences. The findings of the study indicate that many Albanian consumers have developed positive attitudes toward Turkish products after watching Turkish TV serials. Even 50.8% of the participants said Turkish TV serials are the main factor influencing their decision to buy Turkish products.

In addition to other benefits, TV serials have created a new marketing sphere called destination marketing with which the places where TV serials take place are promoted as touristic locations or holiday resorts to be visited by the audience (Balli et al., 2013; Kim & Long 2012; Busby & Klug 2001; O'Connor et al., 2010). The findings obtained using the exploratory factor analysis and structural equation modeling as well as the hypotheses results indicate that TV serials play a major role in shaping consumer preferences directly or indirectly. The hypothesis that sports a direct correlation between watching TV serials of a specific country and preferring products of that country (H1c) was accepted most strongly (Table 5,  $p < 0.01$ ). The hypothesis that was accepted with the second highest values is H2 that shows the effect of the country image on the product preferences ( $p < 0.01$ ). The finding that TV serials affect product preferences also indirectly is found at the hypothesis H1a, which is accepted in the light of the findings ( $p < 0.05$ ). This is because the regularly watched TV serials of a country tend to have a positive effect on that country's image and they enhance the country image (Cho et al., 2007). Given the fact that H2, which indicates the role of the country image in the product preferences, is also supported, it is clear that TV serials have a direct or indirect effect on consumers' preferring the products of the country where those serials are produced.

The hypothesis, H3, which signifies the impact of the image of the country of origin in product preferences, and which was extensively studied previously (Bilkey and Nes, 1982; Roth and Romeo, 1992; Lampert and Jaffe, 1998; Roth & Diamantopoulos, 2009) was verified in this study as well ( $p < 0.10$ ). However, as no correlation was found between watching the TV serials of a specific country and the

checking the country of origin of the products preferred and the hypothesis H1b was rejected.

To sum it up in the light of the foregoing discussion, the rate with which the TV serials of a specific country are watched is effective in directly or indirectly driving the popularity of the products of that country. Of course, other marketing components, too, should be effectively employed in order to increase the popularity of products of a country. But it is clear that when other marketing components are well-designed, popular TV serials play a critical role in boosting the popularity of the products of the country where those serials are produced as well as enhancing the image of that country.

### **Implications for managers**

That TV serials can play a strong role in facilitating the market penetration of the products of the countries where they are produced has important implications for firms and managers. Given the fact that the places featured in TV serials emerge as potential tourism destinations (Kim & Long, 2012), the products used or consumed in these serials are also advertised. Product placement has today become a widely used advertisement tool (Pervan & Martin, 2002). Thus, product placements in the serials and sponsor advertisements run before and after the serials are recognized as very effective way for ensuring product penetration in the countries to which these serials are exported. Brand managers may choose to focus more on the markets in the countries where the TV serials which feature advertisements and placements of their products are broadcast, and by doing so, they can increase their market share and launch branding efforts in those markets. Likewise, it is generally accepted that women are more resolved and eager to regularly watch TV serials (Stern et al., 2005; Thompson et al., 2000). Thus, the brand managers who sell products specifically geared for women may select TV serials as the media where their products are advertised.

### **Limitations and future research**

This study focused on a topic which has not been intensively studied, but was restricted to a sample group of 413 people due to constraints imposed by lack of resources and time. Still the study's sample size is above 384 people, which is defined as the number for 5-percent margin of error (Balci, 2010) and its sample size is

regarded as 'good' in terms of having 300 subjects and over for factor analysis (Meyers et al., 2006). That the study was conducted solely with Albanians due to lack of resources and costs can be considered as another restriction for the study.

This study focused on the role of TV serials in product preferences, but future studies may choose to examine the product placement approaches by the firms which operate, or plan to operate, in international markets or their tendencies for sponsoring TV serials which have the potential for being exported, with a view to finding out the place and role of TV serials in marketing. Moreover, the potential for becoming successful in foreign markets and the role and effects of cultural proximity between different societies in international marketing are other potential areas for study.

