T.C. KOCAELİ UNIVERSITY
SOCIAL SCIENCES INSTITUTE
BUSINESS DEPARTMENT
PRODUCTION MANAGEMENT AND MARKETING

THE EFFECTS OF COUNTRY IMAGE, CITY IMAGE AND PLACE-ATTACHMENT ON THE DECISION-MAKING PROCESS IN REAL-ESTATE BUYING: A STUDY ON FOREIGN CONSUMERS IN TURKEY

MASTERS THESIS

ABDULMALEK NOMAN AHMED FARHAN

KOCAELI 2021

T.C. KOCAELİ UNIVERSITY
SOCIAL SCIENCES INSTITUTE
BUSINESS DEPARTMENT
PRODUCTION MANAGEMENT AND MARKETING

THE EFFECTS OF COUNTRY IMAGE, CITY IMAGE AND PLACE-ATTACHMENT ON THE DECISION-MAKING PROCESS IN REAL-ESTATE BUYING: A STUDY ON FOREIGN CONSUMERS IN TURKEY

MASTERS THESIS

ABDULMALEK NOMAN AHMED FARHAN

ADVISOR: ASSOC. PROF.DR. FATİH KOÇ

The Decision and Number of the Graduate School Board of which the Thesis was Accepted:16.06.2021/14

KOCAELI 2021

CONTENTS

CHAPTER-1

CHAPTER-2

ÖZET

Türkiye, ulaşım imkânları, turizm ve eğlence imkânları ve kongre turizmi ile çekici bir ülkedir. İstanbul, Kocaeli, Bursa, Antalya ve İzmir gibi ünlü şehirler dünyanın her yerinden yatırımcıları cezbetmektedir. Gayrimenkul yatırımları için bir sığınak haline gelen Kocaeli şehri, gayrimenkul fırsatlarıyla dolu yükselen bir yıldız, katma değeri yüksek ve karlı gayrimenkuller için bir cennet olarak öne çıkıyor. Hükümetin getirdiği teşviklerdeki artışa ve özellikle yabancılar için yasal değişikliklere rağmen, uluslararası yatırımcılara yapılan satışların artmasıyla piyasa katkı sağlamaya devam ediyor. Bu araştırma Türkiye'nin ülke imajının, Kocaeli'nin şehir imajının ve Kocaeli'ye yönelik bağlılığın yabancı müşterinin Türkiye'de gayrimenkul satın alırken vereceği kararlar üzerindeki olası etkilerini araştırmaktadır. Bu çalışmada Katar, Umman, Suudi Arabistan, Yemen, Kuveyt, Ürdün, Filistin gibi Arap ülkelerinden Türkiye'ye gelen yabancı tüketiciler ele alınmıştır. Veri toplamak için nicel araştırma yöntemlerinden anket tekniği kullanılmıştır. Anket uygulaması yüz yüze ve online olarak yapılmıştır. Toplam 120 kişi ile görüşülmüştür. Araştırma verileri, SMART PLS programının 3 versiyonu ile analiz edilmiştir. Ülke imajının ve şehir imajının yabancı müşterinin Kocaeli ilinde gayrimenkul satın alma ve yaşama niyetinde olumlu ve dolaylı etkileri olduğunu göstermektedir. Aynı zamanda, ülke imajı ve şehir imajının yere yönelik bağlılığın unsurları (doğa bağı, mekâna bağımlılık yer kimliği ve sosyal bağ) üzerinde olumlu ve doğrudan etkileri olduğu görülmüştür. Son olarak, bu araştırma, yere duyulan bağlılığın (doğa, yer bağımlılığı, yer kimliği ve sosyal) yabancı müşterilerin ev satın alma ve Kocaeli'de yaşama niyeti üzerinde güçlü bir etkiye sahip olduğunu göstermektedir.

Anahtar Kelimeler: Ülke İmajı, Şehir İmajı, Yere Duyulan Bağlılık, Yabancı Müşteri Davranışı, Emlak Satın Alma.

ABSTRACT

Turkey is an attractive country with its transportation facilities, tourism and entertainment opportunities and congress tourism. Famous cities such as Istanbul, Kocaeli, Bursa, Antalya and Izmir attract investors from all over the world. The city of Kocaeli, which has become a haven for real estate investments, stands out as a rising star full of real estate opportunities and a paradise for high value-added and profitable real estates. Despite the increase in government incentives and legal changes especially for foreigners, the market continues to contribute with the increase in sales to international investors. This research investigates the possible effects of Turkey's country image, Kocaeli's city image, and loyalty to Kocaeli on the decisions a foreign customer will make when purchasing real estate in Turkey. In this study, foreign consumers coming to Turkey from Arab countries such as Qatar, Oman, Saudi Arabia, Yemen, Kuwait, Jordan and Palestine are discussed. Questionnaire technique, one of the quantitative research methods, was used to collect data. The survey was conducted face-to-face and online. A total of 120 people were interviewed. Research data were analysed with version 3 of the SMART PLS program. It shows that country image and city image have positive and indirect effects on the foreign customer's intentions to purchase and live in Kocaeli. At the same time, it has been seen that country image and city image have positive and direct effects on the elements of place-oriented attachment (nature bond, place dependency, place identity and social bond). Finally, this research shows that attachment to place (nature, place attachment, place identity and social) has a strong effect on foreign customers' intentions to buy a house and live in Kocaeli.

Keywords: Country Image, City Image, Loyalty to Place, Foreign Customer Behaviour, Real Estate Purchasing.

ACKNOWLEDGMENT

Foremost, I would thank Allah for his mercy that enabled me to complete my thesis successfully. And I would like to express my sincere gratitude to my sincere advisor, ASSOC.PROF.DR. FATİH KOÇ for his valuable efforts in guiding and encouraging me throughout my academic courses and guiding me to complete my thesis, also for his great assistance in my struggle during my research time. I also extend my gratefulness to my family members especially my older brother Sadeq, my wife Najla, and all my friends, and colleagues with whom we shared academic and non-academic knowledge for their assistance all kinds of support for the success of this research. To finish, I dedicate this work to my mother Azizah.

TABLES LIST

FIGURES LIST

INTRODUCTION

Globalization and liberalization have opened the doors for various types of firms to do business across the globe. These firms have seized the opportunity and provided the customers with various typesof products and services in various fields, most notably real estate, especially in recent decades that have been characterized by the well-being of societies and the search for luxury housings. At the same time, they are witnessing a decrease in the growth of the economies of major developed countries as compared to the growth of the economies of developing countries like India, China, Brazil, Russia, etc. This is also seen by the marketers of the developed countries, as an option to expand their business to developing countries.

The firms from various countries have adopted different entry strategies for different countries as per the requirement to start their businesses in new locations. Country image, city image, place attachment, and brand image are some of the marketing tactics that are employed. Country imagery (CI) is one of the three areas in this chapter that has been widely investigated.

When real estate companies entering a new market should consider whether or not the consumers in the region have intentions to live and buy real estate in the country in which the company is located. This is what the researchers want to discuss in detail in this esteemed thesis. does the country's image have an impact on attracting foreign consumers to the real estate sector?

Abbas (2003: 143) comments about the play between the city and the image: "We learn more about the image through the city than about the city through the image. That is why so many images of the city tell us so little about the city itself." The literature review examines the term of a city to better comprehend it as a lived and imagined place. "Cities have existed in literature since time immemorial," Pike continues (1981: 3). Without the cities described they could not have been the oldest written texts of history, including Gilgamesh and the Iliad (Pike, 1981: 3). The "imagined city" as a sphere of "representation and fantasy" is a living setting in literary

1

work. This crossroads show how the city is depicted, viewed and experienced (Stevenson, 2003: 113).

"We learn more from the city image from the image through the city," Abbas (2003: 143) states regarding the relationship between the city and the image. That's why so many minds images of the city offer so little city information." So, why produce all this work of research on the city image?

The answer lies in the fact that the city is not a product but the city image considered as a product. Is it possible to name the city image as a product at all? Yes, the city image is a product of human existence and lived experience. This is an approach to the city as a lived space. On the other hand, the branding approaches the city as an imagined space and aims to influence people's perceptions of the city image. Therefore, in this research, branding is recognized as a form of communication to convince people to buy images circulating in the market. Yet, people remain free to buy or not to buy, as they remain free to look or not to look at those images. The researcher's concern here is not the result, but the overall process of communicating the city image. The city and its image are open to different readings. Therefore it is essential to define the city in different contexts in order to be able to conceptualize the city and to define utterances and meanings in the broader framework of this research.

We can perceive the city image in several ways. To successfully carry out this research, one must be able to imagine the city in many conditions. Cities are geographic and economic hubs, legal systems, and social actions all wrapped into one. it is a place of movement and fluidity that encapsulates the ethereal nature of time while embodying an indefinable sensitivity. The city is both the creation of the drama it has made and the performance of the spectacle it is. This is stated in Mumford (2007: p87). A city is one where inequalities are acknowledged, known, tested, affirmed, or eliminated: contradictions, contrasts, superimpositions, and juxtapositions are used to erase spatial or temporal differences. by Kipfer et al. (2008: p. 292).

<center>**CHAPTER-1**</center>

1. LITERATURE REVIEW

This chapter introduces the country image (CI), city image, place-attachment concepts theories. Various definitions given by different authors are introduced. It is followed by a brief literature review and background and justification of the study.

1.1. Country Image

1.1.1. Overview of Country Image

Places – which include villages, cities, regions, areas, and countries – aim to draw visitors, businesses, and investors while also attempting to form a strategy for their residents to develop and provide a viable society. Commonalties tried to face the continuous and emerging problems by increasing the number of economic development agencies As well as the amendment to the state's constitution by issuing new legislation that allows the consumer and foreign investor to own commercial or residential real estate and gives him the right of citizenship and complete freedom for trade, investment, education, and other services order to The improvement of the economic conditions of the country and its citizens. Since Nagashma (1970) first studied the disparities between the US and Japanese businessmen's attitudes toward a foreign product based on the country image, the country-of-origin (CoO) image or product country image (PCI) (Papadopoulos and Heslop, 1989) has been recognized as a critical marketing term.

In light of increased globalization, the country image concept has become much more important. "in general, countries are defined as beliefs and perceptions of places" (Martin and Eroglu, 1993, p. 193). 2002 (Kotler and Gertner : 251).

<center>3</center>

Roth and Diamantopoulos (2009)provided a review of the literature that shows that attitudes, comparisons, stereotypes, and schemas have all been used to describe or view the country image. Martinez and Alvarez (2010) and Roth and Diamantopoulos (2009) have also examined country image as a dimensional concept with cognitive and emotional measurements. Traditionally, country image studies have focused on measuring only the cognitive evaluation of tangible products (Kaynak and Cavusgil, 1983).

Most modern scholars have determined that the effective portion of a country's image, referred to as "country-related emotions," is also present (Roth and Diamantopoulos, 2009, p. 737). According to the researchers, taking into account both the cognitive and affective dimensions of the consumer's perception of the image allows for a deeper understanding and/or evaluation of the perceived quality of the image (Baloglu and McCleary, 1999).Consumers depend on the country image as their product evaluation cue just as they would use price, brand name, packaging, and warranty, which are referred to as intangible or extrinsic attributes (Cordell, 1992; Eroglu and Machleit, 1989; Martínez and Alvarez, 2010; Skaggs et al., 1996).

Consumers tend to rely more on these extrinsic cues when they are not familiar with the products or when Consumers tend to rely more on these extrinsic cues when they are not familiar with the products or when they have no prior knowledge of the product (Han, 1990; Skaggs et al., 1996) According to one survey, respondents listed high-quality goods from South Korea and Morocco (Astous et al. 2008). respondents had blamed the low ratings on respondents' lack of knowledge of the countries Therefore, national goods have been portrayed as a halo, resulting in foreign commodities being assumed to be nice (Bilkey and Nes, 1982; Erickson et al., 1984; Han, 1989). Han (1990) suggests that when consumers are unfamiliar with a country or its products, they may rule out a product from their choice. For example, Upper Midwest customers may exclude restaurants in Korea if they choose between Japanese, Chinese, or Korean restaurants simply because they have minimum exposure and cannot draw conclusions. Despite the mountain of research on general category pictures, this site

deals almost exclusively with tangible and durable products, including vehicles, computers, appliances, and clothes (Krystallis and Chryssochoidi, 2009; Felzensztein and Dinnie, 2005).

A few studies have shown the effect of country image on the real estate market, but the subject remains notably under-researched (Howard, 1989).Beginning in the 1960s, Skaggs et al. (1996) compiled a comprehensive overview of country studies related to food and beverage products. However, most of these targeted simple food and beverage categories (fast food and shelf-stable food) (soft drinks, juice, wine, beer, and liquor). Research is lacking on the acceptance of a specific foreign country cuisine based on the image of the particular country.

Country image effects have been studied since the early 1960s. It is the legal requirement for disclosing the product"s country of origin, all across the world. Hence the customers utilize this information as an extrinsic cue along with other intrinsic and extrinsic cues. When brands go global their COO can play a vital role. It is one of the drivers of the customer perception and intention to buy. So, marketing researchers and practitioners have shown a profound interest in the study of Country image. Every country has its own image for technological superiority, product quality, and product design and product value for different categories of products. But consumers give the same image of the country to a wide variety of product categories. This stereotyping is because of attitudes towards a particular country; familiarity with the country (Nagashima, 1970. and Wang, and Lamb, 1980); background of the consumer, such as their demographic characteristics (Schooler, 1971 and Wall, and Heslop, 1986) and their cultural characteristics (Tan and Farley, 1987). Mass media may also shape the reputation of a country as a producer (Nagashima, 1977)

1.1.2. Country Image Concepts

As a result, a country's image is made up of the basic qualities that are associated with it. Tourists regard the country's attractions (such as culture, nature, food, and hospitality) as well as infrastructure (such as hotels and transportation) when deciding

5

whether or not to visit it (Chaulagain, Wiitala, & Fu, 2019; Rewtrakunphaiboon & Oppewal, 2008). They also assess the success of these qualities, as well as their satisfaction with them, in order to decide if they will return to the country in the future (Chung & Chen, 2018; Zhang, Fu, Cai, & Lu, 2014). A nation is also a brand, a manufacturer, or an exporter in terms of business and commerce. Consumers in other countries' intentions to buy and repurchase that country's goods or services are predicted by the favourability of its qualities (e.g., level of growth and technology, and reliability) (Wang, Li, Barnes, & Ahn, 2012).

In marketing literature, country images have been conceptualized in a variety of ways. country or product image was characterized by consumers as their general perceptions of the quality of products manufactured in a given nation (14) At the other end of the spectrum, ETSY focuses on products. Páll Martinsson, Norræna, and Nonaka (17) contend that this impact occurs primarily in the assessment of individual attributes.

When it comes to real estate, the problem is a little more complicated. The more difficult it is to purchase and reside in the location of your dreams, the better it is. In order to make an overseas purchase, the customer must have an understanding of the country from which he's buying and understanding the supplier's origin country, and learn about the regulations and procedures for doing business overseas. In addition, factors influencing real estate purchases can be defined as the country image

1.1.3. Definitions of Country Image

While the majority of current research on nation branding and country image has concentrated on the creation of standardized rating scales to assess the attitudes of customers, visitors, and investors, among others, there has been a divergence in the theoretical underpinning and substance of country image. According to a review of the literature by Roth and Diamantopoulos (2009), the country image has been described as attitudes, schemas, or stereotypes.

Authors reach the following conclusion that a country image is more accurate for studies used in academic research. however, the writers do not give weight to the information's realistic context description, which focuses on the cognitive or affective aspects of the concept of image: strong elaboration (memory network of ideas); (2) medium clusters of ideas; and low concentrations of ideas (the image of an entity is described by its relation to another entity or a referent entity, as in positioning maps).

When interpreting current concepts of a country'simage in the literature, it's clear that some of these words have a narrow, specific sense, while others cover a broader range, defining the image as an umbrella word. Table (1) lists the meanings contained in the revised literature that include the above-mentioned elements in chronological order.

Table (1) Country Image Definitions

Author(s)	Definition
Bannister–Saunders (1978, p. 562)	'The overall image of a country is made up of variables such as unique goods, economic and political growth, historical events and relationships, customs, and the degree of industrialization and technological development.'
Martin – Eroglu (1993, p. 193)	'Country image is the set of normative inferred and informational beliefs of individuals on a country.'
Kotler et.al. (1993, p. 141)	'Country image is the sum of people's beliefs, ideas, and impressions about a certain country'
Szeles (1998, p. 96)	'Country image is an internal and external framework of the opinions and beliefs on a people, nation and country and the simultaneously objective and subjective psychological contents of heterogeneous and generalized value judgment thereof.'
Verlegh – Steenkamp	'A mental interpretation of a country's inhabitants, products, culture and national symbols.'

(1999, p. 525)	
Brijs et.al. (2011, p. 1260)	'Country image represents all that a consumer attaches to a country and its inhabitants (and not to its products).'
Knight and Calantone, (2000):	The factor that reflects a consumer's general perception about the quality of products made in a particular country and the nature of people from that country
Roth and Diamantopoulos, 2009).	Country image is thought to be a general construct of perceived images concerning economic, political, historical, cultural, tourism, and technological aspects, among others, that characterize a country.
Kotler et al, 1993; Martin and Eroglu, 1993; Kotler and Gertner, 2002.	'In this regard, the most accepted definition in the academic literature considers the country image to be the sum of the People's opinions, thoughts, and experiences about a country. It is represented by the simplification of a large number of informational associations and indications connected to a place.'
Nagashima, 1970:68).	Nagashima (1970; 68) was one of the first who studied the country image perceptions of US and Japanese businesspeople. He described the country image as the image, reputation, and stereotype that businesspeople and consumers associate with a country's products. Variables like representative items, national characteristics, economic and political context, history, and traditions help to shape this image.
(Roth and Diamantapoulos, 2008: 2).	The total of all descriptive, inferential and informational beliefs one has about a particular country.
(Manrai, 1998:594).	Consumer expectations of a country's goods depend on previous perceptions of the country's productions and marketing strengths and weaknesses.
(Kotler, 1991, quoted in Blunch,	'Beliefs/convictions, ideas, and experiences that a person has about an object" (Kotler, 1991, quoted in Blunch, 1996). According to Papadopoulus (1993), the image of an object is

1996).	formed by people's perceptions. Since they vary from person to person, the representation they have of a specific object may also differ. Kunczik claims that (1997, p. 41),'
Hunt (1975)	"the image of a nation is formed by a highly complex communication process involving diverse information sources. Those who create the most powerful images are international TV and radio, newspapers and magazines, cultural exchange programs, commercials, books, news services. Add to this education and traveling, i.e. the degree of personal experience related to certain foreign cultures that also has an important role in building an image".
Morgan (2003, p. 2)	"Moreover, highlights the undeniable importance that needs to be given to the images of places/destinations/countries, as it transposes in the minds of potential tourists representing the area in question and thus provides the necessary impetus to visit it. On the other hand, Morgan (2003, p. 2)".
(Ashworth and Voogd, 1997).	"predicts that in the future, the places (destinations, countries) are the ones that will fight to win the hearts and minds of tourists. Although the country image doesn't have a standard definition, the authors agreed that each country has its own image".

1.1.4. Country image' Creation

In light of this, Iversen and Hem (2001) Hem, L.E. de Chernatony, L., and Iversen, N.M. (2001) outlined a model (Fig.1) in which a consumer's mental image of a country is formed by taking into account cultural and psychographic characteristics of individuals, as well as products from.
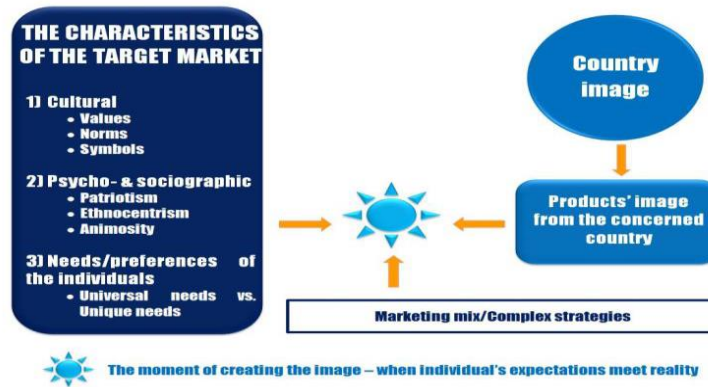
Figure (1)The moment of image' creation

Source: Adapted after Iversen et al. (2001)

Baloglu and McCleary (1999) discovered that two distinct types of factors play a role in the formation of a country's image: stimuli factors and personal factors. External stimuli that the individual encounters in relation to the country in question and the associated physical elements, as well as previous trips taken by the individual in the country in question, are linked to stimuli-factors; personal factors are linked to the individual's social and psychological characteristics.

Echtner and Ritchie (conceptualized a country's image as a dynamic process in which individuals create an imaginative mental construction based on a few selected impressions from a sea of knowledge and impressions available in the environment in 2003. The creative process, according to Reynolds (1965, p. 69), is the moment when a person selects, develops, improves, and organizes experiences. In this sense, promotion is critical in the creation of the induced image, which is influenced by marketing and country branding activities, according to the authors Ahmed et al. (2006), but the organic image is beyond the destination's control. Beerli and Martin (2004), on the other hand, looked at image formation through the eyes of first-time visitors to the region, as well as repeat visitors – Fig(2)
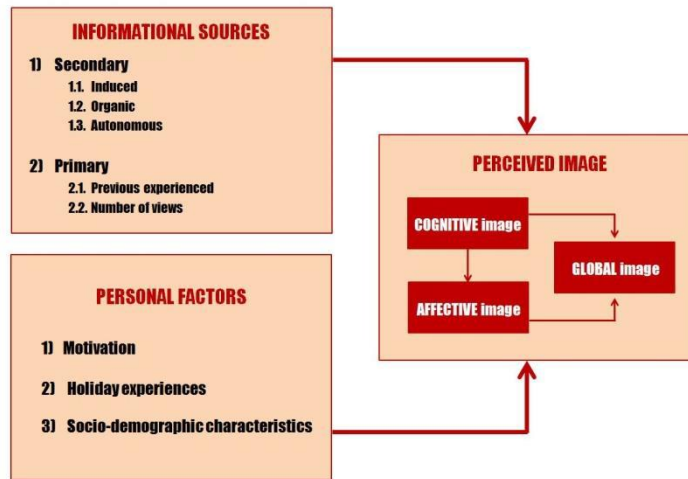
Figure (2)The model of image's formation

Source: Adapted after Beerli and Martin, 2004, Factors influencing destination image, in "Annals of Tourism Research", vol. 31, no. 3, pp. 657–681

Given that a country's image is embedded in its own identity, the development and reform of that country's image can only be conceived by a revision of the past, a return to its own roots, in order to try to articulate who its people really are and who, in essence, are the symbolic elements of that country's culture and society.

1.1.5. Country Image and Its Effects

In the literature on international marketing and consumer behavior, it is frequently mentioned that country image influences consumer perceptions of goods. A large number of studies on the country image show that it can and does influence consumers' behavior, both directly and indirectly, in terms of product beliefs and purchasing intent. Consumer attitudes about goods manufactured in a country are significantly influenced by these expectations of the country's image (Han: 24; Heslop et al. 2008: 354).

Managers and government agencies must comprehend the dimensions, significance, and effects of a country's image, as well as how to operationalize them. "Proper image management will offer a country's business organizations a competitive edge in global markets" (Dinnie, 2002: 396). Various factors, such as economic growth,

quality of life, culture and heritage, tourism, science, and technology, or socio-political issues, have all been linked to the country's profile (Parameswaran and Pisharodi, 1994; Anholt, 2006a).

Heslop said "Generally, the country image acts as an influential element on the decisions about acquiring and evaluating services. the reputation of a country and the economic, political, and social attributes associated with it act as 'pull factors' that attrac Foreigners, tourists, merchants, and owners of capital to work, invest, and buy housing and shops to this destination over others. Country image effects mainly refer to attitudes towards products made in a country. Behavioral (beliefs), predictive (emotions or feelings), and conative (thoughts) are the three elements of attitudes (response) (Heslop et al., 2008: 356)."

The country-image effect plays an intriguing role in the decision-making process, influencing Buyers' beliefs and intentions in either a positive or negative way. It can be shown systematically that a positive country image causes the consumer to accept a high price, reducing the need for intense price competition and expanding the potential for competitive action. The country's image is ultimately linked to its profitability. (See Figure 3).

1.1.6. Country Images and Behaviour

Preference is ultimately formed by beliefs, expectations, ideas, and behavior. Beliefs are explanations that link entities or ideas to a nonquantifiable degree of belief. The person's belief on whether or not the object-attribute relationship exists hinges on his or her subjective view of the likelihood that it holds." An attitude is the evaluative and emotional judgment of an entity. Attitudes may be either positive or negative towards concepts, organizations, events, outcomes, and persons. It's all well and good to have an aim, but an objective is meaningless unless a plan connects one to a result, which is why we refer to a goal as an intention. Behavior can be detected. There are three approaches to incorporating principles and attitudes in product models of assessment: The Fishbein model believes that attitude-based theory states that attitudes

are fixed while norms and values are dynamic. According to behavioural theory, primary emotions are unavoidable, nonverbal responses and are central, and cognition is unnecessary when experiencing affective experiences.

The third theory suggests that causality runs in the opposite direction. Regardless of the method of assessment is used, there are often low or insignificant relationships between attitudinal and behavioural indicators. Fishin and Ajzen (1977)identifiedthree types of convictions: Descriptive, Inference, and Informational. You would not know if a product is novel until you use it or research it and write about it. Their designers link the physical characteristics of the product to customers' expectations. Additional outside experience, such as advertising, friends, relatives, etc., has an impact on views of facts. Inferring beliefs is the key subject of this study. association (assumption) that applies to the current stimuli can be made by inference (correctly or incorrect). While having animage that portrays a positive feeling in the minds of customers can influence beliefs, it may also be the case that an image may increase it. By neglecting to treat image variables, beliefs, attitudes, and behaviours, which have so far remained unclear, have likely been unconnected with each other.

Holsti and Ray(1962). integrated this decision-making process into the belief system of the subject. they integrated his or her process of decision-making into the valuation scheme. A doctrine is a system of ideas, tenets, beliefs, hypotheses, and principles held to be right. Country photos are used to help store information that is generally unmanageable, and often used to visualize processes. Environmental images, therefore, are seen as a part of people's thinking. Linking the present stimuli to the country images helps in making decisions. Because of this, they've obtained a defensible place. Although country images might give the reader the impression that the subject is able to completely influence the decision-making process, they also leave the meaning alone. as a consequence, in current studies, an approach that emphasizes learning is used structure (Figure3).
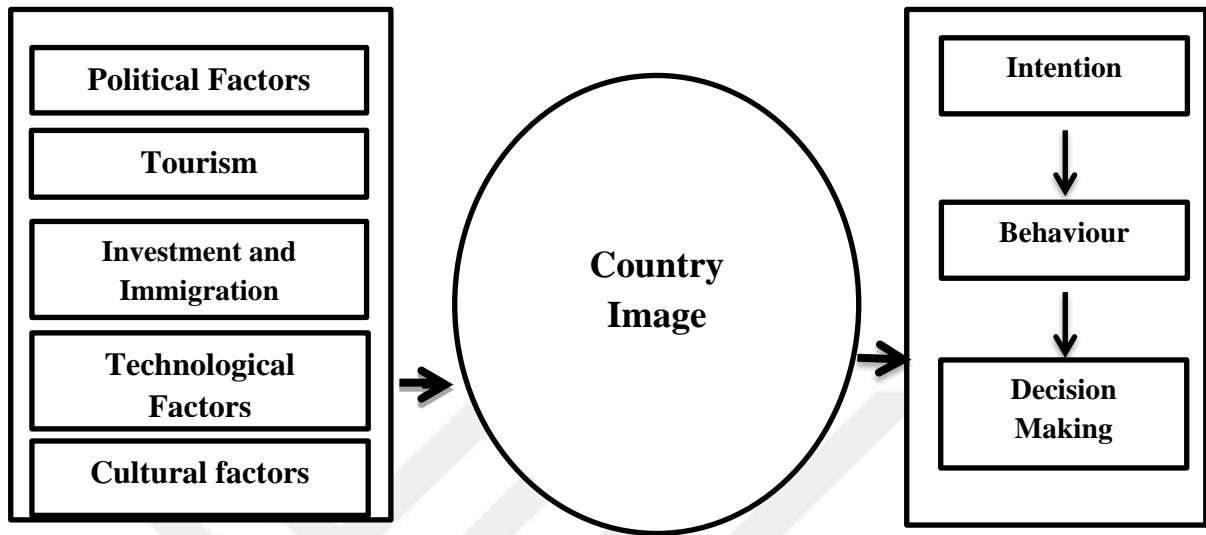
Figure (3): The Role of Country Images in Decision

Source : Buhmann, A. (n.d.). The constitution and effects of country images theory and measurement of a central target construct in international public relations and public diplomacy (dissertation).

Comstock and Kaufmann have emphasized the importance of images in organizing information and believed that the power of an image cannot be overestimated. There are huge quantities of perceptible data sets that can be processed simultaneously and alone. An image can be understood and rearranged to aid memory and enhance cognition. An image is likely to appear in an unexpected setting and to aid in the solving of problems. The issue of the method's use of images is still under debate, and what they might look like is unclear.(Chapter 11 The Big Picture. The Big Picture. (n.d.).

According to the encoding theory, information is stored in memory in terms of principles that can be used to interpret data. As a result, activating a definition has a positive assimilation impact on knowledge perception. When knowledge features are dissimilar to those of the enabled definition, however, they can be perceived as much more dissimilar than they would otherwise be. A contrast effect is created as a result of this. As a result, the country of origin of a product could elicit ideas about the country and the general quality of products produced there. If the country of origin activates

14

principles that have a positive impact on the perception of product attribute data, these effects are expressed in the influence of country image per se. If a contrast effect exists, however, this is expressed in more favorable product evaluations when the attributes are beneficial and more unfavorable product evaluations when the attributes are undesirable. Ervis Gjoka (2011).

The heuristic hypothesis suggests that when an object belongs to a category whose members usually have judgment-relevant attributes, subjects can use category membership as a heuristic basis for decisions and form stereotypes, according to researchers who contributed to the study of behavioral sciences. This is especially true when attribute data is wide and difficult to incorporate, or when there is a lack of other data. People who discover that living and living in a country with a strong reputation, a high standard of living, social justice, political and economic stability, and a fertile atmosphere for investment flourish efficiency, use this knowledge as a basis for assessment and disregard information about the target geographical destination as an alternative place to live and settle in. As a result, attribute knowledge has a smaller effect on measurement than it otherwise would. Jin, M.-lan, Choi, Y., Lee, C.-K., & Ahmad, M. S. (2020).

The primacy-regency hypothesis emphasizes the fact that when subjects receive several different pieces of information to form an impression, they construct an evaluative concept based on the first information received and later use this concept as a basis for judgments. If a product's country image functions simply as one of several attributes of the product or service the impact of country, image, and product attribute information is relevant. A product's country image has more influence on product evaluation (and specific attributes have less) when the country Image is presented before attribute information rather than afterward ". Iversen, N. M., Kleppe, I. A., & Stensaker, I. G. (1998, January 1).

The halo effect theory posits that consumers depend on the country of the country's image in product or service evaluations. With the prevalence of goods, there is

an increase in the significance of issues that cannot be detected. There are two general conclusions to be drawn from the halos hypothesis. Based on this assumption, it is believed that consumers derive product quality cues from a national image. A second important driver of the country's image is indeed the perception of unique product attributes. A halo hypothesis sees the process of moving from country image to values to brand attitude in terms of inferences.(A. T., Itamar Shatz: 2020).

Individual elements of knowledge are registered and abstracted into higher-order units, according to the overview construct view. As a result, consumers can abstract knowledge about a country's products because brands from the same country are considered to have very similar product attributes. This also has two ramifications. For starters, consumers are assumed to abstract product data into a country image. Second, the reputation of a nation has a direct impact on customer perceptions of a brand, rather than being influenced indirectly by product attribute ratings. As a result, the mechanism is viewed as opinions > country image > consumer behaviour in the summary hypothesis.

In general, the holistic approach deals with issues that cannot be accurately represented as a set of smaller, discrete incidents. As a result, animage can be thought of as an inner feeling toward something, a unified whole with tendencies and properties that are not discernible in its bits. Images are affected by and are a part of an individual's cognitive organization. Images in a community contain both shared and non-shared elements, with the sum of shared elements reflecting cultural continuity. Images strive for the most regularity, simplicity, and transparency possible, and imagine has always been a common part of human thought. The subject's operational thought structures and modifies images, which are created sequentially, egocentrically, and one part 943 at a time. As information is stored in long-term memory, it often manifests itself in photographs. Below is a comprehensive list of country-image impacts (Figure 5)
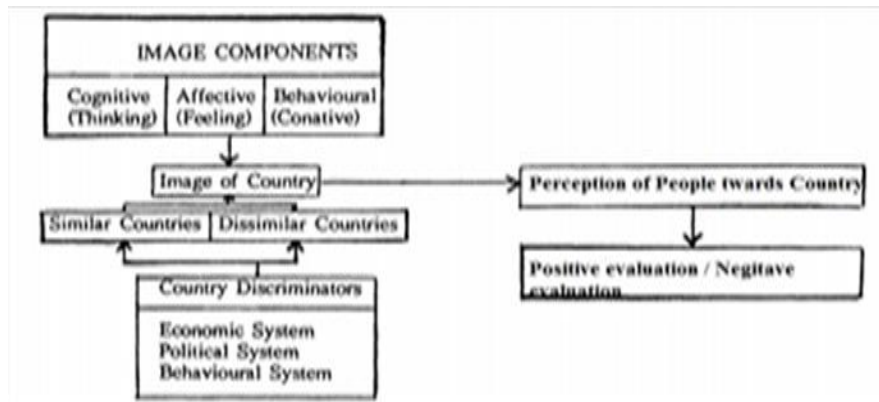
Figure(4)The effects of a country image on Perception People
Source:- Erdener, How Chinese Buyers Rate Foreign Suppliers, Industrial Marketing
Management, 18, 1989, 187-198

1.2.   City image

1.2.1. City of Signs

"City of Signs,": In other words, the city of signs is a means of communicating and relaying information. Ledrut (1986: 223). "The city is a symbol, but it also symbolizes something more. An image on its own, however, can be interpreted by using language." Cities are complicated representational systems in which humans utilize signals, such as written words, paintings, pictures, maps, films, dance, installations, and events, to create and experience place and time (Borden et al., 2001:14-15). The selected poems' uses of conventional metaphor and story have been re-imagined, but remain influenced by them.

Comparative studies suggested the difference between the city's existing state and the impression that people have of it. While Scholars include "writing and verbal descriptions of cities" in her definition of urban expression, she identifies three other activities as related. The behaviors demonstrated here are to illustrate how certain intended representations are expected to be conveyed.

These cities use marketing campaigns to improve the customer's impression of city. Urban renewal and the image of a clean/sanitized city are the topics of discussion in a study by Mainetti et al. (2012: 3). the three important topics in this context are functional (affecting the company's branding), social-economic (affecting creative cities), and aesthetic (affecting the city's appearance) (related to design). With this one, in particular, the objective is to highlight the use of "municipal façades" to beautify the metropolis.

"Hamilton et al. (2001) were quoted by Maisetti et al. (2012: 3) who underlined the significance of public art and cultural instruments in urban rejuvenation. As a result, a new set of city images' is established as part of 'the collective formation of new city images.'" "A Wellspring of Pictures and Memories," which is written from an economic position, Zukin (1995: 1) notes regeneration plans as "a wellspring of pictures and memories" (1995: 1). Shared pictures are created based on the notion that the urban landscape serves as an ordered collection of items and, thus, can operate as a signifying system (Gospodini, 2004: 229).

Images influence the perspective of the people about the city. the city is a blank canvas for creating images. The symbolic arrangement of urban images circulates through media like cinema, TV, newspapers, and publicity on the worldwide market for cultural industries.

The late capitalist theory of commodity use-value being overwhelmed by symbolic value had first emerged in the late 20th century. Both the price of a commodity and the value of its utilization are noted. While exchangeability is an "abstract" quality, having use-value is a "concrete" one; these two characteristics are very different. A third value is added to the commodity by a press that is nothing more than a sign. Applbaum (2004: 47) uses the concept of sign-value fetishism to describe the essence of sign-value, which relates to Marx's commodity fetishism. One of the most essential symbolization strategies is being recognized as branding (Applbaum, 2004: 52).

In the global culture industry, branding is more important than any other marketing tool. Reality has begun to mimic the model, which now comes before and dictates the actual world. Instead of mimicry or duplication, it is now called "substitution," in which the real symbols are used in place of the actual (Baudrillard, 1994-1981: 2). Because of this, while use and trade values benefit the commodity, product branding provides the service of sign value (Lash & Lury, 2007: 4-7).

The importance of consumption as a symbol has shifted, taking over from the exchange value notion in consumer research and marketing. If the city did not have an image, it would be impossible to communicate its assets to the outside world. Because of this, it is now vital for marketers and those working in branding to leverage the physical environment and city image as tools. In order to produce a simulacrum, you must pay attention to the various social representations of concepts and pictures, as well as their common meanings. Signifiers are critical in this realm, according to Baudrillard and Debord, because things are not merely items but also images that are sold and bought on the market (Applbaum, 2004: 47).

According to Lash and Lury, "what is consumed in tourism is visual clues and occasionally a simulacrum" (1994: 272). Tourists' gazes are often formed by signs. Tourism requires collecting and cataloging the different spectacles that take place, which is then grouped together under the name of "building aestheticized places of entertainment" (Selby, 2004: 48). Where there are spectacles, cities are transformed into a "visual consuming environment" for visitors (Zukin, 1991: 230). Further analysis will be done also in order to learn about the impact that city image on foreign customers' decision-making processes related to buying real estate or live in the city.

1.2.2. City Image Effects

Authors perceive and adopt the place they are in perception and reinforces are two reasons why people hold images in their heads. The overall representation of people in a city is an oversimplification. Thus, this city image or place details are crucial An image is more memorable and recognizable than individuals.

Empirical studies in the field of marketing show that emotional attachment leads to improved customer loyalty, positive word-of-mouth publicity, and other desirable post-purchase behaviors. As a consequence, understanding the different antecedents of emotional connection to cities has become critical for marketers of cities as tourist destinations. The current study looks into the impact of a city's image on an emotional connection to it, comparing the effects on international city residents and tourists. Do this impact and the emotional connection have an impact on the purchasing behaviors of the foreign consumer? And does this affect the decision to buy real estate in the city and invest later or not?

Furthermore, several tourism researchers (Qian &Zhu, 2014; Tsai, 2012; Tsai, 2015) have shown that place attachment leads to high positive attitudinal loyalty and return visits to locations. While previous research has looked into the relationship between perceived image and emotional place attachment, few studies have looked into the effect of city image and attachment on international arrivals of the various residential estates (tourists, resident visitors, and investors). Furthermore, previous studies haveshown that tourists' perceptions of cities differ depending on their position as residents of the region. Different types of tourists, such as city staff and tourists (those that have visited the city at least once), have different perspectives on the city (Braun et al., 2013; Phillips &Jang, 2010; Zenker &Beckmann, 2013).

In "The Image of the City", Lynch suggested that city dwellers conceive of the city as a story to be understood and see it as mental imagery. especially for the older people." They fly with postcards to their destinations; they want to see the Eiffel Tower or the Grand Canyon like they did on posters. He looks at the Eiffel Tower rather than just sees it. For him, he only takes pictures of things he has seen in print. There's nothing better yet, he will be pictured in front of it. After this photograph was taken, we can once again believe that he's the same man from long ago (Carpenter, 1972: 6).

The structure of the mind is a significant factor in the way that individuals see the city image and the way the city itself is viewed. They inform the formation of mental structures, according to Espelt and Benito (2005:777). They are generated by being in the city and seeing and hearing things. It could be a personal experience or it could not, but in any case, we have a mental image. In this case, the new image was produced as a new layer on top of the original image.

A city image consists of three elements: identity, structure, and meaning (Lynch, 1960). There are two aspects to this: One deals with the actual properties of image production, while the other deals with the significance we attribute to these physical properties. the property is an object that gives it a high potential of generating a strong image in any particular observer (Lynch, 1960: 9). These characteristics of the image, such as color and spatial arrangement, are related to the compositional characteristics. Though important, the physical environment has an effect on the social significance of a place as a "predictor" of how it would be perceived.

According to Andreoli (1996: 64), "we initially consider the city's physical appearance—the buildings, streets, and monuments." The physical characteristics of the city, such as buildings, streets, and monuments, are all interconnected in a way that determines the city's overall image.

Hidden meanings exist in locations like the city's "invisible landscapes" (Gould & White, 1974: 111). While Lynch (1960: 11) stipulates that "it is possible to strengthen image either by symbolic devices, by retraining of the perceiver, or by adjusting one's surroundings," I believe one may glean these "unseen meanings" by the use of one's senses. In the political arena, urban redevelopment initiatives are a form of the latter. This view of urban reconstruction is defended by authors such as David Nasar (1998: 2), who claims that a city may have worth as a source of delight for people. So the city should have a visual strategy for its shape and reshaping. In order to build such a plan, we need to understand the public's perception of the cityscape and the different meanings they ascribe to it.

A bunch of interests linked to several levels of significance mix into an intricate system of urban myths, mythographies, and place images, culminating in a new class of city images (Lefebvre, 1991). The meaning of an object is graded into three levels: denotative meaning, which represents things directly, connotative meaning, which conveys values based on emotional associations, and abstract meaning, which represents values with broader connotations (Rapoport, 1990: 223).

To be able to infer significance from a place, one must have some level of relationship with it, either directly or via media such as images (Carr&Stephen,1992). The city's identity and structure are fixed, but the interpretations differ from one individual to the next, and they do so frequently.

To maintain order in society (Debord, 1994-1967); to carry out a kind of city governance (Stoker & Mossberger 1994); to implement a marketing strategy (Philo and Kearns 1993) (Burgess & Wood, 1988). Creative translation: Smith, 2005: 399. frivolous (Fretter, 1993). While the conclusions in this study look at how all of these assumptions play a role in shaping the city image, it is especially important to investigate how the marketing and branding approach influences the city brand image.

1.2.3. City Marketing

To borrow an analogy from the marketing industry, place marketing or city marketing is comparable to product marketing, according to Kavaratzis and Ashworth (2005: 513). Marketing principles and ideas may be successfully applied to the places like products. Although, the place has its own personality, cultures, urban dynamics, and so on. Kavaratzis and Ashworth (2005: 510) argue that "I value places over goods" Government agencies are not business customers, and end-users are not consumers. Just as it is with commercial marketing, it is also the case with municipal marketing, which is greatly influenced by cultural context and the perception of the meaning.