## References

- Abedniya, A. & Zaeim, M.N. (2011). The Impact of Country of Origin and Ethnocentrism a Major Dimensions in Consumer Purchasing Behavior in Fashion Industry. *European Journal of Economics, Finance And Administrative Sciences*, 33, 222-232.
- Acharya, C. & Elliott, G. (2001). An Examination of the Effects of 'Country-Of-Design and Country-Of Assembly' on Quality Perceptions and Purchase Intentions. *Australasian Marketing Journal*, 9 (1), 61-75.
- Agarwal, S, & Sikri, S. (1996). Country Image: Consumer Evaluation of Product Category Extensions. *International Marketing Review*, 13(4), 23-39.
- Agrawal, J. & Kamakura, W.A. (1999). Country of Origin: A Competitive Advantage? *International Journal of Research in Marketing*, 16, 255–267.
- Al Sulaiti, K. & Baker M. J. (1998). Country of Origin Effects: A Literature Review, *Marketing Intelligence & Planning*, 16(3), 150.
- Ayyıldız, H.& Cengiz, E. (2006). Pazarlama Modellerinin Testinde Kullanılabilecek Yapısal Eşitlik Modeli (YEM) Üzerine Kavramsal Bir İnceleme, *Suleyman Demirel University, the Journal of Faculty of Economics and Administrative Sciences*, 11(1), 63-84.

Ayyildiz, H. & Cengiz, E. (2007). Country Image Effect on Customer Loyalty Model. *Innovative Marketing*, 3(2), 44-64.

Balçı, A. (2010). Sosyal Bilimlerde Araştırma, Yöntem, Teknik Ve İlkeler, Pegem Akademi, 8. Baskı.

Balli, F., Balli, H.O. & Cebeci, K. (2013). Impacts Of Exported Turkish Soap Operas And Visa-Free Entry On Inbound Tourism To Turkey. *Tourism Management*, 37, 186–192. Available At: [Http://Linkinghub.Elsevier.Com/Retrieve/Pii/S0261517713000174](http://linkinghub.elsevier.com/retrieve/pii/S0261517713000174) [Accessed September 16, 2013].

Bilkey, W.J. & Nes, E. (1982). Country of Origin Effects on Product evaluations, *Journal of International Business Studies*, 13(1), 89-99.

Bloemer, J. & Brijs, K. & Kasper, H. (2009). The COO-ELM Model: A Theoretical Framework For The Cognitive Processes Underlying Country Of Origin-Effects. *European Journal of Marketing* 43(1/2), 62-89.

Brljavac, B. (2011). Turkey Entering the European Union Through the Balkan Doors: In The Style Of A Great Power? *Romanian Journal of European Affairs*, 11(2), 82-91.

Busby, G. & Klug, J. (2001). Movie-Induced Tourism: The Challenge of Measurement and Other Issues. *Journal of Vacation Marketing*, 7(4), 316-332.

Carmen, L., Manto, G. & Constantine, A. (2011). Conceptualising. The Influence of Corporate Image on Country Image. *European Journal of Marketing* 45(11/12), 1601-1641.

Castello, E. (2010). Dramatizing Proximity: Cultural and Social Discourses in Soap Operas from Production to Reception. *European Journal of Cultural Studies*, 13(2), 207–223. Available At: [Http://Ecs.Sagepub.Com/Cgi/Doi/10.1177/1367549409352274](http://ecs.sagepub.com/cgi/doi/10.1177/1367549409352274) [Accessed September 16, 2013].

Cho, Y.C., Public, O. & Korea, S. (2007). How The Media Is A Significant Promotional Tool To Deliver Marketing Messages To Audiences? *International Business & Economics Research Journal*, 6(10), 61–74.

Chrysochoidis, G., Krystallis, A. & Perreas, P. (2007). Ethnocentric Beliefs and Country-Of-Origin (COO) Effect: Impact of Country, Product and Product Attributes on Greek Consumers' Evaluation of Food Products. *European Journal of Marketing*, 41(11/12), 1518-1544.