Town marketing is the expression people use to explain how to promote the towns to attract customers to buy real estate or live or visit this town. Burgess (1982). Countries and cities, however, should not be for sale. Selling a city might have been done via marketing if it were possible. PR companies and city marketers might have provided much of the assistance to local governments. As opposed to a shared image, which "isn't built by communication and can't be changed by communication" (Anholt, 2010: 5).

As Kavaratzis explains, "Only when someone has something to market can promote for it, otherwise, images and phrases will have no meaning," (2004: 69). with these words, they ask their readers to adjust their attitude towards the country or prodcut (Anholt, 2010)

This entails devising strategies to raise a city's standing in relation to its main industries, occupations, or specialties in terms of products and services (1988: 68). They are characterized in terms of economic activities such as convincing commercial investors to move in or securing additional public investment or institutional support.

In light of the growing globalization of the industry, Ashworth and Voog (1988) discuss the need for a new kind of marketing. Precise and regulated thought and image building is a matter of deliberate branding (usually a city). Consequently, this puts greater focus on spatial activities and the public's position, which means that Colomb's (2012) studies put more value on the political messages. Colombian places use metaphors and signage to market and portray the site, helping to produce a well-defined and marketable image. The dual role of identity and this process involves interaction between the two functions. Mega- is a different topic for Colom, who helps catalyze globalization.

Customization of marketing is focused on geography Geographic and administrative reach areimportant in taking the marketing to another region. A kind of borderless approach to marketing is known as transnational marketing. Compared to the 19 "traditional operations", it incorporates "responsive country governments' growing

demands and consumers' refusal to purchase standard products". Since global trans-marketing strategies acknowledge the need for location-specific sales activities, transnational strategies also emphasize cities on a larger scale. The place goes hand in hand with fast turnover, strong ads, mass media, and the implementation of retail sales methods (Falkheimer, 2006: 1-2). The involvement of the public actors will influence the process to become more centralized instead in this situation, customers are what people consider them to be.

Images do not help you recall places, they simply reveal them to you. Like going to the zoo, fun is no longer seen as an added feature, but rather as an element of place marketing by representing it as a way of life and incorporating the concept into marketing communication (Reid, 2006: 37). According to Pine and Gilmore (2011), "them-ing" creative" describes persuasively, isogenic, and also creates memorable events Let these products and services be marketed to both "the-the-the-culture" and "the city" consumers (76). and Schmitt created "paracentric", which is known as "location marketing" (1999). People believe that varied recollections help to keep memories intact and more vivid. Use five senses if possible in describing any place you describe: sight, sound, taste, touch, and balance (Kirezli, 2011: 177).

These days, store plans cater to consumers' tastes, which means having customers in mind. The location of the event is critical in making decisions on where to advertise and promote. Three processes are said to evoke a sense of place: it must be built up by city planning, design of cities, and then use of the architecture within them. The most important thing is, "what", "how" For anything we do, there is a creative process. the complex realities can be mastered by individuals due to these cognitive mechanisms (Kavaratzis & Ashworth, 2005: 507).

Marketing groups and capital groups that do not have the customer perspective are mostly accountable for the overall urban look and feel of a city So hence, the language and images all act as daydreams. In any event, no matter what Massey gives these observations: The more identities, peoples, citizen groups, and various experiences

24

a locale carries, the more specific and exclusive it becomes (2004). Several examples of location marketing strategies have been strongly cited in this paper (Stevenson, 2003: 94). To retain the city's reputation, it is critical to maintaining its appearance. That is why symbolism should be used deliberately and in order to install expectations in the consumer.

1.2.4. City Branding

Having people's expectations and the idea about the product or brand is isvital to any of the marketing strategies(Kavaratzis & Ashworth, 2005: 507). As an industry term, a brand is commonly thought of as being a feature of a product or service, or service. An AMA states that a brand is a name, term, logo, or image that differentiates the seller or product, and distinguishes it from its competitors (Kotler, 2000: 404). All aspects of the brand, from visual and verbal, from conception to completion, should be considered part of the identity if the concept is well thought out and executed (Aaker &Joachimsthaler, 2000). A brand serves as an outward expression of attributes that are not visible by touch (Kapferer, 1997).

For an ordinary city, branding, marketing tries to make a place appear desirable by creating uniqueness and enhancing the image. A city's image aims to project and attract an "impressive and alluring appearance" (Kalergis, 2008: 32).

Ashworth (2008) contends that branding requires both marketing and advertising, according to which he views these two concepts. to-conceptualizing The distinction between these terms is often blurred in our industry: a vision of branding: policy distinction rather than personal brand promotion, However, no matter what the criteria are, even though that is true, it should be remembered that these are just the parts of brand and logo unity.

Brands and Gascoyne and Gascoyne (1998: 103) spoke to the elements and their functions: "an identification of the city or locality (name, symbol, logo, or both) as well as a distinctive travel experience that is closely connected to it; in addition, the promise

of a specific memory serves to strengthen feelings of attachment; additionally, a city or place brand logo strengthens feelings.

But while slogans, logos, advertising literature (narratives) help to popularize city images, prior marketing strategies must now include building beautiful and more imaginative structures, as well as using more sophisticated marketing strategies (Smith, 2005: 398). There are visual symbols, such as posters and banners, which contain the former category of resources, and the latter uses the city as a medium to convey their messages.

1.2.4.1. Slogans

A slogan is a brief description of a venue's overall vision. Other well-known names like "New York City" which means welcoming and promoting diversity are also said to be an example of the phrase. The use of the slogan "World's Second Home" has recently raised debate about whether it should be revised in order to promote local business and tourism. Cities are able to think of slogans to support the ECoC around which cities are they present? The cities that have now been identified as ECCs of 2010 used these catchphrases: Three cities in Germany each received the accolade "The World's Most Inspiring City": Pécs, Essen, and Istanbul. The city of Pécs hopes to become a gateway to the Balkans. "The emulating city of Glasgow took advantage of central city development and reinvigorated its cultural scene in an industrial environment." Gaining weight on the slogan has supported the brand value while the tourism promotion strategy is a component of the brand value (Rampton et al., 2011: 76).

1.2.4.2. Logo

A logo used to mark a destination (Hem & Iversen, 2008: 88). Logos, which can be used in all marketing communications, are generally referred to as "visual brands" (Pittard et al., 2007: 458). Slogans and logos are essential for brand recognition and product differentiation (Morgan et al., 2002). The product packaging and presentation areas critical to the product's place in the market as the product itself.

1.2.4.3. Visual Symbols

Cities are symbolic of each other's major landmarks, such as the Eiffel Tower, Big Ben, the Kremlin, and the Great Wall (Kotler et al., 1993: 153). Marketing also utilizes these landmarks. Promotional activities for nations and cities often use this sort of logo. The primary objective of this organization is to influence foreign public opinion with the help of government and commercial organizations. An important aspect of a successful advertisement is to create a short and simple message that can be easily understood and conveyed. "A definition or representation of the region that is clear and approachable but not oversimplified,"

Advertising is also linked to branding since it conveys the properties of the brand to customers. Global advertising necessitates clear messaging and unity of message. The national effectiveness of the brand must be matched with the local effectiveness of the advertising (Evans, 2005).

Sklair (2006: 26) is an excellent example of this. Baudrillard (1996: 181) was greatly influenced by the Situationists and emphasized the value of spectacle for the consumption of images through advertisements. Baudrillard (1972) examines the processes of mass media processing of meaning. Semiotic exchange transforms manufactured, made, profane meaning into the symbolic exchange (Merrin, 2005: 17). Baudrillard (1981 [1972]: 205) believes that the shape of the sign is derived from new means of mass communication and the commodification of culture. At the intersection of capitalism and globalization, we have arrived at the concept of culture being commodified.

In the commodified cultural industry, representation is described as a tool of mediation (where representation was commodified). For the global cultural sector, everything else is a commodity (Lash & Lury, 2007: 4). Representation isn't enough on its own; people also need to be able to understand one another. The most powerful way to communicate the brand of a city is to represent the city in an image.

Any business must adhere to a few basic principles in order to remain competitive (ibid). When it comes to capital investment and funding decisions, transnational leaders (i.e. government, industry, and community leaders) act as regulators. Brand communication is also contingent on influencing the viewer's perspective of the city. Opinion leaders often have a role in the communication process, as they shape what people think. In order to express a brand, a logo created by the creative workforce is needed. to influence the influencers, you must have solid ties in the industry" (Falkheimer, 2006: 6).

This approach would focus on making it clear to the stakeholders and the dialogue process how they relate to one another. In order to create successful brands, it is important to understand how communication and meaning-making processes work while also attending to cultural codes. As a general rule, city brands cannot be predetermined, but cities take various characteristics into consideration including their history and heritage, the people who live in the city, the local celebrities who are connected to the city, the fact that the city is the capital, and city-related aspects such as city status. For a brand's identity, culture and heritage are especially important. By promoting a place, you can help people understand and connect with one another all over the world (Anholt: 2005: 140). So, to convey a country's image, culture is a useful form of communication and speech (Anholt: 2005). In addition, brands reflect diversity, and society's complex identities oppose globalizing ones, which instead foster uniformity.

When it comes to staying competitive, sticking to basic standards is important (ibid). Regulating capital spending and funding decisions are common duties of transnational leaders (governments, businesses, and community leaders). Shaping the viewer's city experience is an essential aspect of brand communication. One of the ways leaders shape theminds is by forming thoughts. A company's logo design is imperative in order to effectively express a brand. You must have good business contacts in order to influence the influencers (Falkheimer, 2006: 6).

Since the stakeholders and the negotiating process are now more open to one another, they will benefit from that newfound clarity. Staying current in the current cultural code is a requirement for good brands, but also knowing how communication and meaning-making processes work is a necessity. A city's brand cannot be determined ahead of time, but cities can search for various characteristics, including where they're located, their cultural and historical backgrounds, their population, whether or not they're the capital, and celebrities who are tied to the city.

A company's brand identity is intrinsically linked to its culture and heritage. When you get people excited about where they are and what they're doing, you can help others from around the world understand and communicate with one another (Anholt: 2005: 140). Culture and language express a country's image more clearly (Anholt: 2005). In addition, brands show diversity, while the diverse personalities of people around the world want unity.

1.2.5. City Image Dimensions

Anholt (2006: 20) proposed a model for city-to-city comparisons based on perceptions of cities according to six dimensions:
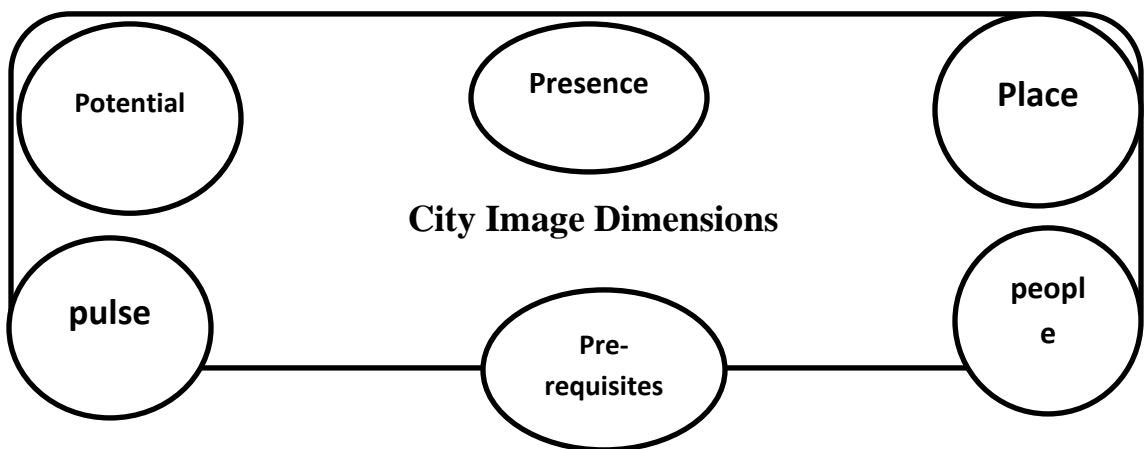
Figure (5):City Image Dimensions
(**Source:** Anholt – GFK, 2010)

1- Presence - For the city's global stature and reputation, as well as the international familiarity and understanding of the area, we must also consider its international fame

29

and renown. It also examines the city's international scientific, cultural, and governmental contributions.

2- Place: examining people's impressions of each city's physical attributes, such as the pleasantness of the atmosphere, the cleanliness of the environment, and the attractiveness of its buildings and parks.

3- Pre-requisites: It measures how the city's residents feel about the city's basic qualities, such as the quality of services such as colleges, hospitals, transportation, and sports facilities, as well as whether the population has a good impression of these assets.

4- People: indicates if city dwellers are thought to be nice and hospitable if respondents believe it will be simple to find and fit into a group that speaks their language and culture, and if they would feel safe.

5- Pulse - tests how fun the city is in terms of new stuff to learn and how interesting there are interesting things to fill free time with.

6- Potential -: assesses residents' perceptions of the city's economic and educational prospects, such as how easy it is to find work, whether it is a good place to do business, and whether it is a good place to pursue higher education."

The process of city branding involves a wide variety of stakeholders who are people like the local residents, city officials, corporations, and commercial entities, as well as various public bodies, such as government agencies, local media, and organizations (Maheshwari et al., 2008, 121). The complexities of city branding, according to Virgo and de Chernatony (2006: 379), arise from the fact that multiple stakeholders are involved. Thus, it is understood that city branding and the measurement of city brand equity is dependent on stakeholder management.

The added value and versatility often affect the customers who buy the product. City infrastructure offers basic city functions, such as jobs, housing, and transportation, but at the same time, the population desires a more intangible value. This desire comes

from the links individuals have to the city itself, as well as from their unique experiences in the city. A brand's added value is the difference between its cost and the customer's perceived value. Core values are said to be critical for maintaining consumer loyalty and brand awareness. Consistent branding tactics have the potential to change customer awareness of the brand (Keller, 2003). Studies show that perceived branding has a positive impact on a business's competitiveness.

Creating a distinctive and strong image has a positive effect on brand recognition (as reported by Kohli and Thakor 1997: 208) Since brand associations are so important, Kapferer (1997: 25) states that the importance of the brand lies in the ability to provide an influential, optimistic, and exclusive sense in the minds of a large number of consumers. That is why it is imperative to keep the distinction. In the view of the customer, the brand represents the product's place (Kapferer, 1997: 23).

1.2.6. City Imaging & Re-imaging

Flags, symbols, and logos used to form expectations constitute the mechanism of the creation of images. The catalogs include much of the panoramic images of the region. Nonetheless, making a more personal and emotional connection can be done by making use of cultural signifiers and books, films, and paintings that relate to memories, and is possible by using flashbacks to be more personal and intimate with the city (Stevenson & Inskip, 2010). The relation between emotional and perceptual response is associated with the imaging process, in other words, the processing of images. The conceptual approach to image formation is "visual contact as a method of image formation", as Smith (2005: 401-402) says.

This model of how a destination's identity is being spread to the public and elements are shaped according to various outside influences has been described as "a model of public image development, where the transmission of a destination's identity goes through to the public, while other components get lost in the noise or are reconfigured". For every image, there is a two-way exchange: one between the observer and the position or object that is being observed, and the other between the observer and the

observation (Lynch, 1960: 6). A person's public image is formed by "unique images that overlap" (Lynch, 1960: 46). "There are many stages in the process; starting at the street level and working our way to various levels of a neighborhood, a county, or a metropolitan region" (Lynch, 1960: 85).

The Gunn classification system, created in 1988, groups image formation into two broad categories: organic and induced image formation. The only way that brand identities are created is by marketing and promotion. From popular culture, the media, literature, and education, instead of part of any intentional marketing campaigns aimed at specific target audiences, organic development of the images stems. One's perception of a city is directly shaped by what one sees and reads in popular culture, including movies, magazines, and newspapers, as well as literature, sculpture, and maps (Stevenson: 2003: 10).

The symbolic construction of the city image can be realized as internal or external processes (perceptions or representation) (Vanolo, 2008: 371). The latter has a strong influence on visitors and/or investors' preferences, and so city branding is essential to attracting tourists and investors from around the world to foster local growth (Kavaratzis and Ashworth,2005). (Gold and Ward, 1994)

1.2.7. City Image and Its Elements

All in the city contributes to the overall city image. City life carries on in the form of the city's culture, which is a mixture of material and spiritual elements. They will affect their surroundings in an indefinable and observable way. To offer a new type to the city, by using the "city image" repeatedly, is known as the "city image When he talks about the city layout, Lynch dedicates time to describing the elements of city structure while making explicit references to morphological elements, all to create a strong image concept.

The study says that he uses five main components in his study of the city layout, including areas, boundaries, roads, critical points, and distinctive landmarks. Regions: Not only are regions composed of all of the city's features, but they also contain all of the city's structural elements. The characteristics of a region, such as an extent, pattern, material, building, and elements, allow it to be recognizable and distinct from other city areas and settlements.

Borders: Borders between areas have a visual impact. They clearly differentiate regions and provide a connection between them without obstructing visual relationships or acting as distinguishing barriers. Normal and artificial borders are the two types of borders that can be found (Kyak, 1997).

Paths: transitways, pedestrian routes, and railways are examples of paths where observers can pass through. Paths are linear city gaps that link buildings and other structures, according to Kyak (1997). When traveling along these roads, people observe and experience the city, and this interaction contributes to the city's image.

Vital points: These are the points where roads, junctions, and some features, such as observers, become dense. Since they are dense activity centers and have a distinct physical character, vital points may become a symbol of a city.

Landmarks: are physical elements that draw attention to themselves because of their size, pattern, shape, and content. With functional and symbolical properties, scale, contrast type, and construction time, they become qualified images and reference features. They can be seen from a variety of locations throughout the area. The number of landmarks is determined by the observer's ability to describe them.

1.2.8. Overview of Kocaeli City

1.2.8.1. Introduction

Kocaeli is historically significant as a connection point between Europe, the Middle East, and Asia. Bithynia was an ancient kingdom located on the north coast of the Black Sea, which served as a critical trading center for the Eastern Roman Empire. Today, along the Marmara Sea and the Black Sea shorelines, Kocaeli is a paradise for logistics, since it boasts 34 port facilities, helping to form a global trade network. The province serves as a national and international transportation center. (Kocaeli İl Kültür ve Turizm Müdürlüğü , https://kocaeli.ktb.gov.tr/)

This is situated right next to Istanbul, one of the world's largest metropolitan centers and near two international airports: Istanbul Sabiha Gökçen Airport (SAW) and Istanbul Ataturk Airport (IST), which are both located at an approximate distance of 45 and 80 km from the city center. Just 14km away is the Cengiz Topel domestic airport, which serves routes that are completely domestic. The city of Kocaeli in Turkey has more than 1.6 million residents and is among the country's most heavily populated locales. Furthermore, this naval base is home to the Turkish Navy, reflecting the lasting military and strategic significance of the province. (Kocaeli İl Göç İdaresi Müdürlüğü: 2019)

Kocaeli has historically been a settled place beginning in the pre-historic ages due to the city's location on the path from Asia to Europe. Populations have been recorded to have lived in this region since 3000 B.C. Despite this, only a few, highly populated locations dating back to prehistory have been found.(Tarihc,kocaeli, https://www.kocaeli.bel.tr/tr/main/pages/tarihce/16)

A few settled areas was discovered in this region. Prehistoric findings have shown the earliest signs in the east of Kefken Kovanagzi, near Saris, and on the Pink Rocks and Cebeci shoulders. Kavanagh and Cebeci turned up Middle Paleolithic relics, while Saris turned up slightly earlier in the Paleolithic era.

The first pieces of evidence that point to Kocaeli's existence date back to the 12th Century BC. The Frigs have controlled the region during these periods, after which a group of Greeks from the city of Megara looking for a new home has founded the city of Astacus in the present-day location called Basiskéle. In the wake of the complete destruction of Astaco by King Lysimakhos on the side reefs of today's Kocaeli, a new city has been developed on the opposite side of the gulf named Nicomedia.(Kocaeli History: https://kocaeli.ktb.gov.tr/)

Ottoman control of the city was established during the reign of Orhan Gazi with its conquest by the provinces of Adapazari and Hendek. The Kocaeli (neighbor of Iznik) had, by the early stages of its life, changed its name to Iznikmid. Until this year, Kocaeli has been a part of Istanbul. After hearing the declaration of the republic, the city was liberated on June 28, 1921, becoming the capital of the newly formed Kocaeli province. The development of the infrastructure during the republican era was influenced by the industrial investments that took place in the city, with governmental and private investments subsequently increasing. (Kocaeli İl Göç İdaresi Müdürlüğü: 2019)

This city has transformed from an agricultural community to a transportation and manufacturing hub, thanks to roads and railroads. It has formed communication with all world maritime lines, aside from those at Derince and Kocaeli ports. With industrial and value-added processing, it is an important example for Turkey, as well as the world. In terms of the built environment, it is an increasingly growing city, which includes an increasing amount of industrial, commercial, social, and cultural facets. There are high levels of internal migration in Turkey thanks to it. Additionally, one of the biggest industrial regions of Turkey is located here, and the companies headquartered here have ranked among the 500 largest in the country. The city of Kocaeli has made 13% of the total manufacturing output in Turkey over the last two decades, which places it among the most important manufacturing cities in the world today (Senlier et al., 2009). One may also note the importance of this fact when they consider how many different nationalities the city of Kocaeli has hosted; there are currently 410 different companies

and enterprises operated by people from 54 different countries. (The Turkish Navy in an Era of Great Power Competition.: 2018)

Because of the positive social, cultural, and educational aspects, Kocaeli is also becoming more prominent abroad. According to figures from the Kocaeli Chamber of Commerce, in 2013, over 82,000 foreign tourists arrived in Kocaeli and stayed in a hotel for at least one night. In 2014, 79,653 tourists stayed in Kocaeli for at least one night. Workers are not the only foreigners in Kocaeli; others work in factories and companies in the region. Additionally, the image of Kocaeli that the world gets from people who live or remain in Kocaeli is likely to have important consequences. (About the Chambe :2014).

1.2.8.2. Geography of Kocaeli

Location: The true distance between 29.22°E and 30.21°E longitude, and between 40°D and 41.13°N latitude, differs by at least a few degrees. Situated along the northern shore of the Marmara Sea, in close proximity to Istanbul to the north, surrounded by Bursa and Sakarya to the east and south, as well as the İzmit gulf on the south, and located to the west of the IZMİT gulf is the city of Bursa. 30° East Longitude has been designated as the time zone for Turkey. Kocaeli province has an area of 3.505 square kilometers. This important intersection is situated on a crucial trade route linking Asia to Europe. The natural harbor of Izmit Gulf is an active shipping route. The city's northern border is marked by Kemiklidere. At the opposite shore of the İzmit Gulf, the Istanbul-Kocaeli border terminates. The Samani line divides the Bursa frontier in two. Sakarya is close to Sapanca Lake and Masukiye, the two places in Sakarya Province. (Sea of Marmara." *Wikipedia*,)

Mountains: The Samani heights which begin on the western shore of the Sakarya River and run up to Pamukova and north of the Iznik Lake to Bozburun are an important geographical feature to help people know where they are in relation to Izmit, Sapanca, and Adapazari. Keltepe is the highest point of the Samani Mountains, with a

height of 1.601 meters. One of the most famous mountains in the region is the 1387-meter Dikmen peak (646 m).

Plains and Plateaus: The lowlands between Izmit and the Sapanca lake and Dilovasi constitute the main plains of Turkey. Wavy plains are a defining feature of the Kocaeli half-Peplum islands district.

Flowing Waters: In other words, the remaining waters from the provinces flow into the Black Sea, and the rest flow into the Marmara Sea. The Marmara faces mountains, and the rivers flowing into the Black Sea have longer flow paths because of it. Riva Stream starts in Tepecik, Gebze, and flows into the Black Sea through the Bosphorus at the eastern entrance of Istanbul. The stream of the village of Karayakuplu, called the Ağva Stream, or alternatively, the Göksu Stream, begins in the village and flows into the Black Sea. The Yulaflı River is 43 km long and flows into the Black Sea. The Darlık Strān, a tributary of the Golden Horn, is a mix of mine and the Earth's carbon. The Kocadere Stream, which starts in Denizli Village and flows into the Black Sea, is 50 km long. The Sansu River in Kandıra County flows into the Black Sea. The Kaynarca River begins in Kandıra. The Kirazdere river flows into the Izmit gulf. The Kirazdere Dam was finished in 1997. Dilovası Stream, which has a length of 12 kilometers, runs through Gebze County. This river is said to flow from the North of the Tavşanlı Village, in the Tavşanlı River Valley, to the Izmit Gulf.(About Kocaeli, About Kocaeli | INISTA 2021)

Lakes: The Sapanca Lake on the western coast of Kocaeli, whose surface area is 47 square kilometers, is joined to the Black Sea by a channel that has a length of 7 km. A lake with an area of 1,74 km² is used to provide water for the city of Izmit. The Great Izmit Municipality has built another artificial lake to provide water for Izmit and it is created by collecting the water behind the dam.

Climate: Gulf and the Black Sea coasts are moderate, but high-elevation regions are much harsher. Izmit is a transitional climate between the Mediterranean and the Black Sea climates. Summers are hot and with scarce rainfall and winters are rainy and

snowy. Marmara and the Black Sea coast of Kocaeli differ noticeably. The Black Sea coastline is less sweltering, making it an ideal destination. The coldest temperature ever recorded was -8.7C (4 February 1960). The all-time peak temperature was 41.6C (11 August 1970). The annual rainfall on the Black Sea coast is 1 mm. This decreases as we move South (784,6mm). The atmosphere on Samani Heights is similar to the Black Sea climate. In this region, rainfall varies. Winter and summer winds come from the North.

Vegetation: Typically, typical Marmara vegetation is found in Kocaeli. When headed south, the vegetation of the Mediterranean replaces the Black Sea forms. Moist temperate forests occur in the areas extending beyond the Samanli Heights and the Black Sea coastal areas. Various types of trees, including Chestnut, Reech, and others, are found in these forests. The Samani Mountains to the north and east of the Izmit Gulf are covered in coniferous forests. Most of the north of the gulf has been taken over by Industrial sites to gain acres for olive trees. Step vegetation and fake scrubs grow on the devastated forests. *(About The City of Kocaeli, https://en.kocaelichildfest.com/sayfa/6/about-the-city-of-kocaeli)*

1.3. Place Attachment

1.3.1. Introduction

In this chapter, the researchers try to highlight the literature study and the theoretical framework related to the place-attachment and the places which the foreign customers dream to living in, would like to go/return to), and the area around the home, the neighbourhood, the city, the country... also, we will try to know the important Psychological, natural, social, and identify factors that affecting place attachment. The theoretical framework in this chapter is considered the main nucleus for the thesis which through it will adopt its results and recommendations and know the influence of attachment to a certain place on foreign Customers' decisions related to buying real estate for investment or living and stability.

Highlands are one of mankind's most significant symbolic depictions. (Smethurst, 2000), being frequently associated withextraordinary, dramatic, and exotic landscapes, nature, and cultural features (Nepal & Chipeniuk, 2005) The attractiveness of mountains leads to a tourism demand corresponding to about 20% of global tourist flows, mostly due to their appealing symbolic image. Research shows that people are attracted to natural environments (see Kaplan & Kaplan, 1989) and develop, over time, affective links with these spaces, called "place attachment" (Kyle, Mowen, & Tarrant, 2004). Place-attachment could be defined as the emotional attachment that people form with specific settings in which they feel relaxed and secure. (Hidalgo & Herna´ndez, 2001).

The tourist experience in natural areas, like mountains, offers a range of physical, psychological, and social benefits that may reinforce the emotional connections with these places, making them attractive and involving destinations (Kaplan & Kaplan, 1989). Each of us is familiar with peculiar aspects, nuances, of this affective world. It depicts life as well as we want to live it to be, idealizes it, and advances our effective qualities.

While acknowledging the fact that we do in essence have an effective relationship with places, whether they make us happy or sad, is important, the former makes us feel important, and the latter deflates our self-esteem. People and private existence: As well as whole communities of humans. Nor is there likely to be. A good thing or a bad thing, it's obvious and profound.

Our feeling towards places and communities – such as home, the workplace, and the neighbourhood and country – definitely contributes to defining who we are and what is important to us. It also strengthens our sense of purpose and personal values. Affect relates to places, though it is not fully explicit and isn't decisive in and scientific terms, but seems to be able to both lift and hamper our equilibrium; also, it influences our material and spiritual well-being to some degree regardless of which side. This completely justifies the use of the affective relationship with places as a serious

scientific endeavour; however, the transition from being aware of emotions about places to scientific expertise remains incomplete.

The research into the foundations of human affective links with the environment is still in its infancy because of the lack of focus on facts and theories pertaining to these topics It has long been accepted that cognitive and behavioural factors were considered an incidental part of such relationships. Since it's a link with a place, several phrases are used, such as "belongingness", "interconnectedness", "rooted", "invested", "entangled in", and "To the context", this alludes to the presence of an unspecified relationship, not a combination of concepts.

The analysis of effect in close relationships is both interesting and frustrating at the same time. On the one hand, since most people define their close relationships in terms of feelings and emotions (love, hate, fear, rage, disdain, gratitude, and so on), one gets the impression that, of all the theoretical and empirical approaches to close relationships, affective is the most fundamental and significant. On the other hand, one of the most challenging fields of psychology to conceptualize, interpret, and theorize about in a realistic way is the effective approach.

Despite these challenges, however, theories about interpersonal relationships have progressed beyond pure theories to a more perfect form. From the perspective of psychologist John Bowlby, various theories and research has accumulated over the last four decades on the damaging impact of maternal neglect in children (Cassidy &Shaver, 1999). We made a quantitative assessment and found this model suitable to monitor and measure changes in attachment to places of the previous studies. instead of described as "behaviour that causes one to attain or maintain proximity to an individual who they feel would be better able to cope with the world" (Bowlby, 1988, p. 26-27).

At a younger age compared to other social interactions, and with the consistency of those constructs, the relationship of attachment comes to be a prototype of the affective personality. The concept of attachment theory should be borne in mind if you want to consider the concept of affective bonds in general Attachment behavior refers to all of

the different types of behaviour a person participates in to gain or sustain a personal attachment, however, an attachment bond is emotional. (Stroufe and Waters, 1977).

Effects, attitudes, and beliefs are described as a person's perspective on his own life as well as all that arises as a result of how he perceives the world around him (Bowlby, 1969, p. 104). Appraisals are in charge of behavior management, awareness of states and situations, as well as people, and any kind of emotion'", which is why "'no kind of action is greater than feelings' follows attachment." They are (supposed to be) heroes, and the news of their arrival is widely publicized.

It seems like an effective relationship often serves to forge an emotional connection with those with whom you feel strong affection (Bowlby, 1980, p. 39). Relationships appear to be with the attachment figure even in a distressing environment, but this does not mean they do not shift during an individual's lifespan. When using safe development models are applied, the environment can be easily altered, but with unstable models, it is harder to match (Bowlby, 1980).

Attachment and other affectional structures are distinguished by the roles they fulfill reproduction, security, association or socialization, and so on (Bowlby, 1969, p. 230 and following; Ainsworth, 1989; Weiss, 1991). What distinguishes them both as bonds, however, is that the partner is significant in the sense that he or she is a unique entity who cannot be easily replaced, despite the fact that one might be attached to many people. Attachment issues are absent from environmental psychology studies for almost two decades. When proximity marketing again becomes a point of interest, they turn to topics like group sociology and human geography (Lee, 1968).

1.3.2. Place Attachment Theory

place attachment, along with place meaning, is a part of the sense of place, according to environmental psychology. Place meaning was most concerned with a human's interpretation of a location, while place attachment is more concerned with a

feeling in bonding that people have with a location (Semken and Freeman, 2008) Figure 6. depicts the double character of sense of place.
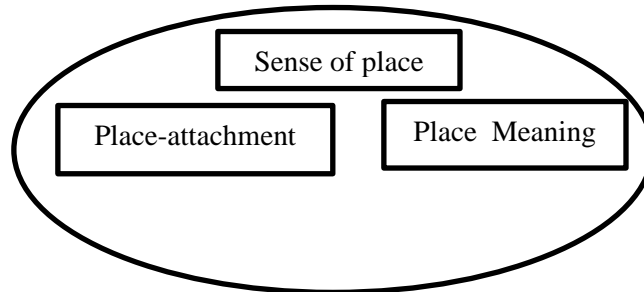
Figure (6):Sense of Place

Source: Jennifer Adams, New York City. David Greenwood, Thunder Bay. Mitchell Thomashow, Seattle. Alex Russ, Ithaca. 26 May 2016

1.3.3. Definition of Place Attachment

The term "place" is used to an area that has meaning to someone because of a personal, communal, or cultural activity, as suggested by Low and Altman. (2010:757). "Places form when individuals give them significance in a larger undifferentiated region that they reside in" According to Alan Gussow (Sobel, 1993: 160), the place is "a section of the environment which has been declared by emotion. The trigger that converts any geographic location into a place is the act of experiencing it passionately" One of the authors, Low and Altman, describes the term "attachment" as a representation of affection, and this can connect to a specific area that is defined by the term "place"

Hidalgo and Hernandez (2001) describe place attachment as "a positive emotional attachment, psychological connection to a specific place." In many areas, such as geography, sociology, and community science, the place of attachment has become extremely important (Scannell and Gifford, 2010). There are several different words to describe an effective relationship with a place in literature. Similar to place attachment, Giuliani (2003) can define more than 12 words. As a result, there is a wide range of words used to disprove the theory of position attachment. There are several different meanings of position connection. Until 1993, Giuliani and Feldman (1993) had identified at least nine.

42

1.3.4. Importance of Place Attachment

The creation of loyalty to places is regarded as critical to a person's well-being. Knowing where you are and who you are, according to Orr (2005:93), is important. This quote can be interpreted as follows. Someone who is deeply committed to a place is expected to just want to learn more about it anyway. Furthermore, the attachment may aid and foster the growth of one's identity (knowledge of who you are). As just a result, place attachment allows people to increase their sense of identity in relation to their surroundings (Lewicka, 2008; Orr, 2005). "People need a sense of family to be psychologically healthy," a credible source said. To summarize, bonds are a tool for coping with transition and adversity. People who have found their position in life often have a feeling of self and are more optimistic as a whole (Rubinstein and Parmelee, 1992). establishing one's personal identity in today's America, where traditions and cultural connections are dwindling (Jack, 2010). Furthermore, children who were unable to refer to the idea of origins experienced feelings of rootlessness and lacked a well-defined self, according to studies. Furthermore, emotional connection gives those around them a feeling of comfort. This feeling of security stems from an understanding of what the place has to offer, or it serves as psychological support during difficult times (Jack, 2010; Low &Altman, 1992).

According to Orr, residents aren't equal; each has unique needs. People don't know much about their hometown and feel nothing about it. At the same time, those who live in a position that's embedded in their community are more active participants in it than those who are on the outskirts of their community. Most of the tenants seem to have a more respectful attitude towards their surroundings. placing attachment was also studied in the context of eco-friendly living (Vaske and Kobrin, 2001). Research demonstrates that a correlation between an attitude towards the world and feelings of attachment (Kudryavtsev et. al, 2012a). He also a practical illustration, Rioux (2011) emphasized a major interrelationship between group participation and effect. Specifically, the age of 13 to 17 only was used for the study. An additional study of a youth initiative investigated youth recognition and pro-environmental actions (Kobrin &

Vaske, 2001). That contributed to them believing that personality level is a good predictor of environmentalism. Some were 14 to 17-year-olds in the class who participated. There was a study conducted by Halpenny (2006) that showed an increased willingness to engage in pro-environment behaviour for employees who have a link to a specific role. We also considered the impact that the community's attitudes have on the environment (Vorkinn &Riese, 2001).

Residents' lack of a feeling of connection to the town's resources diminishes the value of the resources. the place of feeling no longer exists (Semken and Freeman, 2008). Increasing attachment leads to an increase in moral conduct, according to Vaske and Kobrin (2001) in order to preserve the environment, environmentalists should aim to decrease their environmental awareness. According to Sobel (1996), empathy for the natural world should be established in a child's domestic life and school life first. Adolescents become more mature and gain more responsibility with age. And if you don't like nature, you won't help it grow. It is very important in producing good work, but how you respond to the place is much more important in deciding how good the work is. in his view, biophilia is an unconditional affection for living things. The idea of embracing biological systems as well as the idea of the "emergonomics" is creativity It's more of a piece (Orr, 2004). In the final analysis, it alludes to social events and memories as well. Thus, it can show the fact that a community or group of people have taken form (Low &Altman, 1992).

1.3.5. Dimensionality of Place Attachment

In addition, there are several levels of connectivity to consider. Each position connection manifests itself in many ways depending on the type of attachment, which dictates why you hold it (Lewicka, 2011). A multitude of ideas was proposed to explain the multidimensionality of the interaction between positions. To begin with, location dependence and location identity are two components that are produced together. These dimensions are used by most models, hence they are well known. The findings of the present study provide credence to a particular concept of retention referred to in the

previous literature by Brown and Raymond (2007; Hammit et al., 2006; Kyle et al., 2005; Raymond et al., 2010; Vaske and Kobrin, 2001; Williams and Vaske, 2003).

1.3.5.1. Place attachment in a personal context

Place researchers have paid significant attention to the strength of individual or personal attachments to place. The majority of researchers have used the frameworks of place identity and place dependency to operationalize these personal place attachments. (Bricker & Kerstetter, 2000). Despite the fact that place identity and place dependency are strongly correlated, researchers have discovered various associations between these constructs and dependent variables such as recreation ability level. (Bricker & Kerstetter, 2000), experience usehistory (Hammitt, Backlund, & Bixler, 2004; Hammitt, Kyle, & Oh,2009), landscape values (Brown & Raymond, 2007) and visitorsspending preferences (Kyle, Graefe, Manning, & Bacon, 2004a,b;Kyle et al., 2003). Researchers have also examined the relationships between this two-dimensional model of place attachment and pro-environmental behavior, with significant positive relationships found between place identity and willingness to engage in pro-environmental behaviors (Stedman, 2002; Vaske & Kobrin, 2001) and place-protective actions (Devine-Wright & Howes, in press).

1.3.5.1.1. Place dependence

Attachment to a place(location) has been described by Williams and Vaske (2003:831) as "the connection one has with it." This place may help to meet the wants, goals, or activities of the individual (Semken and Freeman, 2008). The results of this lead to places being extremely dependent on their physical characteristics and location, as well as how easy it is to get to and how frequently one can travel to it (Williams and Vaske, 2003). There are several reasons for choosing one site over another, and both functional and psychological considerations are important (Hammitt et al., 2006). (Kyle et al., 2005).

1.3.5.1.2. Place Identity

Place identity refers to the feelings or emotions that a person experiences when they are near that spot, and thereafter. the authors state that these experiences help give one a sense of purpose and meaning. One's self-identity is formed by their emotional connection with a location as well as any memories, thoughts, values, and beliefs they have about that area. This identification represents one's own identity (Kyle et al., 2005; Williams and Vaske, 2003). To develop identity, establish your place; in the place, the place you already are might begin to express your identity (Williams and Vaske, 2003).

Except for being reliant on the place and having a certain place identity, Kyle et al. (2005) have added another layer to the concept of place attachment. Place attachment, the third dimension of social bonding, is a relevant concept. Social contacts in a particular area create a sense of connection to that area (Kyle et al., 2005). in addition, Hidalgo and Hernandez (2005) back up Kyle et al. (2005) in favor of the social bonding or social attachment factor (2001). Place attachment appears to be closely linked to the social aspects of a community. A four-dimensional model by Raymond et al. was made for place attachment (2010). The many ways in which place attachment is perceived are demonstrated in this example. Society in general In the environment, natural surroundings.

Places may begin to be connected to individuals with their own context. When you define place identity and place attachment, you need to incorporate these concepts as well (Raymond et al., 2010). It helps highlight the role of social relationships in fostering a strong sense of attachment to a particular place, like the social connection from previously. It is demonstrated in Raymond et al. (2010) that feelings of belonging, in addition to more intense emotions that occur in a group, are addressed (Raymond et al., 2010). One place people who work outside all the time are prone to have strong emotional and functional connections to is with the environment. In addition, this implies that people's emotional and physical needs for a recreational place extend beyond their dependency on the environment (Raymond et al., 2010). The design of this

product contains four dimensions, which were developed conceptually and rigorously verified. In the following graphic, these four dimensions are presented. These dimensions describe the structure of my study.These four dimensions are presented in the following figure (8) and they represent the dimensions that my research is based on, as well.
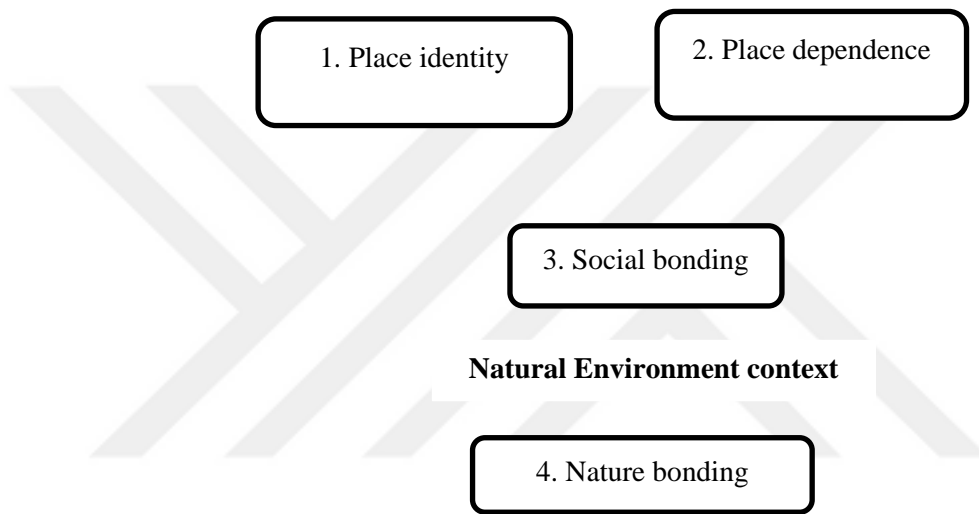
Figure (7):Four-Dimensional Model of Place Attachment

Source:(Raymond et al., 2010:425)

1.3.5.2.Place attachment in a community context(Social bonding)

Places havetwo dimensions: on the one hand, place attachments (family and community) are crucial, and on the other hand, the place itself plays a significant role. Group relation, familiarity, and rootage have all been used to apply these concepts in different ways. The idea of interdependence underpins the concept of culture (Kasarda & Janowitz, 1974). The strength of group relations is inextricably linked to the strength of individuals' personal ties with social networks, according to this systemic model (bonds). A comparison with Janowitz and Kasarda's population size and social connectedness model was included (1974). They discovered that social connectedness was a better predictor of group attachment than community size or population density. Separate research (conducted more recently) looked at the model in a systemic context.