Crawford, J. & Lamb, C. (1981). Source Preferences for Imported Products, *Journal of Purchasing and Materials Management*, 17, 28-33.

Desai, K. K. & Basuroy, S. (2005). Interactive Influence of Genre Familiarity, Star Power, and Critics' Reviews in the Cultural Goods Industry: The Case of Motion Pictures, *Psychology and Marketing*, 22(3), 203-223.

Dosen, O.D., Skare, V. & Krupka, Z. (2007). Assessments of Country of Origin Brand Cues in Evaluating a Croatian, Western And Eastern European Food and Product. *Journal of Business Research*, 60, 130–136.

Hooper, D., Coughlan, J. & Mullen, M.R. (2008). Structural Equation Modelling: Guidelines For Determining Model Fit, *Electronic Journal Of Business Research Methods*, 6(1), 53-60.

Hudson, S. & Ritchie, J.R.B. (2006). Film Tourism and Destination Marketing: The Case of Captain Corelli's Mandolin, *Journal of Vocation Marketing*, 12(3), 256-268.

Kalaycı, Ş. (2010), SPSS Uygulamalı Çok Değişkenli İstatistik Teknikleri, Asil Yayın Dağıtım, 5. Baskı.

Kaynak, E. & Kara, A. (2002). Consumer Perceptions of Foreign Products: An Analysis of Product-Country Images and Ethnocentrism. *European Journal of Marketing* 36(7/8), 928-949.

Kaynak, E. Kucukemiroglu, O. & Hyder, A.S. (2000). Consumers' Country of Origin (COO) Perceptions of Imported Products in A Homogenous Less - Developed Country, *European Journal of Marketing*, 34(9-10), 1221-1241.



Kim, S. & Long, P. (2012). Touring TV Soap Operas: Genre in Film Tourism Research. *Tourist Studies*, 12(2), 173–185. Available At: [Http://Tou.Sagepub.Com/Cgi/Doi/10.1177/1468797612449249](http://Tou.Sagepub.Com/Cgi/Doi/10.1177/1468797612449249) [Accessed September 16, 2013].

Kim, S.S., Agrusa, J., Lee, H. & Chon, K. (2007). Effects of Korean Television Dramas on the Flow of Japanese Tourists, *Tourism Management*, 28, 1340-1353.

Lampert, I.S. & Jaffe, D.E. (1998). A Dynamic Approach to Country-Of-Origin Effect. *European Journal of Marketing* 32(1/2), 61-78.

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

Roth, M.S. & Romeo, J.B. (1992). Matching Product Category and Country Image Perceptions: A Framework for Managing Country of Origin Effects. *Journal of International Business Studies*, 477-497.

Meyers, L.S., Gamst, G. & Guarino, A.J. (2006). Applied Multivariate Research, Design and Interpretation, by Sage Publishing.

Miller, D. (1995). The Consumption of Soap Operas: The Young and the Restless and Mass Consumption in Trinidad. In R.C. Allen (Ed.), *To Be Continued . . . Soap Operas Around the World*. London: Routledge, 213–33.

Nagashima, A. (1970). A Comparison of Japanese and U.S. Attitudes toward Foreign Products, *Journal of Marketing*, 34, 68-74.

Nagashima, A. (1977). A Comparative Made in Product Image Survey among Japanese Businessmen, *Journal of Marketing*, 41, 95-100.

O'Connor, N., Flanagan, S. & Gilbert, D. (2010). The Use of Film in Re-Imaging a Tourism Destination: A Case Study of Yorkshire, UK. *Journal of Vacation Marketing*, 16(1), 61–74. Available At:

[Http://jvm.sagepub.com/cgi/doi/10.1177/1356766709356611](http://jvm.sagepub.com/cgi/doi/10.1177/1356766709356611) [Accessed October 25, 2013].

O'Connor, N., Flanagan, S. & Gilbert, D. (2008). The Integration of Film-Induced Tourism and Destination Branding in Yorkshire, UK, *International Journal of Tourism Research*, 10, 423-437.