Perkins and Long (2002) described social bonding or belongingness, or participation in a group, as these social bonds (social interactions and emotions linked to history and involvement).

Researchers who are interested in the socio-cultural dimension, claim that the place-based theories take into account how relationships impact places. He also discovered that the importance of ancestral and cultural ties in state parks to Illinoisans' personal ties, and the environment, ritual, and personal interactions that these people have played in this relationship. It is observed that people have more connections with their friends and family than with the places where they live, work (2001). Hikers from these three areas along the Appalachian Trail (Kyle, et al., 2004) researched how attendance affects people's connection to their location on the trail. Recreationists had a closer emotional bond to position identity with the setting as they formed personal connections with it. Both Kyle and her daughter concurred about the special position sense the agricultural fair had for Chick, on the other hand, on the other hand, felt the importance of interacting with family and close friends with regard to fairs to farming.

The methods to describe social relations vary It's said that place identity is based on three factors: personal roots, local culture, and a sense of community (Roberts, 1996). studies have found (are) in their lives in place (along with place identification and place dependence). Three independent axes of creativity and exploration were verified in subsequent studies Place and locality, in contrast, have a strong resemblance to one another; meaning to shorten "on the other side" rather than "on the other hand" People defined these three concepts as social facilitation, en association, cooperation. It utilized Kyle et al. (2005), and incorporated the socialaspect of being the intermediary between environment and individuals as suggested by Gustafson (2001) and further shown by Kyle et al. (2005) (2009). to strengthen generalization, they recommend including social factors such as acquaintances and siblings It stresses the importance of beauty.

1.3.5.3.Place attachment in natural environment context(Nature bonding)

It is possible to form powerful bonds with nature through intimate communication with it. Different sources of identity bonding may result in several different mixtures, such as being linked to your place of work or to your hometown. to assert that "We are part of nature and nature is part of us" (Clayton, 2003) the biophilia hypothesis (Kell & Wilson, 1993) (Kals et al.,1999; Perkins, in press). We believe that it helps us appreciate the interconnectedness with the environment. In other words, emotional affinity and cognitive interest are mutually exclusive terms. recently they have found that applied research found a seven-tanged type connectivity scale (Dutcher, Finley, and Johnson, 2007; Mayer &Mayer, 2004) It was established by Gosling and Williams, but there is only a slight correlation between these three factors. Protecting vegetation even supported the ecosystem was clearly not completely unproblematic.

Recreational research has examined how attachment is influenced by history. Studies have examined the relationship between attachment to a task, attitudes, and the surrounding conditions of use. Inaction may have a more detrimental effect on one's sense of fulfillment. The authors believe the focus on natural environments that a location has would have is deemed to be restricted. In Kelley's group, researchers looked at the links between a feeling of commitment to one's surroundings, hobbies, and having more free time outdoors. There are a lot of things that get in the way of hikers bonding, like participating in outdoor activities and where they are when they are doing them (Kyle et al., 2004). place attachment was found to be only modestly related to operation (Kyle et al., 2004a). In general, individuals who scored high on the trait of being "crowded" often reported feeling more pressurized in their surrounding environment. those consumers who received a high score on the role variable felt negative about the ad (Kyle, Graefe, Manning, & Bacon, 2004b).

A separate recreation and leisure literature has a significant impact on an individual's sense of place in the environment. An empirical study of natural elements and their characteristics In their study, they drew on a number of parks around the country, including Jasper, Alberta. give rise to criticisms (Stedman, Beckley, Wallace, & Ambard, 2004). the Sampson family, and the Goodrich family (2009). (2003) What is common in each society varies from person to person to person.

A neighborhood also influences the overall attachment to an individual to a specific place. New Zealanders from the West Coast resented their loss of forests, but felt even more obligated to come to terms with the reality of the amount of rainfall that resulted from that reality, and thus demonstrated their sense of identity and pride, in fact. so users know where they are going (Twigger-Ross & Uzzell, 1996). When individuals develop place-based identities, it is because of their differences from others, not their sameness. Our prior behavior and past experience are linked to the physical world through context. Past is essential to determining identity.

1.3.6. Attachment to Places and Attachment to People

To characterize an "emotional connection. I define an affectional bond as a distinct individual who is non-exchangeable." The tendency is to cling to one's mate. This relationship can be sustained over time and at short distances in older people as well as with absences, but there is also an eagerness to reestablish proximity and joy, as well. What you're separating for no particular cause is troubling, and how much is a loss is excruciating (Ainsworth, 1989, p. 711).

Being interested in her is said to be another element of the attachment bond; for certain people, being near means feeling comfortable and secure with one's partner. What are the attachment requirements for bonds to places? There seems to be a significant connection to places as well; yes, it's well shown by bonds over time.

The places of one's youth often maintain an affective order, but there is no reason to deduce since there are no long-term studies. According to Giuliani, Ferrara, and Barabotti (2000), the majority of people's strongest connection is to their birthplace, although there is a significant difference in the importance of mobility and life stages. Just a few wish to return to the countryside and live there. He found a strong longing for the hometown among those who left the 12-year-olds, with no intention to move. Others had fonder memories of the place they'd left than of the place they'd lived. strive to be successful.

1.4. Foreign Customers Behaviors

1.4.1. Foreign customers intentions to buy real estate and live in a city

In the process of measuring purchase intentions, projected plans to buy something in the future are being taken into consideration. A consumer attitude may be defined as how customers feel about, think about, and intend to buy a product. Plabdaeng (2010) noted that individuals are inevitably drawn into the process of buying something. Decisions are based on a number of different factors. A wide range of duties are assigned to family members when they take part in the purchase process, according to Sidin, Zawawi, Wong, Busu, and Hamzah (2004).

The decision maker, but does not have the ability to purchase, may buy the product. People who have unequal distribution of resources and/or who conduct discrimination in terms of political prerogatives, cultural beliefs, or social standing are also sometimes referred to as "social classes" (Outhwaite, Bottomore et al 1994). In order to find out what elements of one's personal views and self-identity were symbolic, a study by Gonzalez, Amario, and Idoeta (2012) examined people's personal beliefs and self-identity.

This viewpoint claims that humans acquire and consume goods because they may fulfill functional and utilitarian requirements, as well as because they signify social status and an individuals' self-concept. Self-image is derived from the collection, resulting in sentiments of security, wealth, comfort, and serenity. A reference group has a major impact on purchasing intent (Panthura, 2011). As the consequence, when the

consumer begins to create his own thoughts, he forms ones that are aligned with the normative reference group.

The Arab environment, especially the Arab Gulf region (the Gulf Cooperation Council countries), is geographically considered a desert environment rich in oil and precious metals, on the other hand, it is considered a desert environment with a very high temperature. the Arabic residents are searching for a beautiful climate and a calm, pure environment for recreation. in spring and summer, in particular, to spend the holidays with their families. Most of the citizens in the old Arab countries are nomads who move from one place to another in search of water and pasture. In the era of globalization, the borders of the state changed, and movement from one place to another became governed by laws and legislation, and it became more organized. Among those laws, obtaining a travel visa and entry visa to the state Intended, real estate ownership contracts, residence, and so on until the individual becomes subject to the laws of the country in which he resides. (Republic of Turkey Ministry of foreign affairs, Turkey's Relations with the Arab Countries / Rep. of Turkey Ministry of Foreign Affairs (mfa.gov.tr)

Turkey has become the best country in terms of technological and urban progress and a beautiful and pure environment for them, and the cost of living in it cheaper than European countries which made most citizens in Arab countries turn to it for real estate investment, housing, and stability. Therefore, this study examined the intentions of the foreign buyers (consumers of Arab countries) whether the country image, city image, and the place-attachment were the reasons to create their intentions to buy real estate in Turkey and to live in it, especially in Kocaeli city, and to know the extent to which these factors affect their intentions.(Işık, Y. Alrifai, 2021).

2. RESEARCH METHODOLOGY

2.1. INTRODUCTION

This chapter shows the research processes done in this study. starting from explaining the research motives, problem statement, research equations, research objectives, the significance of the research as well as the research approach, research hypothesise, research model, selection of measurements and questionnaire design. finally, this chapter ending with the sampling design and data collection procedures.

2.2. Research Background and Motivations

2.2.1. The Relationships between Country Image and Place Attachment

The image of a country is described as a generalized construct of perceived images that characterize a country's economic, political, historical, cultural, tourism, and technological aspects, among others (Roth and Diamantopoulos, 2009). In this regard, the most widely accepted scholarly definition considers the country image to be the aggregate of people's views, ideas, and experiences about a country. It is the simplification of a large number of informational associations and indications related to a location (Kotler et al, 1993; Martin and Eroglu, 1993; Kotler and Gertner, 2002). Various factors, such as economic growth, quality of life, culture and heritage, tourism, science, and technology, or socio-political issues, have been linked to country image (Parameswaran and Pisharodi, 1994; Anholt, 2006a).

Researchers interested in the biophysical aspect of location have concentrated their efforts on a two-dimensional model of place attachment that encompasses both place identity and place dependence (see Williams, Patterson, Roggenbuck, & Watson, 1992). Place identity is a term that refers to the facets of self that define who we are, such as a mixture of feelings toward actual physical situations and abstract relationships with the place (Proshansky, Fabian, & Kaminoff,1983). Place dependency refers to the

functional or goal-directed relationships with an environment; for example, it indicates the degree to which the physical setting provides conditions for the intended use (Schreyer, Jacob, & White, 1981).

Psychometric scales for measuring people's attachments to place based on their relations with society and the natural environment have been established in recent research. Brehm, Eisenhauer, and Krannich (2006) investigated the relationship between the social and natural environment elements of social attachment. Place attachment was divided into two dimensions: social attachment and the natural world, each of which had a significant correlation of environmental concern.

Recently, the country image of Turkey becomes great and has a good mental impression among the Arabic peoples, due to Turkey is an Islamic country that defends Islam and its sanctities and the ancient history of the Ottoman Empire, in addition to the urban and cultural progress that helped create that impression among the Arabic peoples and Turkey became for them a safe haven and their second state.

As soon as the Arabic citizen visited Turkey and enjoyed the beauty of the country and its landscapes, and realize the Turkish Republic possesses a unique infrastructure that is comparable to the European countries this leads them to the attachment to the place. All these make the Arabic citizens have intentions to invest and buy real estate to settle in it and enjoy all the necessities of life. That is why this study was aimed to know the extent of the influence of country image on place-attachment and thus their impact on the decision-making of the foreign consumer (Arabic).

2.2.2. The Relationships between City Image and Place Attachment

The city image and place attachment are two sides of the same coin, and each helps to create the other. The relationship between them is very complex and interdependent, and they complement each other at the same time. in another word, there is no place attachment unless there is a good impression of the city and There is no great

city image and a good impression unless there is an attachment to the place with all its components and elements.

Both the city image and place- attachment are very important factors in the tourism industry, attracting foreign buyers and foreign investments in general, and buying and investing in the real estate market in particular. This study adopted these factors in detail to know the relationship between them and their impact on the foreign consumer (image of Kocaeli city - and attachment to the place). the study assumed that City image has a significant impact on place attachment elements like nature bonding, place dependence, place identity, social bonding and through results of this study found that the city image has great effects on place attachment, and place attachment has an impact on the decision-making process of the foreign buyer. (Jin: 2020).

2.2.3. The relationships between Place –Attachment and Behavioral Intentions

In the 1980s the theory of place attachment was first applied to the tourism industry and attracting foreign customers to the country for any purpose like education, business, investments, or buying real estate for living (Tsai, 2016). Place attachment is a psychological feeling, based on the accumulated experience of a place, that carries both affective and symbolic meaning. Place attachment reflects the intensity of a two-fold bond between people and a place: (a) functional bond (relating to specific attractions and settings) and (b) emotional bond (relating to special feelings and feat Place attachment includes a symbolic meaning and emotional expression. According to Hidalgo and Hernandez (2001), place attachment refers to the emotional connection people feel to a place (e.g. enjoying a place that generates feelings of comfort and safety). Gieryn (2000) stated that place attachment was the link between people and places based on feelings (e.g. emotions), cognition (e.g. knowledge and beliefs), and practice (e.g. actions and behaviors). Kyle, Graefe, and Manning (2005) showed that place attachment included place identity, place dependence, social bonding, and nature bonding. Analyzing place attachment for water parks, Bingxi (2002) subdivided its factors into psychological dependence, functional dependence, and lifestyle attachment. Williams et al. (1992)

argued that place dependence and place identity comprised place attachment. Place dependence, which is a type of functionality dependence, is based on how foreign customers evaluate a specific place. Place identity refers to a person's emotional connection to a destination, a connection that develops through a process of self-regulation. Williams and Vaske (2003) used the psychometric method to design a place attachment scale and verified a four-dimensional conceptual framework (i.e. place identity and place dependence social bonding and nature bonding) for leisure and foreign customers' intentions to live in a city. Therefore, in the present study, place attachment measurement items were constructed based on these four dimensions.

Place attachment constitutes a complex relationship between emotional expression and behavior. Hwang, Lee, and Chen (2005) noted that the number of visits to and the time spent at a destination affected the level of attachment. The high attachment might increase revisit intention, leading to higher purchase intentions and ultimately enhancing loyalty to a city (George, 2004). The greater attachment foreign customers have to a specific location, the more frequently they will visit that destination. Therefore, the present study posited that place attachment would positively influence live intentions and buy real estate intentions in a city(place) (Kim, Lee, & Lee, 2017). See that symbolize those feelings) (Wynveen, Kyle, & Sutton, 2012).

2.3.   Research Problem Statement

The ''Middle East'' (ME) studies field has addressed investor behavior and decision-making in the context of different investor groups (Cardenas et al., 2017) and with regard to socially responsible investments (Jiang et al., 2017). However, none of these studies provide a truly in-depth explanation of the effect of country image, city image as a brand on investor perception, foreign customers, and the subsequent impact of foreign customers on decision-making. Many studies focus on the tourism and hospitality industry and only limited research on the real estate sector, knowing that few and rare studies had contributed to studying the effect of country image, city image on the real estate investment and real estate marketing sector particular the Turkish real

estate as an important sector for the Turkish local economy, which has witnessed development and growth Lingering in recent decades. Although All previous studies take the factors and variables one by one not together, Quite the opposite in this study, which tries to combine all these variables simultaneously to find out the effect of the combined factors and variables on the foreign consumer decision and its impact on the real estate investment sector in Turkey. So There is thus a key gap in the existing literature.

When both researchers and marketing research companies agreed that places had to be branded and marketed, that was sufficient for concluding that the approach was successful. Some claim that increasing competition for tourists, businesses, investments, and skilled people necessitates the development of an appropriate marketing strategy for the city (Kotsi et al., 2018). Over much of the literature, there is much discussion on the impact of the destination's image, as well as the perceptions of how tourism impacts the local economy (Kim et al:2017).

The growing popularity of such research in recent decades, according to Gursoy et al. (2017), demonstrates the importance of understanding the image of a country or a city for branding and marketing as well as the role that marketing can play in maintaining the branding of a particular city. Although much research has been focused on the impact of tourism experience of a geographical area (Song et al. 2017). There is a lack of research into the causal linkage between country image and city image, and foreign' customers decisions related to investment, trading, and buying especially in the field of real estate marketing. There are no studies.

2.4. Research Questions

Based on the research problems statement, the specific research questions that these thesis addresses are:

Q1: What is the impact of country image on place attachment? This question is divided into the following sub-questions:

A. What is the impact of country image on nature bonding?

B. What is the impact of country image on Place dependence?

C. What is the impact of country image on Place-identity?

D. What is the impact of country image on social bonding?

Q2: What is the impact of city image on place attachment? This question is divided into the following sub-questions:

A. What is the impact of city image on nature bonding?

B. What is the impact of city image on Place dependence?

C. What is the impact of city image on Place-identity?

D. What is the impact of city image on social bonding?

Q3: What is the impact of place attachment on the foreign customers' intentions to buy real estate? This question is divided into the following sub-questions:

A. What is the impact of nature bonding on the foreign customers' intentions to buy real estate?

B. What is the impact of Place dependence on the foreign customers' intentions to buy real estate?

C. What is the impact of Place-identity on the foreign customers' intentions to buy real estate?

D. What is the impact of social bonding on foreign customers' intentions to buy real estate?

Q4: What is the impact of place attachment on the foreign customers' intentions to live in Kocaeli city? This question is divided into the following sub-questions:

A. What is the impact of nature bonding on the foreign customers' intentions to live in a city?

B. What is the impact of Place dependence on the foreign customers' intentions to live in a city?

C. What is the impact of Place-identity on the foreign customers' intentions to live in a city?

D. What is the impact of social bonding on the foreign customers' intentions to live in a city?

Q5: What is the impact of foreign customers' intentions to live in Kocaeli city on intentions to buy real state?

2.5. Objectives of the Research

This study aims to:

Objective 1: To investigate the impact of country image on place attachment.

This Objective is divided into the following:

A. To investigate the impact of country image on nature bonding.

B. To investigate the impact of country image on Place dependence.

C. To investigate the impact of country image on Place-identity.

D. To investigate the impact of country image on social bonding.

Objective 2: To examine the impact of city image on place attachment.

This Objective is divided into the following:

A. To examine the impact of city image on nature bonding.

B. To examine the impact of city image on Place dependence.

59

C. To examine the impact of city image on Place-identity.

D. To examine the impact of city image on social bonding.

Objective 3: To test the impact of place attachment on foreign customers' intentions to buy real estate.

This Objective is divided into the following:

A. To examine the impact of nature bonding on the foreign customers' intentions to buy real estate.

B. To examine the impact of Place dependence on the foreign customers' intentions to buy real estate.

C. To examine the impact of the Place-identity on the foreign customers' intentions to buy real estate.

D. To examine the impact of social bonding on the foreign customers' intentions to buy real estate.

Objective 4: To test the impact of place attachment on foreign customers' intentions to live in a city.

This Objective is divided into the following:

A. To examine the impact of nature bonding on the foreign customers' intentions to live in a city.

B. To examine the impact of Place dependence on the foreign customers' intentions to live in a city.

C. To examine the impact of the Place-identity on the foreign customers' intentions to live in a city.

D. To examine the impact of social bonding on the foreign customers' intentions to live in a city.

Objective 5: To investigate the impact of foreign customers' intentions to live in a city on intentions to buy real estate.

2.6.   Significance of the Study

This research explores the effects of country image, city image, and place-attachment on making decisions related to real estate purchasing in the city of Kocaeli by foreign consumers. as well as a comprehensive understanding of the motives and reasons for taking such decisions. At the same time, knowing the other factors affecting their purchasing decisions, to comprehensively understand how a country's and city's image impact the real estate investment sector in Turkey and Trying to find out the general impression of the foreign consumers about Turkey. The importance of this study also lies in its comprehensiveness of the interconnected and complex variables in one study attempting to find the effect of those factors together on the foreign consumer decision, unlike previous studies that studied each variable separately. This gives a clear vision of the research from a marketing perspective.

2.7.   Research Approach

2.7.1.   Review of Research Approaches

The term "methodology" means the approaches and methods to apply all the research process step by step, including the data gathering and analytical methodologies (Collis and Hussey, 2013). the study can be done in various ways and techniques, therefore choosing the correct methodologies for the research problem is critical, as they influence the research's reliability.

2.7.2.   Quantitative Approach

This study depended on quantitative research. Quantitative research uses statistical analysis of numerical data and objective measurement to explain the research problem related to relationships, causes, and effects (Ary, Jacobs, & Razavieh, 2002). The quantitative approach in this study includes literature review, research Problem Statement, research questions, objectives of the research, model framework, ending with

formulating hypotheses, selection of measures, Questionnaire design, and sampling design, and data collection procedures.
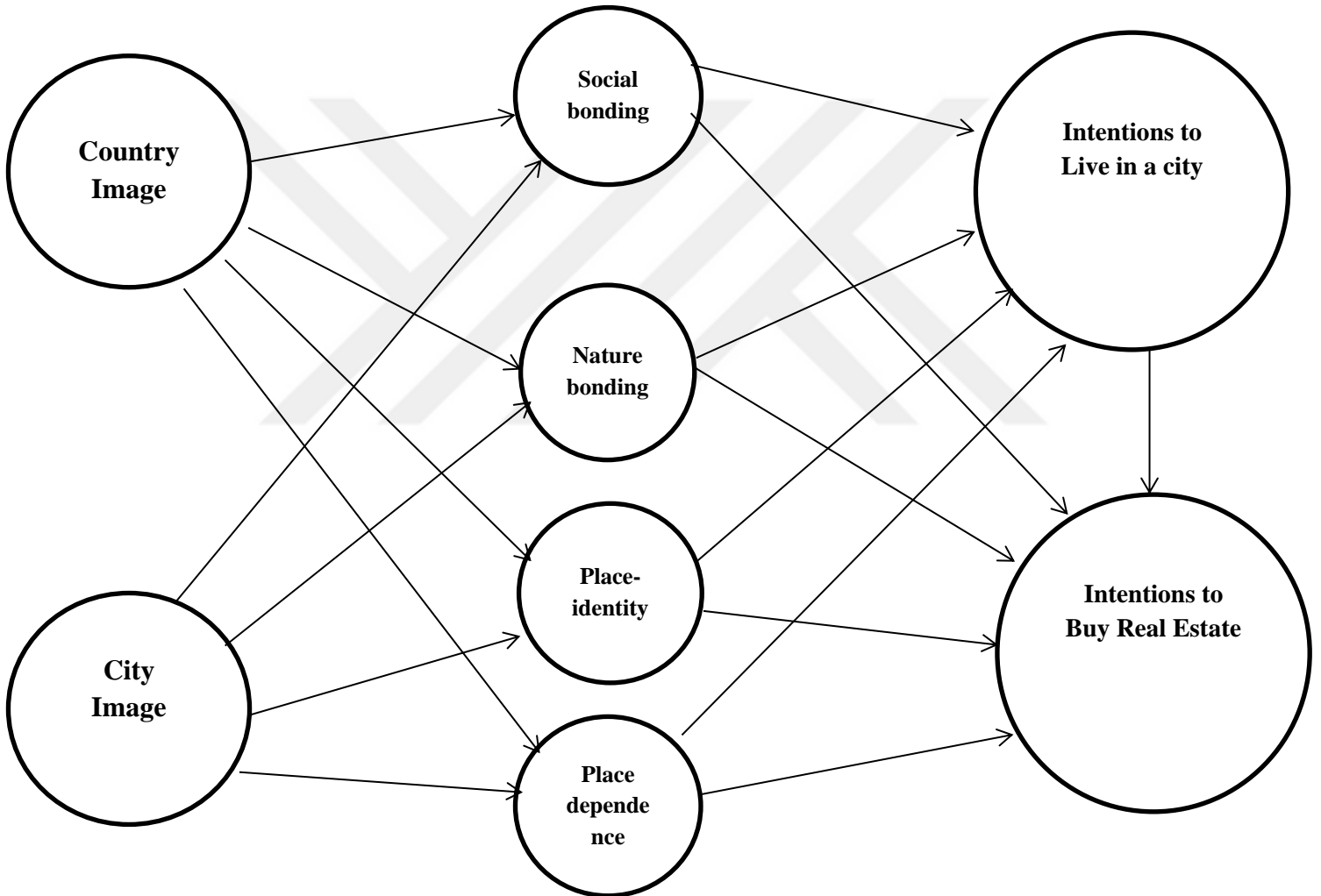
2.8. Proposed Model

Figure (8)Proposed Model

2.9.Research Hypotheses

A. City image has a significant impact on place attachment.

   This hypothesis is divided into the following:

   H1: City image has a significant impact on Nature bonding.

   H2: City image has a significant impact on Place dependence.

   H3: City image has a significant impact on Place-identity.

   H4: City image has a significant impact on social bonding.

B. Country image has a significant impact on place attachment.

   This hypothesis is divided into the following:

   H5: Country image has a significant impact on Nature bonding.

   H6: Country image has a significant impact on Place dependence.

   H7: Country image has a significant impact on Place-identity

   H8: Country image has a significant impact on social bonding.

H9: Foreign customers' intentions to live in a city has a significant impact on buying real estate.

C. Place attachment has a significant impact on the foreign customers' intentions to buy real estate and intentions to live in a city.

  This hypothesis is divided into the following:

   H10: Nature bonding has a significant impact on the foreign customers' intentions to buy real estate.

   H11: Nature bonding has a significant impact on the foreign customers' intentions to live in a city.

H12: Place dependence has a significant impact on the foreign customers' intentions to buy real estate.

H13: Place dependence has a significant impact on the foreign customers' intentions to live in a city.

H14: Place identity has a significant impact on the foreign customers' intentions to buy real estate.

H15: Place-identity has a significant impact on the foreign customers' intentions to live in a city.

H16: Social bonding has a significant impact on the foreign customers' intentions to buy real estate.

H17: Social bonding has a significant impact on the foreign customers' intentions to live in a city.

2.10. Selection of Measures and Questionnaire Design

The questionnaire was divided into three sections:Part 1- contains the respondent's profile and demographic information. The respondent profile is in the first section to aid research in assessing the respondents' characteristics, such as ethnicity, annual income, and other demographic characteristics. Part 2 - depicts the respondent's experience with Turkey and elucidates the general perception of Turkey among customers. Part 1   includes questions about respondents' gender, ethnic group, age, marital status, educational level, and occupation. Part 2 includes questions 3,4,5, and 6 about respondents' experiences with Turkey, as well as how much they know about Turkey and what they think about Turkey in general. Part 3- Listed Items for Measuring our Study's Variables The last segment included a country image (Turkey image), a city image (Kocaeli image), and a place attachment to explore foreign customers' intentions to live in Kocaeli city and buy a luxurious homefor that employs the 5-point Likert scales rated from 1 to 5 where 1 being strongly disagree and 5 being strongly agree. The

summary of the main construct of study with the respective measures used in this study tabulate as follows:

Table (2)Measures of Independent, Mediating, and Dependent Variable

Constructs	Measure	Author (Year)
Country Image	In Turkey standard of living is high	Kuangnen Cheng , Hui-Ping Chen , Weipang Lai & Chenglung Li (2014)
	The Turkish government attaches great importance to the welfare of society	
	Turkish products are of high quality	
	The educational system in Turkey is advanced and developed	
	In Turkey, people have a high environmental awareness	
	Turkey enjoys political stability at the local and international level	
	Turkey is a diverse cultural composition	Jenes, B. (2009)
City Image	Kocaeli city has places that a unique tourist attraction	İpek Altınbaşak, Elem Yalçın, (2010)
	People in Kocaeli city are kind and, I can easily communicate with them	
	Kocaeli city is one of the famous Turkish cities and, which has a special brand city	
	Kocaeli city is characterized by an advanced transportation system that provides several means of transport land and sea Enables you to navigate in it easily	
	Kocaeli city has many Huge historical mosques, museums, and Archaeological historical places worth seeing.	
	I have a positive image of the people in Kocaeli	
	I have a positive image of Kocaeli as a tourist destination	
	Kocaeli is a modern city	
	Kocaeli is a city where I can rest and relax	
	Kocaeli city has beautiful landscapes and a magical atmosphere	

Place dependence	Kocaeli city is the best place for the activities I like to do.	Williams et al., 1992; Williams & Roggenbuck, 1989; Williams & Vaske, 2003).
	Living in Kocaeli city says a lot about who I am	
	No other place can compare to the Kocaeli city	
Place identity	Kocaeli City is very special to me	
	Kocaeli City means a lot to me	
	I am very attached to the Kocaeli city	
	I feel Kocaeli city is a part of me	
Social bonding	I prefer to live in Kocaeli City with my family	Kyle et al., 2005)
	My relationship with family in Kocaeli City isvery special to me.	
	Without my relationship with family in Kocaeli city, I would probably move	
Nature bonding	When I spend time in the natural environment in Kocaeli City, I feel a deep feeling of oneness with the natural environment	(Kals et al., 1999; Schultz, 2001).
	I would feel less attached to Kocaeli city if the native plants and animals that live here disappeared	
	I am very attached to the natural environment in the Kocaeli city	
Foreign customers' intentions		
Intention to Live	I intend to live in Kocaeli city and recommend others	Adapted from Wu (2011)
	In the future, I plan to live in Kocaeli city	Luis Hernan Contreras Pinochet and Giulie Furtani Romani 2018
Intention to Buying	I want to buy a luxury house in Kocaeli city.	Bagozzi (1992); Holst and Iversen, (2011)
	I intend to buy a luxury home in Kocaeli city.	Harris and

		Goode, 2010
	I will likely buy a luxury home in Kocaeli city	Shepperd, Hartwick, and Warshaw, 1988; Warshaw and Davis, 1985
	I expect to buy a luxury house in Kocaeli city	Harris and Goode, 2010
	I plan to buy a luxury house	Warshaw and Davis, (1985)

2.11.   Sampling Design and Data Collection Procedures

The presence of the Arab community in Kocaeli state has become very large in the last years in the last decade compared to the previous decades. This large presence of the foreign community of various Arab nationalities, especially those coming from the Arab Gulf countries that shaped the whole population in which the study was conducted. The study population was distinguished by its spread in the different districts of Kocaeli, for example, the city of Golcuk, Başaskele, Sapanca, Kartepe, Izmit Yuvacik. The diverse population and its spread in those cities of Kocaeli State made them more representative of the study. The probability sampling (random sampling) technique was applied for this research as the selection of the sampling units was decided by the researchers randomly. The random sampling method gives researchers the opportunity to conduct an analysis of the data with a reduced margin of error. The data can yield conclusions that are applicable to the widely public because the findings show nothing in the way of bias. Representation is present, allowing for the conclusions of the study to be equally applicable.

In line with the previous studies, a sample size of approximately 120 respondents was determined in advance. The main reasons for determining this sample size was based on the nature of the research, the number of variables, and the sample sizes used in similar studies. Since the nature of this study is exploratory with descriptive elements, the sample size is typically small to large. The average size of samples used in similar studies is 100 minimum, that is why 120 sample size was considered satisfactory (Malhotra, 2004: 318).

Data collection is a crucial part of the research project. This research study is primarily based on primary data collected from primary resources, and the researcher used various methods to collect data, including electronic survey and meeting with foreign customers at large and well-known real estate companies and real estate marketing offices in Kocaeli city, and access to their address and contact information to collect data, which helped greatly in answering the questionnaire questions. Secondary data was gathered from documents, records, relevant subject matter, and related websites. Furthermore, the researcher collected and analyzed published data following the requirements.

CHAPTER-3

3. DATA ANALYSIS AND INTERPRETATION
3.1. INTRODUCTION

After the data was acquired from the respondents via the survey, the analysis was done using the SPSS software and the (smart pls) software. At first, the spss software was used to analyze descriptive data such as respondents' demographic profile, such as (annual income, age, education level, nationality, and marital status)

SEM has become one of the most essential techniques used by researchers to validate their study results as a cross-discipline research tool (Hooper, Coughlan, & Mullen, 2008) To obtain accurate data and test the data quality for statistical reliability (Composite Reliability and Average Variance Extracted), as well as the factors loadings analysis. By Using the p-value to test the hypotheses. and we proved the overall impacts of the independent factors on the dependent variable using total effects.

3.2. Research Sample Demographic Profile

Table (3):Research Sample Demographic Profile

Measure	Items	Frequency	Percent age
Gender	Male	**67**	**55.8**
	Female	**53**	**44.2**
Age	18-24 Years Old	**12**	**10.0**
	25-34 Years Old	**37**	**30.8**
	35-44 Years Old	**26**	**21.7**
	45- 65 Years Old	**45**	**37.5**
Marital status	Single	**23**	**19.2**
	Married	**97**	**80.8**

Nationality	Yemen	13	10.8
	Qatar	42	35.0
	Kuwait	40	33.3
	Oman	4	3.3
	Saudi Arabia	16	13.3
	Palestine	4	3.3
	Iraq	1	0.8
Level of Education	High school	5	4.2
	Diploma	11	9.2
	Bachelor's degree	53	44.2
	Master's degree	30	25.0
	PhD Degree	21	17.5
Occupation	Employed	61	50.8
	Unemployed	1	0.8
	Self-employed	16	13.3
	Retired	23	19.2
	Homemaker	2	1.7
	Student	17	14.2
Annual income	Less than $20,000	18	15.0
	$20,000 to $34,999	24	20.0
	$35,000 to $49,999	25	20.8
	$50,000 to $74,999	18	15.0
	$75,000 to $99,999	23	19.2
	Over $100,000	12	10.0
Have you been to Turkey	Yes	120	100.0

before?	No		**0**	**0**
If you have been to Turkey, what was the purpose of your visit?	Tourism	No	**51**	**42.5**
		Yes	**69**	**57.5**
	Work/Job	No	**93**	**77.5**
		Yes	**27**	**22.5**
	Education	No	**86**	**71.7**
		Yes	**34**	**28.3**
	Visit friends/family	No	**110**	**91.7**
		Yes	**10**	**8.3**
	Business	No	**97**	**80.8**
		Yes	**23**	**19.2**
How much do you know about Turkey?	I know a lot about Turkey		**63**	**52.5**
	I know a great deal about Turkey		**52**	**43.3**
	I know a little bit about Turkey		**5**	**4.2**
What is your relationship with Turkey?	I visited Turkey before and knew a lot about it		**77**	**64.2**
	I bought some Turkish products and this drew my attention to search about Turkey and Turkish products		**13**	**10.8**
	I have my knowledge of Turkey from books, movies, newspapers, the internet, and/or other media		**17**	**14.2**
	I speak with some Turkish citizens on social media programs		**5**	**4.2**

	I learned a lot about Turkish culture through what was reported by Arab students who completed their studies in Turkey	8	6.7
What do you think about Turkey in general?	Good impression	**108**	**90.0**
	Neither good nor bad	**12**	**10.0**
Total N=120	Valid	**120**	**100**
	Missing	**0**	**0**

The requisite primary data to achieve the research objectives and obtain the results that the researchers want to reach were gathered from a sample of 120 respondents, 55.8 % of whom are males and 44.2% are females. Their marital status shows that 80.8 % of them are married, indicating that respondents at this age and social stage need to look for real estate to living and stability more than previous age stages. Since the study aims to investigate foreign consumers' intentions to buy real estate in Turkey especially in Kocaeli city, the study's sample of 120 included consumers from seven Arab countries, namely Qatar, Kuwait, and Saudi Arabia. Yemen, Palestine, Oman, and Iraq. The majority of respondents are from Qatar (42), Kuwait (40), and Saudi Arabia (16). Though respondents of Yemeni nationality numbered 13, the majority of them have been living outside Yemen for a long time and have a good financial situation.

Respondents' Occupations: The annual income scale, whose results show that the respondents have the desire and ample financial ability, and the true intentions to buy real estate in Turkey. this is supported by 50.8 % of respondents are employed, 19 % are retired, and 13% have companies and self-employment.

Annual Income: The findings show that the majority of respondents have a very high annual income, ranging from $20,000 as a minimum to $100,000 as a maximum. These figures are not overstated, but is a fact, as their monthly salaries in their countries amount to 15 thousand dollars per month. This means that the foreign customer has both

desire and financial ability, which makes the purchasing decision-making process more ability for them.

Respondents' Qualifications: The majority of those polled have bachelor's, master's, or doctoral degrees. The total study sample some of whom are currently in Turkey and others who have previously visited Turkey for various reasons such as tourism, education, job, and trade. This proportion and this percentage are explained by the results in the above table.

3.3. Reliability and Validity Measures

3.3.1. Confirmatory Factor Analysis (CFA)

CFA is performed to validate the measurement model. The measurement model can be assessed with convergent validity and discriminant validity. In order to verify the convergent validity Factor Loadings, Composite Reliability, and Average variance Extracted values were considered.

3.3.1.1. Factor Analysis

To apply Confirmatory factor analysis (CFA) there two methods Either we use the Lisrel, AMOS program, or use Smart PLS, for CFA. In this study, we used Smart PLS 3 for the following reasons: The first reason is the sample size in this study was 120 was not enough to use Lisrel, AMOS, or other SEM programs. But, the Smart PLS program works successfully for both CFA and path analysis with a low sample size and this is what distinguishes Smart PLS from other statistical programs. The second reason is that the validity and reliability analyzes of the scales of variables we used were conducted in other studies (articles). Therefore, there is no need to do (EFA) in SPSS again. Confirmatory factor analysis is a validation method that can be used when adapting a scale developed in one culture to another culture. Therefore, we use CFA. by using Smart PLS 3.

Table (4) Factor Loadings

Items	Country Image	City Image	Nature bonding	Place dependence	Place identity	Social bonding	Intentions to Live in Kocaeli city	Intentions to Buy real estate
TIMAGE1	0.743							
TIMAGE10	0.615							
TIMAGE11	0.713							
TIMAGE3	0.645							
TIMAGE5	0.820							
TIMAGE6	0.612							
TIMAGE9	0.667							
KIMAGE10		0.763						
KIMAGE11		0.729						
KIMAGE12		0.681						
KIMAGE13		0.698						
KIMAGE14		0.747						
KIMAGE15		0.784						
KIMAGE16		0.752						
KIMAGE2		0.784						
KIMAGE4		0.761						
KIMAGE6		0.813						
Place10			0.873					
Place7			0.739					
Place8			0.807					
Place11				0.86				
Place5				0.808				
Place9				0.815				
Place1					0.841			
Place2					0.761			
Place3					0.833			
Place6					0.732			
Place12						0.871		
Place13						0.798		
Place14						0.816		
Intention6							0.882	
Intention7							0.853	
Intention1								0.785
Intention2								0.879
Intention3								0.828
Intention4								0.811
Intention5								0.835

Factor loadings should be higher than 0.60 for convergent validity. The results of confirmatory factor analysis factor loadings (TIMAGE2, TIMAGE4, TIMAGE7, TIMAGE8, KIMAGE1, KIMAGE3, KIMAGE5, KIMAGE7, KIMAGE8, and KIMAGE9, and place2). items did not match this requirement so these items were extracted from the data set for further analyses. The items TIMAGE2, TIMAGE4, TIMAGE7, TIMAGE8, KIMAGE1, KIMAGE3, KIMAGE5, KIMAGE7, KIMAGE8, and KIMAGE9, and place2 were extracted since they had small factor loadings then the PLS algorithm was again run and the new scores for factor loadings attained shown in table (4). Hair, Hult, Ringle, and Sarstedt, (2016)

3.3.2. Discriminant Validity Assessment

Table (5)Reliability and Validity (Convergent, Discriminant) Measures

	CR	Cronbach's Alpha	AVE
City Image	0.929	0.914	0.566
Country Image	0.864	0.816	0.478
Intentions to Buy Real Estate	0.916	0.885	0.686
Intentions to Live in Kocaeli city	0.859	0.672	0.753
Nature Bonding	0.849	0.732	0.653
Place Dependence	0.867	0.770	0.685
Place Identity	0.871	0.802	0.629
Social Bonding	0.772	0.868	0.687

3.3.2.1. Internal consistency (Alpha)

Internal consistency reliability refers to the consistency of the results delivered in a test, ensuring that several items that propose to measure the same general construct produce consistent or similar scores or results (Christensen, 2011). Internal consistency in our study will be measured with Cronbach's alpha and composite reliability measures

which acceptance depends on values of both measures. The Values less than 0.60 are unacceptable, values between 0.60 – 0.65 are undesirable while these between 0.65 – 0.70 are minimally acceptable, values between 0.70 – 0.80 are acceptable while these of 0.80 and 0.90 are high acceptable (DeVellis, 2012, p. 108).

3.3.2.2. Discriminant Validity Assessment: Average Variance Extracted (AVE) and Fornell Larcker's Criterion

Average Variance Extracted (AVE) is the extent to which a measure correlates positively with alternative measures of the same construct. The AVE values of all factors in the table(5) are higher than 0.50 this indicates that all the factors are valid.

*Table (6)Discriminant Validity(Fornell-Larcker Criterion*

	City Image	Country Image	Intentions to Buy Real Estate	Intentions to Live in Kocaeli city	Nature bonding	Place dependence	Place identity	Social bonding
City Image	**0.752**							
Country Image	0.672	**0.692**						
Intentions to Buy Real Estate	0.629	0.650	**0.828**					
Intentions to Live in Kocaeli city	0.61	0.562	0.821	**0.868**				
Nature bonding	0.658	0.622	0.674	0.617	**0.808**			
Place dependence	0.613	0.663	0.653	0.649	0.790	**0.828**		
Place identity	0.756	0.570	0.636	0.619	0.720	0.705	**0.793**	
Social bonding	0.725	0.634	0.735	0.759	0.784	0.711	0.747	**0.829**

Discriminant validity is referring to the extent to which the construct is actually differing from one another empirically. It also measures the degree of differences between the overlapping construct. Kuppelwieser, V. G. (2014). The discriminant validity can be evaluated by using cross-loading of indicator, Fornell & Larcker criterion. In this research, discriminant validity was assessed using the Fornell-Lacker

criterion(Fornell, C. and Larcker, D.F. (1981). This method compares the square root of the average variance extracted (AVE) with the correlation of latent constructs. As we note in the table (6) A latent construct explained better the variance of its own indicator rather than the variance of other latent constructs. Therefore, the square root of each construct's AVE should have a greater value than the correlations with other latent constructs.