Öktem, K. (2010). Projecting Power: Turkish TV Series And Their External Effects, Turkey's Foreign Policy In A Changing World: Old Alignments And New Neighborhoods, International Conference, Oxford 30 April – 2 May 2010. [Http://www.sant.ox.ac.uk/seesox/workshopreports/reportfromtfpconf.pdf](http://www.sant.ox.ac.uk/seesox/workshopreports/reportfromtfpconf.pdf).

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

Pervan, S.J. & Martin, B. A. S. (2002). Product Placement in US and New Zealand Television Soap Operas: An Exploratory Study. *Journal of Marketing Communications*, 8(2), 101-113.

Rezvanil, S., Shenjari, G., Dehkorti, G.J., Salehi, M., Nahid, N. & Soleimani, S. (2012). Country of Origin: A Study over Perspective of Intrinsic and Extrinsic Cues on Consumers Purchase Decision. *Business and Management Dynamics*, 1(11), 68-75.

Riley R., Baker D. & Van Doren, C.S. (1998). Movie Induced Tourism. *Annals of Tourism Research*, 25(4), 919-935.

Roth, K.P. & Diamantopoulos, A. (2009). Advancing the Country Image Construct, *Journal of Business Research* (62), 726-740.

Stern, B.B., Russell, C.A. & Russell, D.W. (2005). Vulnerable Women on Screen and at Home : Soap Opera Consumption.

Samiee S. (1994). Customer Evaluation of Products in a Global Market. *Journal of International Business Studies*. 25(3), 579-604.

Thompson, T.L. Et Al. (2000). Women's Health Problems in Soap Operas: A Content Analysis. *Women's Health Issues*, 10(4), 202–209.

Wang, C. & Lamb, C. Jr (1983). The Impact of Selected Environmental Forces upon Consumers' Willingness to Buy Foreign Products, *Journal of the Academy of Marketing Science*, 11(2), 71-84.

Watson, J.J. & Wright, K. (1999). Consumer Ethnocentrism and Attitudes toward Domestic and Foreign Products, *European Journal of Marketing*, 34(9/10), 1149-1166.

Xuehua, W. & Zhilin, Y. (2008). Does Country-Of-Origin Matter in the Relationship Between Brand Personality and Purchase Intention in Emerging Economies? Evidence from China's Auto Industry, *International Marketing Review*, 25(4), 458-474.

Zain, M.O. & Yasin, M.N. (1997). The Importance of Country-Of-Origin Information and Perceived Product Quality in Uzbekistan, *International Journal of Retail & Distribution Management*, 25(4), 138-145.

Zamantili, N. D. & Durmusoglu, S.S. (2008). Country Image in the Context of European Union Membership: The Turkish Case, *Journal of Management Development*, 27(7), 791-808.

### Media Sources

Agalli, Arta, Tirana Observer, 30 January 2012.  
<http://www.tiranaobserver.al/2012/01/30/telenovelat-turke-shshsht-filloi-meneksheja-dhe-halilit/>

Telegraf daily newspaper. 16 July 2012. <http://gazetatelegraf.com/shamikuqja-dashuria-e-vjeter-e-shqiptareve/>

Eagle Mag (2012), Nr: 5, p: 67 (An interview with Albert Dumani who is editor in chief of KLAN TV) November, 2012.

Tirana Times, 2012. 'Turkey's soft power on the rise, one episode at a time'  
<http://www.tiranatimes.com/index.php?id=858>.

Radic Natasa, Southeast European Times in Zagreb, 2011, [www.setimes.com](http://www.setimes.com).

Yüksel Köksal, Nihal İçöz Gjana

Türbedar Erhan, “How is Turkish foreign policy perceived in the Balkans?”, *Today's Zaman*, April 30, 2012, [http://www.todayszaman.com/newsDetail\\_getNewsById.action?newsId=279073](http://www.todayszaman.com/newsDetail_getNewsById.action?newsId=279073).