3.4. Research Model Evaluation with PLS-SEM

PLS-SEM can be gainfully applied to research in evaluation country image, city image and examine its direct effects on the place-attachment (Nature bonding, place independence, place-identity, social bonding) and examine the total effects of the independent's variables on dependents variables(foreign customers' intentions to live in Kocaeli and foreign customers' intentions to buy real estate in Kocaeli city). we reached the following Structural Model for the study consist of six independent (country image, city image, Nature bonding, place independence, place-identity, social bonding variables. and two dependent variables (foreign customers' intentions to live in Kocaeli and foreign customers' intentions to buy real estate in Kocaeli city. In this research we adopted a quantitative approach for research methodology, quantitative research is considered appropriate. The purpose of this thesis is to gain a comprehensive understanding of the effects of country image, city image, and place attachment have on the Decision-making process in Real-Estate buying in Turkey exactly at Kocaeli city under study. The PLS method suits the needs of this study particularly for the following reasons: The first reason is the sample size in this study was 120 was not enough to use Lisrel, AMOS, or other SEM programs. But, the Smart PLS program works successfully for both CFA and path analysis with a low sample size and this is what distinguishes Smart PLS from other statistical programs. The second reason is that the validity and reliability analyzes of the scales of variables we used were conducted in other studies (articles).
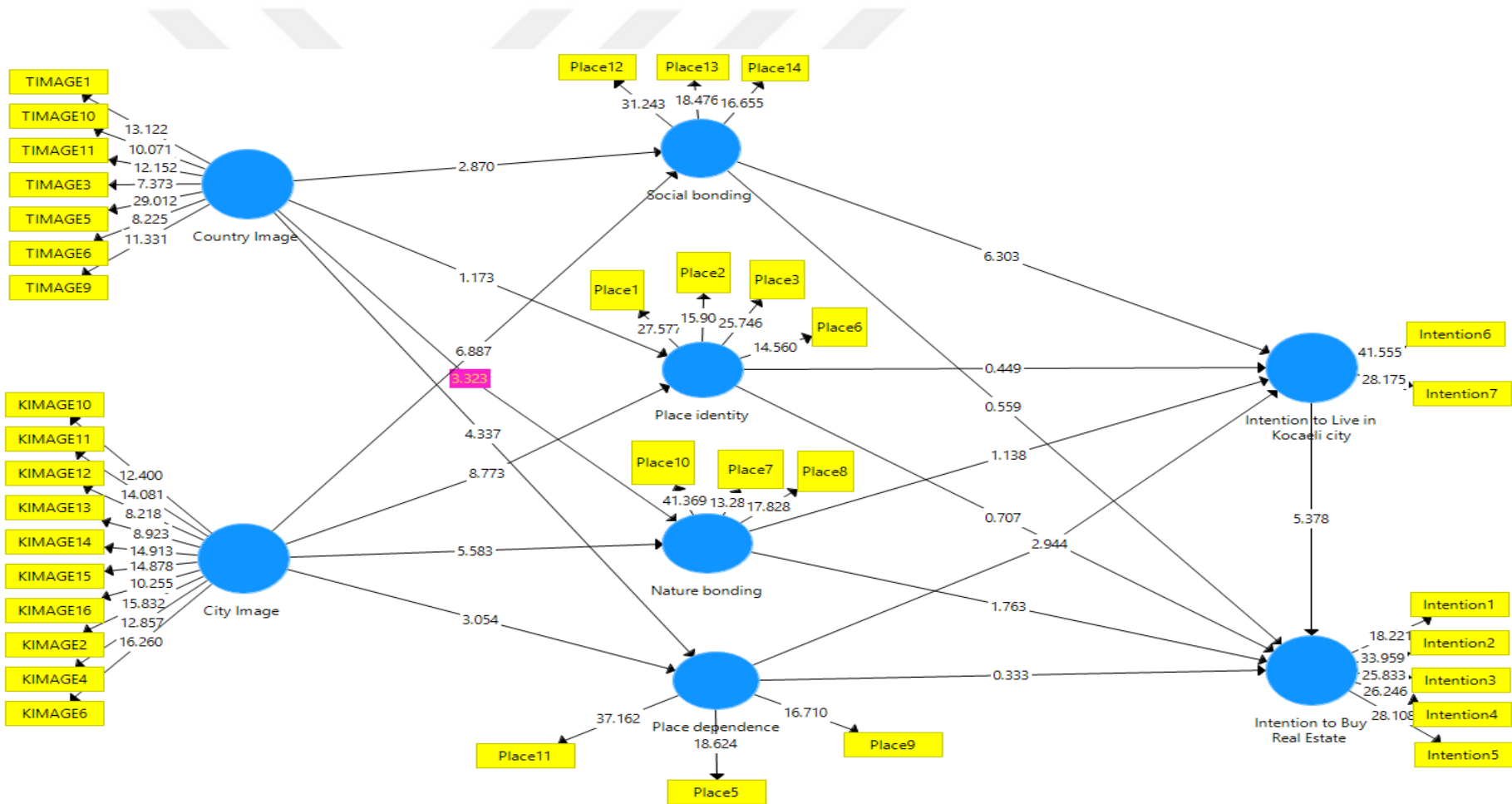
Figure(9)Research Model Evaluation with PLS-SEM

3.5.   Hypotheses Testing

3.5.1.   Path Coefficients of the Research Hypothesis

Table (7) Path Coefficients of the Research Hypothesis

Hypotheses	Relationship	Std.Beta	Std. Error	T. value	P Values	Decision
H1	City Image -> Nature bonding	0.4374	0.0783	5.582	0.000	Supported **
H2	City Image -> Place dependence	0.3042	0.0996	3.054	0.0023	Supported *
H3	City Image -> Place identity	0.6803	0.0775	8.773	0.000	Supported **
H4	City Image -> Social bonding	0.545	0.0791	6.887	0.000	Supported **
H5	Country Image -> Nature bonding	0.3284	0.0988	3.32	0.0009	Supported *
H6	Country Image -> Place dependence	0.4591	0.1059	4.336	0.000	Supported **
H7	Country Image -> Place identity	0.1134	0.0967	1.172	0.2411	Not Supported
H8	Country Image -> Social bonding	0.2682	0.0934	2.869	0.0042	Supported *
H9	Foreign customers' intentions to Live in Kocaeli city -> Foreign customers' intentions to Buy Real Estate	0.5977	0.1112	5.377	0.000	Supported **
H10	Nature bonding -> Foreign customers' intentions to Buy Real Estate	0.1838	0.1042	1.763	0.0781	Not Supported
H11	Nature bonding -> Foreign customers' intentions to Live in Kocaeli city	0.1186	0.1042	1.1381	0.2553	Not Supported
H12	Place dependence -> Foreign customers' intentions to Buy Real Estate	0.0251	0.0752	0.3335	0.7388	Not Supported

H13	**Place dependence -> Foreign customers' intentions to Live in Kocaeli city**	0.2574	0.0874	2.9437	**0.0033**	**Supported ***
H14	**Place identity -> Foreign customers' intentions to Buy Real Estate**	0.0595	0.0843	0.7066	**0.4799**	Not Supported
H15	**Place identity -> Foreign customers' intentions to Live in Kocaeli city**	0.0524	0.1167	0.4488	**0.6536**	Not Supported
H16	**Social bonding -> Foreign customers' intentions to Buy Real Estate**	0.0751	0.1345	0.5586	**0.5765**	Not Supported
H17	**Social bonding -> Foreign customers' intentions to Live in Kocaeli city**	0.63	0.1	6.3032	**0.000**	**Supported ****

Significant at P**=<0.01   P*<0.05

To test the hypotheses relationship. According to results, calculated perceived value is positively associated with a city image and place attachment denominations based on the P-value which was p<.001 we support the following: H1 to H6 and H8, H9, H10, H13, H17 are rejected. The other hypotheses are accepted.

3.6. Total Effects

Table (8)Total Effects

	City Image	Country Image	Foreign customers' intentions to Buy Real Estate	Foreign customers' intentions to Live	Nature bonding	Place dependence	Place identity	Social bonding
City Image					0.4374	0.3042	0.6803	0.545
Country Image					0.3284	0.4591	0.1134	0.2682
Foreign customers' intentions to Buy Real Estate								
Intention to Live in Kocaeli city			0.5977					
Nature bonding			0.1129	-0.1186				
Place dependence			0.1789	0.2574				
Place identity			0.0908	0.0524				
Social bonding			0.4517	0.6300				

The previous table shows the extent of the contribution of each independent variable. the results indicate that (country image) has a significant effect on place dependence and nature bonding) and weak significant effects on (place-identity and social bonding). whereas (city image) affects strongly significantly than the country image on place independence, social bonding, place-identity, and nature bonding. the results also indicate (the social bonding and Foreign customers' intentions to live in Kocaeli) had strong significant effects on foreign customers' intentions to buy real estate while nature bonding has insignificant effects on the Foreign customers' intentions to live in Kocaeli.

CHAPTER-4

4. Discussions, Conclusion, Recommendation and Limitations

4.1. Discussion

In light of the study objectives and hypothesis, this section summarizes the following findings:

The study answered all research-related questions. The researchers used a multi-dimensional approach to find out place attachment dimensions (place identity, social bonding, place dependence, and nature bonding). country image and city image had a significant positive impact on place attachment(place identity, social bonding, place dependence, and nature bonding), and this supports to accept the research hypothesizes

The findings also indicated that place attachment (place identity, social bonding, place dependence, and nature bonding) had positive effects on foreign customers' intentions to live and buy real estate in Kocaeli(social bonding = 0.451 as a maximum and place identity = 0.09 as a minimum. The total effects of foreign customers' intentions to live in a city (Kocaeli) on their intentions to buy real estate was 0.5977 means there is a highly significant positive effect.

This research includes 17 hypotheses are : H1: H2: H3: H4: stated that city image has a significant positive impact on (place identity, social bonding, place dependence, and nature bonding). The (p-values) were: H1=0.000, H2=0.0023, H3=0.000, and H4=0.000 so these hypotheses were approved.

H5: H6: H7: H8 stated that a country image has a significant positive impact on (place identity, social bonding, place dependence, and nature bonding) based on the analysis results of P-values were: H5=0.0009, H6=0.000, H7=0.2411, H8=0.0042.so these hypotheses were approved, while H7 is rejected.

H9: stated that Foreign customers' intentions to live in Kocaeli have a significant impact on Foreign customers' intentions to buy real estate. Based on the(p-value) H9=0.000 is approved.

H11, H13, H15, H17, stated that (identity-place, social bonding, place dependence, and nature bonding) have a significant positive impact on foreign customers' intentions to live in Kocaeli city. based on the (P-value) H11=0.2553, H13=0.0033, H15=0.6536, H17=0.000 so these hypotheses approved, whereas H11 and H15 have been rejected.

H10, H12, H14, H16 stated that identity-place, social bonding, place dependence, and nature bonding has a significant positive impact on foreign customers' intentions to buy real estate based on the (P-value) were H10=0.0781, H12=0.7388, H14=0.4799, H16=0.5765, So H10 is approved, whereas H12, H14, and H16 are rejected.

4.2.   Conclusion

This study attempted to determine the effects of country image, city image, and place attachment on Foreign customers' intentions to live and Foreign customers' intentions to buy real estate in Kocaeli city. The study sought to precisely identify the factors and variables influencing the decision-making process of the foreign consumer, especially in light of the continued influx of foreign consumers (Arab consumers coming from the Arab Gulf states in particular) into the real estate sector and real estate investment in the final years of the current decade. Investing in the real estate sector is critical to supporting the Turkish domestic economy and Community welfare, which has a positive impact on the country image and city image. In this study, researchers attempted to select and apply measures to accurately examine the variables in order to obtain accurate and reliable data, and thus to achieve the required results defined by the researchers by setting aims and formulating hypotheses. The study addressed all of the review literature related to the study's variables, and highlighted on the concepts related to the study in order to serve as an academic foundation for the study's objectives, assumptions, and the other research on the same subject in future. Researchers attempted

to conduct the study on those coming from Arab countries to Turkey for various reasons such as tourism, education, investment, and trade to know the effect of other factors such as place attachment like , identity-place, social bonding, place dependence and the nature bonding on Foreign customers' intentions to live or Foreign customers' intentions to buy real estate in Turkey (Kocaeli city). According to the findings of the study, country image and city image have an indirect positive effect on the Foreign customers' intentions to buy real estate. The study's findings also revealed that identity-place, social bonding, place dependence and the nature bonding have a significant positive effect on Foreign customers' intentions to buy real estate, and this is what the study sought to investigate in order to access a framework to explore the variables that influence the foreign consumer and their decision-making process. The findings also show that the country image of (Turkey) among foreign consumers is positive and influences their decisions making process, confirming that Turkey has become a haven for the Arab consumer for the purposes of tourism, investment, and for living. one of the researchers is Arabic country (Yemeni nationality), has experience and knowledge about Arab consumer thinking. during data collection process, and meeting some of them noted that there are other factors influencing the purchasing decisions of the foreign (Arab) consumer other than those included in this study, such as government facilities for the foreign investor in the case of real estate investment, such as obtaining the Turkish citizenship. the low living cost, and the availability of services such as education, health, high infrastructure, and Security and stability. This research will not be the last, but rather the first nucleus for similar studies that lead to increasing science and academic efficiency as well as including more variables.

4.3.   Recommendations

Based on the results we have obtained in this academic research, I list some recommendations for academics and researchers in the field of economic and social sciences in the following points .

1- Note that the subject of the research covered by this study is very important and has attracted a great deal of attention by the knowledgeable and research institutions, so those who have the desire to take this study as a reference to benefit from it in preparing another scientific research in the same field dealing with some variables that were not covered by the study, either as shortcomings of the researchers or The resulting variables due to the evolution of life.

2- I suggest another research topic for those interested in this field entitled (The impact of real estate investments for foreign customers on the Turkish local economy in the long term. (Risks and Threats).

3- Through this research the Researchers recommended studying carefully fascinating issues, such as the Turkish government's facilities for foreign investors in the real estate investment industry, to find out their effect on the image of the country.

4- Last but not least, academics recommend looking into(The extent of the impact of Turkish diplomatic relations and alliances with countries and the adoption of Islamic issues on improving the country's image.)

4.4. Limitations

Due to the nature of the research questions and its questions about the real estate sector growth over the past 10 years in Turkey and Foreign buyers flock for many reasons like buy real estate, living or tourism. This study was conducted in Kocaeli city during the school year, 2020 - 2021. This research was based on largely quantitative research methods. The survey conducted in this research did not, for the most part, yield statistically significant results. Rather, the samples were taken from individuals who live in Kocaeli city or visited it before to test their intentions to live and buy real estate in Kocaeli from which to draw conclusions. While the case studies were rigorously conducted.

REFERENCES

A. T., Itamar Shatz(2020). The Halo Effect in Consumer Perception. The Decision Lab. a PhD candidate at psychology and philosophy at Cambridge University. UK

Aaker, D. A., & Joachimsthaler, E. (2000). Brand leadership–the new imperative. *Brand Leadership*, 3-29.

ABBAS, A. (2003). Global cities: cinema, architecture, and urbanism in a digital age; New Brunswick, NJ; London; Rutgers University Press Cinema, the city, and the cinematic.

About the Chamber. (n.d.). About the Chamber. http://koto.org.tr/en/about-chamber.

Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, *84*(5), 888.

Altinbasak, I., & Yalcin, E. (2010). City image and museums: the case of Istanbul. *International Journal of Culture, Tourism and Hospitality Research*, *4*(3), 241-251.

Andreoli, E. (1996). The visible cities of São Paulo. *Strangely Familiar: Narratives of Architecture in the City*, 62-66.

Anholt, S. (2005). Brand New Justice: How Branding Places and Products Can Help the Developing World. Amsterdam, Boston, Heidelberg, London, New York, Oxford, Paris, San Diego, San Francisco.

Anholt, S. (2007). What is competitive identity?. In *Competitive identity* (pp. 1-23). Palgrave Macmillan, London.

Anholt, S., & Hildreth, J. (2010). *Brand America: The making, unmaking, and remaking of the greatest national image of all time*. Marshall Cavendish International Asia Pte Ltd.

Applbaum, K. (2004). *The marketing era: From professional practice to global provisioning*. Psychology Press.

Ardoin, N. M. (2006). Toward an interdisciplinary understanding of place: Lessons for environmental education. *Canadian Journal of Environmental Education (CJEE)*, *11*(1), 112-126.

Ary, D., Jacobs, L. C., Razavieh, A., & Sorenson, C. (2002). Introduction to research in education (Belmont, CA: Wadsworth). Thomson Learning.

Ashworth, G. J. (2008). Can we, do we, should we, brand places?[Or are we doing what we think and say we are doing?].

Ashworth, G. J., & Voogd, H. (1988). Marketing the city: concepts, processes, and Dutch applications. *The Town Planning Review*, 65-79.

Balibrea, M. P. (2001). Urbanism, culture and the post-industrial city: Challenging theBarcelona model'. *Journal of Spanish cultural studies*, *2*(2), 187-210.

Baloglu, S. (2001). Image variations of Turkey by familiarity index: Informational and experiential dimensions. *Tourism Management*, 22(2), 127-133.

Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of tourism research*, *26*(4), 868-897.

Bannister, J. P., & Saunders, J. A. (1978). UK consumers' attitudes towards imports: the measurement of national stereotype image. *European Journal of marketing*.

Baudrillard, J. (1995). Simulacra and simulation (The body, in theory: Histories of cultural materialism). *Ann Arbor: University of Michigan Press*.

Baudrillard, J. (2005). *The system of objects* (Vol. 3). Verso.

Baudrillard, J. (2019). *For a Critique of the Political Economy of the Sign*. Verso Books.

Beckwith, N. E., & Lehmann, D. R. (1975). The importance of halo effects in multi-attribute attitude models. *Journal of Marketing research*, *12*(3), 265-275.

Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. Annals of tourism research, 31(3), 657-681.

Berentzen, J. B., Backhaus, C., Michaelis, M., Blut, M., & Ahlert, D. (2008). Does "made in…" also apply to services? An empirical assessment of the country-of-origin effect in service settings. *Journal of Relationship Marketing*, *7*(4), 391-405.

Berlin, L. J., & Cassidy, J. (1999). Relations among relationships: Contributions from attachment theory and research.

Bilkey, W. J., & Nes, E. (1982). Country-of-origin effects on product evaluations. *Journal of international business studies*, *13*(1), 89-100.

Bingxi, Z. (2002). Research on residents' place attachment to Meichuan Water Park in Taizhong City (Doctoral dissertation, Taichung: Chaoyang University of Technology, 2002.[曾秉希. 地方居民对台中市梅川亲水公园依附感之研究台中: 朝阳科技大学).

Blanco-González, A., Martín-Armario, E., & Mercado-Idoeta, C. (2012). Collectors' buying behavior: A model based on attitudes and market heterogeneity. American International Journal of Contemporary Research, 2(6), 164-175.

Borden, I., Kerr, J., Pivaro, A., & Rendell, J. (Eds.). (2002). *The unknown city: Contesting architecture and social space*. MIT Press.

Bowlby, J. (1969). Attachment and loss v. 3 (Vol. 1).

Bowlby, J. (1982). Attachment and loss: retrospect and prospect. *American Journal of Orthopsychiatry*, *52*(4), 664.

Braun, E. (2012). Putting city branding into practice. *Journal of brand management*, *19*(4), 257-267.

Braun, E., Kavaratzis, M., & Zenker, S. (2013). My city–my brand: the different roles of residents in place branding. *Journal of Place Management and Development*.

Brehm, J. M., Eisenhauer, B. W., & Krannich, R. S. (2006). Community attachments as predictors of local environmental concern: The case for multiple dimensions of attachment. *American behavioral scientist*, *50*(2), 142-165.

Bricker, K. S., & Kerstetter, D. L. (2000). Level of specialization and place attachment: An exploratory study of whitewater recreationists. *Leisure Sciences*, *22*(4), 233-257.

Brijs, K., Bloemer, J., & Kasper, H. (2011). Country-image discourse model: Unraveling meaning, structure, and function of country images. *Journal of Business Research*, *64*(12), 1259-1269.

Brown, B., Perkins, D. D., & Brown, G. (2003). Place attachment in a revitalizing neighborhood: Individual and block levels of analysis. *Journal of environmental psychology*, *23*(3), 259-271.

Brown, G., & Raymond, C. (2007). The relationship between place attachment and landscape values: Toward mapping place attachment. *Applied Geography*, *27*(2),

89-111.

Buhmann, A. (n.d.). The constitution and effects of country images theory and measurement of a central target construct in international public relations and public diplomacy (dissertation).

Burgess, J. A. (1982). Selling places: environmental images for the executive. *Regional Studies*, *16*(1), 1-17.

Carpenter, E. Oh, What A Blow That Phantom Gave Me!--Edmund Carpenter.

Carr, S., Stephen, C., Francis, M., Rivlin, L. G., & Stone, A. M. (1992). *Public space*. Cambridge University Press.

Chapter 11 The Big Picture. The Big Picture. (n.d.). https://saylordotorg.github.io/text_focusing-on-organizational-change/s12-the-big-picture.html.

Chaulagain, S., Wiitala, J., & Fu, X. (2019). The impact of country image and destination image on US tourists' travel intention. *Journal of Destination Marketing & Management*, *12*, 1-11.

Cheng, K., Chen, H. P., Lai, W., & Li, C. (2014). Country image effect on services: A study of consumers' evaluation of foreign airlines. *Journal of Global Marketing*, *27*(1), 1-12.

Chung, J. Y., & Chen, C. C. (2018). The impact of country and destination images on destination loyalty: a construal-level-theory perspective. *Asia Pacific Journal of Tourism Research*, *23*(1), 56-67.

Clayton, S. (2003). Environmental identity: A conceptual and an operational definition. *Identity and the natural environment: The psychological significance of nature*, 45-65.

Collis, J., & Hussey, R. (2013). Business research: A practical guide for undergraduate and postgraduate students. Macmillan International Higher Education.

Colomb, C. (2012). Pushing the urban frontier: Temporary uses of space, city marketing, and the creative city discourse in 2000s Berlin. *Journal of urban affairs*, *34*(2), 131-152.

Cooke, P., & Leydesdorff, L. (2006). Regional Development in the Knowledge-Based Economy: The Construction of Advantage. Introduction to the Special Issue. Journal of Technology Transfer, 31 (1), 2006, 5-15.

Cordell, V. V. (1992). Effects of consumer preferences for foreign-sourced products. *Journal of international business studies*, *23*(2), 251-269.

Creswell, J. W., Hanson, W. E., Clark Plano, V. L., & Morales, A. (2007). Qualitative research designs: Selection and implementation. *The counseling psychologist*, *35*(2), 236-264.

d'Astous, A., Voss, Z. G., Colbert, F., Caru, A., Caldwell, M., & Courvoisier, F. (2008). Product-country images in the arts: A multi-country study. *International Marketing Review*, *25*(4), 379.

Davenport, M. A., Baker, M. L., Leahy, J. E., & Anderson, D. H. (2010). Exploring multiple place meanings at an Illinois State Park. *Journal of Park & Recreation Administration*, *28*(1).

Debord, G. (1992). *Society of the spectacle and other films*. London: Rebel Press.

Dutcher, D. D., Finley, J. C., Luloff, A. E., & Johnson, J. B. (2007). Connectivity with nature as a measure of environmental values. *Environment and Behavior*, *39*(4), 474-493.

Echtner, C. M., & Ritchie, J. B. (1991). The meaning and measurement of the destination image. *Journal of tourism studies*, *2*(2), 2-12.

Ervis Gjoka (2011). Country of Origin Using country-of-origin to strengthen a brand on a foreign market –a case study of the Italian food industry on the Swedish market. Degree Project Master of Science in Business and Economics, Lund University School of Economics and Management Department of Business Administration, Sweden.

Espelt, N. G., & Benito, J. A. D. (2005). The social construction of the image of Girona: a methodological approach. *Tourism Management*, *26*(5), 777-785.

Evans, G. (2005). Measure for measure: Evaluating the evidence of culture's contribution to regeneration. *Urban Studies*, *42*(5-6), 959-983.

Falkheimer, J. (2006). When Place Images Collides: Place Branding and News Journalism.

Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research.

Font, X. (1997). Managing the tourist destination's image. *Journal of Vacation Marketing*, *3*(2), 123-131.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. Journal of marketing research, 18(1), 39-50.

Fretter, A. D. (1993). Place marketing: a local authority perspective. *Selling places: The city as cultural capital, past and present*, 163-174.

George, B. P., & George, B. P. (2004). Past visits and the intention to revisit a destination: Place attachment as the mediator and novelty seeking as the moderator. Journal of Tourism Studies, 15(2), 51-66.

Gieryn, T. F. (2000). A space for place in sociology. Annual review of sociology, 26(1), 463-496.

Giuliani, M. V. (2003). *Theory of attachment and place attachment*. na.

Giuliani, M. V., & Feldman, R. (1993). Place attachment in a developmental and cultural context| 314+ xx pp. $55.00 Irwin Altman, Setha M. Low, Place Attachment. Human Behavior and Environment. Advances in Theory and Research, Vol. 12, Plenum Press, Delhi (1992), ISBN: 0 306 44071 7.

Gospodini, A. (2004). Urban morphology and place identity in European cities: built heritage and innovative design. *Journal of Urban Design*, *9*(2), 225-248.

Gould, P.W.R. (1974) Mental maps Harmondsworth: Penguin Books.

Güler, B. K., Özmen, A. Ö., & Sarıipek, D. B. (2015). İç Göç ve Kent İle Bütünleşme: Kocaeli İli Alan Araştırması. Sosyal Güvenlik Dergisi, 5(2), 37-69.

Gustafson, P. E. R. (2001). Meanings of place: Everyday experience and theoretical conceptualizations. Journal of Environmental Psychology, 21(1), 5e16.

Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). A primer on partial least squares structural equation modeling (PLS-SEM). Sage publications.

Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). A primer on partial least squares structural equation modeling (PLS-SEM). Sage publications.

Hammitt, W. E., Backlund, E. A., & Bixler, R. D. (2004). Experience use history, place bonding, and resource substitution of trout anglers during recreation engagements. Journal of Leisure Research, 36(3), 356e378.

Hammitt, W. E., Backlund, E. A., & Bixler, R. D. (2006). Place bonding for recreation places: Conceptual and empirical development. *Leisure studies*, *25*(1), 17-41.

Hammitt, W. E., Kyle, G. T., & Oh, C. O. (2009). Comparison of place bonding models in recreation resource management. Journal of Leisure Research, 41(1), 57e72.

Han, C.M., 1990. Testing the role of country image in consumer choice behavior. European Journal of Marketing 24 (6), 24–40.

Hay, R. (1998), 'Sense of Place in Developmental Context', Journal of Environmental Psychology, vol. 18, pp. 5-29.

Hay, R. (1998b). A rooted sense of place in cross-cultural perspective. Canadian Geographer, 42, 245e266.

Hem, L. E., & Iversen, N. M. (2004). How to develop a destination brand logo: A qualitative and quantitative approach. *Scandinavian Journal of Hospitality and Tourism*, *4*(2), 83-106.

Heslop, L.A., Lu, I.R. and Cray, D. (2008). Modeling Country Image Effects Through an International Crisis. International Marketing Review, 25(4): 354- 378.

Hidalgo, M. C., & Hernandez, B. (2001). Place attachment: Conceptual and empirical questions. Journal of environmental psychology, 21(3), 273-281.

Holsti, O. R. (1962). The belief system and national images: A case study. *Journal of Conflict Resolution*, *6*(3), 244-252.

Hong, S. T., & Wyer Jr, R. S. (1989). Effects of country-of-origin and product-attribute information on product evaluation: An information processing perspective. *Journal of consumer research*, *16*(2), 175-187.

Horkheimer, M., & Adorno, T. W. (2010). *Dialektik der aufklärung: philosophische fragmente*. S. Fischer Verlag.

Howard, D.G., 1989. Understanding how American consumers formulate their attitudes about foreign products. Journal of International Consumer Marketing 2 (2), 7.

Hunt J. D., 1975, Image as a Factor in Tourism Development, in Journal of Travel Research, Vol. 13. No. 3. pp. 1-7.

Hwang, S. N., Lee, C., & Chen, H. J. (2005). The relationship among tourists' involvement, place attachment and interpretation satisfaction in Taiwan's national parks. Tourism Management, 26(2), 143-156.

Işık, Y., Alrifai, O. A., Guzansky, Y., Authors, V., & Rogenhofer, J. M. (2021, June 25). Arabs and Turks: How They Have Drawn Closer. Middle East Institute. https://www.mei.edu/publications/arabs-and-turks-how-they-have-drawn-closer.

Iversen, N. M., Kleppe, I. A., & Stensaker, I. G. (1998, January 1). >Country Image in Marketing Strategies: Conceptual Issues and an Empirical Asian Illustration: ACR. ACR Asia-Pacific Advances. https://www.acrwebsite.org/volumes/11575/volumes/ap03/AP-03.

Jack, G. (2010). Place Matters: The significance of Place Attachments for Children's WellBeing. British Journal of Social Work, 40, 755-771.

Jenes, B. (2009): The Theory and Practice of the Measurement of Country Image.

Jiang, Y., Ramkissoon, H., Mavondo, F. T., & Feng, S. (2017). Authenticity: The link between destination image and place attachment. Journal of Hospitality Marketing & Management, 26(2), 105-124.

Jin, M.-lan, Choi, Y., Lee, C.-K., & Ahmad, M. S. (2020). Effects of place attachment and image on revisit intention in an ecotourism destination: Using an extended model of goal-directed behavior. Sustainability, 12(18), 7831. https://doi.org/10.3390/su12187831

Kalergis, D. (2008). The Role of Architecture in Culture-Led Urban Regeneration Strategies. *Regional and Urban Regeneration in European Peripheries: What Role for Culture*, 21-34.

Kals, E., Schumacher, D., & Montada, L. (1999). Emotional affinity toward nature as a motivational basis to protect nature. *Environment and Behavior*, *31*(2), 178-202.

Kapferer, J. N. (2008). *The new strategic brand management: Creating and sustaining brand equity long term*. Kogan Page Publishers.

Kaplan, R., & Kaplan, S. (1989). *The experience of nature: A psychological perspective*. Cambridge university press.

Kasarda, J. D., & Janowitz, M. (1974). Community attachment in mass society. *American sociological review*, 328-339.

Kavaratzis, M., & Ashworth, G. J. (2005). City branding: an effective assertion of identity or a transitory marketing trick?. *Tijdschrift voor economische en sociale geografie*, *96*(5), 506-514.

Kaynak, E., & Cavusgil, S. T. (1983). Consumer attitudes towards products of foreign origin: do they vary across product classes?. *International Journal of Advertising*, *2*(2), 147-157.

Kim, S., Lee, Y. K., & Lee, C. K. (2017). The moderating effect of place attachment on the relationship between festival quality and behavioral intentions. Asia Pacific Journal of Tourism Research, 22(1), 49-63.

Kim, S., Schuckert, M., Im, H. H., & Elliot, S. (2017). An interregional extension of destination brand equity: From Hong Kong to Europe. *Journal of vacation marketing*, *23*(4), 277-294.

Kipfer, S., Schmid, C., Goonewardena, K., & Milgrom, R. (2008). Globalizing Lefebvre?. In *Space, Difference, Everyday Life* (pp. 299-319). Routledge.

Kirezli, O. (2011). Museum marketing: Shift from traditional to experiential marketing. *International Journal of Management Cases*, *13*(4), 173-184.

Kıyak, A. E. (1997). *Kentin Biçimsel ve Mekansal Kurgusunun Çözümlenmesine Dair Bir Yöntem Önerisi ve Ayvalık Örneği* (Doctoral dissertation, Fen Bilimleri Enstitüsü).

Kocaeli İl Göç İdaresi Müdürlüğü 2019. T.C. Kocaeli Valiliği İl Göç İdaresi Müdürü Resmi İnternet Sitesi, kocaeli.goc.gov.tr/.

Kocaeli İl Kültür ve Turizm Müdürlüğü. Ana Sayfa. (n.d.). https://kocaeli.ktb.gov.tr/.

Kohli, C. (1997). Branding consumer goods: insights from theory and practice. *Journal of consumer marketing*.

Kotler, P. (1999). *Marketing management: the millennium edition* (Vol. 199). Upper Saddle River, NJ: Prentice Hall.

Kotler, P., & Gertner, D. (2002). Country as brand, product, and beyond: A place marketing and brand management perspective. *Journal of brand management*, *9*(4), 249-261.

Kotler, P., & Keller, K. L. (2006). Marketing management 12e. *New Jersey*, 143.

Kotler, P., Nebenzahl, I. D., Lebedenko, V., Rainisto, S., Gertner, D., Clifton, R., ... & Aaker, D. (2004). Where is place branding heading?. *Place branding*, *1*(1), 12-35.

Kotsi, F., Pike, S., & Gottlieb, U. (2018). Consumer-based brand equity (CBBE) in the context of an international stopover destination: Perceptions of Dubai in France and Australia. *Tourism Management*, *69*, 297-306.

Krystallis, A., & Chryssochoidis, G. (2009). Does the country of origin (COO) of food products influence consumer evaluations? An empirical examination of ham and cheese. *Journal of Food Products Marketing*, *15*(3), 283-303.

Kudryavtsev, A., Stedman, R. C., & Krasny, M. E. (2012). Sense of place in environmental education. *Environmental education research*, *18*(2), 229-250.

Kyle, G. T., Mowen, A. J., & Tarrant, M. (2004). Linking place preferences with place meaning: An examination of the relationship between place motivation and place attachment. *Journal of environmental psychology*, *24*(4), 439-454.

Kyle, G., & Chick, G. (2007). The social construction of a sense of place. *Leisure Sciences*, *29*(3), 209-225.

Kyle, G., Bricker, K., Graefe, A., & Wickham, T. (2004). An examination of recreationists' relationships with activities and settings. *Leisure Sciences*, *26*(2), 123-142.

Kyle, G., Graefe, A., & Manning, R. (2005). Testing the dimensionality of place attachment in recreational settings. *Environment and Behavior*, *37*(2), 153-177.

Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2004). Effect of activity involvement and place attachment on recreationists' perceptions of setting density. *Journal of leisure Research*, *36*(2), 209-231.

Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2004). Effects of place attachment on users' perceptions of social and environmental conditions in a natural setting. *Journal of environmental psychology*, *24*(2), 213-225.

Lash, S., & Lury, C. (2007). *Global culture industry: The mediation of things*. Polity Press.

Ledrut, R. (1986). 10. The Images of the City. In *The City and the Sign* (pp. 219-240). Columbia University Press.

Lee, T. (1968). Urban neighborhood as a socio-spatial schema. *Human Relations*, *21*(3), 241-267.

Lefebvre, H. (2014). *The production of space (1991)* (pp. 323-327). Routledge.

Lewicka, M. (2008). Place attachment, Place identity, and place memory: Restoring the forgotten city past. Journal of Environmental Psychology, 28, 209-231.

Low M. S. and Altman, I. (1992). Place attachment: A conceptual inquiry. In Low M. S. and Altman, I., ed. 1992, Place Attachment. New York: Plenum Press, 1-12.

Lynch, K., & Lynch, K. R. (1960). *The image of the city* (Vol. 11). MIT press.

Lysons, K., & Gillingham, M. (2003). Purchasing and supply chain management. *Harlow Prentice Hall*.

M.-lan, Choi, Y., Lee, C.-K., & Ahmad, M. S. (2020). Effects of place attachment and image on revisit intention in an ecotourism destination: Using an extended model of goal-directed behavior. Sustainability, 12(18), 7831. https://doi.org/10.3390/su12187831

Maheshwari, V. (2010). Place branding and the Liverpool'08 brand campaign in'City of Liverpool'. In *Proceedings of the Second Annual Conference of the University Network of European Capitals of Culture* (pp. 119-126). The University Network of the European Capitals of Culture.

Maisetti, N., Ökmekler, M. E., & Vion, A. (2012). Working out metropolitan façades: Istanbul and Marseille as European Capitals of Culture. In *Urban Affairs Association 42nd Conference, Pittsburgh, April* (pp. 18-21).

Malhotra, R., Huilgol, S. C., Huynh, N. T., & Selva, D. (2004). The Australian Mohs database, part II: periocular basal cell carcinoma outcome at 5-year follow-up. Ophthalmology, 111(4), 631-636.

Manrai, L., Lascu, N. and Manrai, A. (1998). Interactive Effects of Country of Origin and Product Category on Product Evaluations. International Business Review, 7:591-615.

Martin, I. M., & Eroglu, S. (1993). Measuring a multi-dimensional construct: Country image. *Journal of business research*, *28*(3), 191-210.

Massey, D. (2004). Geographies of responsibility. *Geografiska Annaler: Series B, Human Geography*, *86*(1), 5-18.

Mayer, F. S., & Frantz, C. M. (2004). The connectedness to nature scale: A measure of individuals' feeling in community with nature. *Journal of environmental psychology*, *24*(4), 503-515.

Merrin, W. (2005). *Baudrillard and the media: A critical introduction*. Polity.

Mihalis, K. (2005). Branding the city through culture and entertainment. *Journal Aesop*, *5*, 1-7.

Morgan, N. J., Pritchard, A., & Piggott, R. (2003). Destination branding and the role of the stakeholders: The case of New Zealand. *Journal of Vacation Marketing*, *9*(3), 285-299.

Mumford, L. (1937). What is a city? *Architectural Record*, *82*(5), 59-62.

Nadeau, J., Heslop, L., O'Reilly, N., & Luk, P. (2008). Destination in a country image context. *Annals of Tourism Research*, *35*(1), 84-106.

Nagashima A. (1970), "A comparison of Japanese and US attitudes toward foreign products", Journal of Marketing, Vol 34, pp 68-74.

Nagashima A. (1977), "A comparative 'made in' product image survey among Japanese businessmen", Journal of Marketing, Vol 41, pp 95-100.

Nasar, J. L. (1998). The evaluative image of the city.

Nebenzahl, I. D., Jaffe, E. D., & Lampert, S. I. (1997). Towards a theory of country image effect on product evaluation. *MIR: Management International Review*, 27-49.

Nepal, S. K., & Chipeniuk, R. (2005). Mountain tourism: Toward a conceptual framework. *Tourism Geographies*, *7*(3), 313-333.

Orbaiz, L. V., & Papadopoulos, N. (2003). Toward a model of consumer receptivity of foreign and domestic products. *Journal of International Consumer Marketing*, *15*(3), 101-126.

Orr, D. (2013). Place and Pedagogy. *NAMTA Journal*, *38*(1), 183-188.

Orr, D. W. (2004). *Earth in mind: On education, environment, and the human prospect*. Island Press.

Panthura, G. (2011). Structural Equation Medeling On Repurchase Intention Of Consumers Towards Otop Food. In International Conference on Advancement of Development Administration (pp. 33-36).

Papadopoulos, N., Heslop, L.A., 1989. As others see us: the image of Canadian productsabroad. Canadian Business Review 16 (4), 27–31.

Parameswaran, R. and Pisharodi, R.M. (1994) The facets of the country of origin image: An empirical assessment. Journal of Advertising 23(1): 43–57.

Patterson, M. E., & Williams, D. R. (2005). Maintaining research traditions on place: Diversity of thought and scientific progress. Journal of Environmental Psychology, 25(4), 361e380.

Perkins, D. D., & Long, D. A. (2002). Neighborhood sense of community and social capital. In *Psychological sense of community* (pp. 291-318). Springer, Boston, MA.

Pike, B. (1981). *The image of the city in modern literature* (p. 3). Princeton, NJ: Princeton University Press.

Pine, B. J., & Gilmore, J. H. (2011). *The experience economy*. Harvard Business Press.

Pittard, N., Ewing, M., & Jevons, C. (2007). Aesthetic theory and logo design: examining consumer response to proportion across cultures. *International Marketing Review*.

Plabdaeng, C. (2010). Gender Influence On Purchase Intention The Case Study Of Thailand. In Association for Consumer Research (pp. 1-32).

Poiesz, T. B. (1989). The image concept: Its place in consumer psychology. Journal of Economic Psychology, 10(4), 457–472.

Proshansky, H. M., Fabian, A. K., & Kaminoff, R. (1983). Place-identity: Physical world socialization of the self. Journal of Environmental Psychology, 3(1), 57e83.

Rampton, J., McAteer, N., Mozuraityte, N., Levai, M., & Akcali, S. (2011). Ex-post evaluation of 2010 European capitals of culture. Final report for the European Commission Directorate-General for Education and Culture. *Ecorys UK Ltd., Birmingham*.

Rapoport, A. (1990). *The meaning of the built environment: A nonverbal communication approach*. University of Arizona Press.

Raymond, M. C., Brown, G. and Weber D. (2010). The measurement of place attachment: Personal, community, and environmental connections. Journal of Environmental Psychology, 30, 422-434.

Reid, G. (2006). The politics of city imaging: A case study of the MTV Europe Music Awards Edinburgh 03. *Event Management*, *10*(1), 35-46.

Rein, I., Kotler, P., & Haider, D. (1993). Marketing places: Attracting investment, industry, and tourism to cities, states, and nations.

Reynolds, B. C., & Reynolds, B. C. (1942). *Learning and teaching in the practice of social work*. New York: Rinehart.

Rioux, L. (2011). Promoting pro-environmental behavior: a collection of used batteries by secondary school pupils. Environmental Education Research, 17 (3), 353-373.

Ritchie, J. R., & Ritchie, R. (1998). The branding of tourism destinations~ past achievements & future challenges~: A Basic Report Prepared for Presentation to the 1998 Annual Congress of the International Association of Scientific Experts in Tourism. *Marrakech, Morocco, September*.

Roberts, E. (1996). Place and spirit in public land management. In B. L. Driver, D. Dustin, T. Baltic, G. Elsner, & G. Peterson (Eds.), Nature and the human spirit (pp. 61e78). State College, PA: Venture Publishers.

Roth, K. P., & Diamantopoulos, A. (2009). Advancing the country image construct. *Journal of Business Research*, *62*(7), 726-740.

Rubinstein, R. I., & Parmelee, P. A. (1992). Attachment to place and the representation of the life course by the elderly. In *Place attachment* (pp. 139-163). Springer, Boston, MA.

Rubóczky, I. (1997). A város értékesítése: Marketingszemlélet a közösségi célú várostervezésben/Gregory J. Ashworth, Henk Voogd (Könyvismertetés). *Vezetéstudomány*, *28*(10), 64-65.

Sampson, K. A., & Goodrich, C. G. (2009). Making place: Identity construction and community formation through "sense of place" in Westland, New Zealand. Society & Natural Resources, 22(10), 901e915.

Scannell, L., and Gifford, R. (2010). Defining place attachment: A tripartite organizing framework. Journal of Environmental Psychology, 30, 1-10.

Schmitt, B. (1999). Experiential marketing. *Journal of marketing management*, *15*(1-3), 53-67.

Schooler R.D. (1971), "Bias phenomena attendant to the marketing of foreign goods in the US", Journal of International Business Studies, Vol. 2, No.1, pp 71-81.

Schreyer, R., Jacobs, G. R., & White, R. G. (1981). Environmental meaning as a determinant of spatial behaviour in recreation. In *Proceedings of Applied Geography Conferences, Volume 4.* (pp. 294-300). Department of Geography, State University of New York.

Schultz, P. W. (2001). The structure of environmental concern: Concern for self, other people, and the biosphere. *Journal of environmental psychology*, *21*(4), 327-339.

Schultz, P. W., Shriver, C., Tabanico, J. J., & Khazian, A. M. (2004). Implicit connections with nature. Journal of Environmental Psychology, 24(1), 31e42.

Selby, M. (2003). *Understanding urban tourism: Image, culture, and experience*. Bloomsbury Publishing.

Semken, S., & Freeman, C. B. (2008). Sense of place in the practice and assessment of place-based science teaching. *Science Education*, *92*(6), 1042-1057.

Senlier, N., Yildiz, R., & Aktas, E. D., (2009). A perception survey for the evaluation of the urban quality of life in Kocaeli and comparing the life satisfaction with the European cities. *Social Indicators Research, 94*(2), 213-226.

Sklair, L. (2006). Iconic architecture and capitalist globalization. *City*, *10*(1), 21-47.

Smethurst, D. (2000). Mountain geography. The Geographical Review, 90, 35–56.

Smith, Andrew (2005) Conceptualizing City Image Change: The 'Re-Imaging' of Barcelona, Tourism Geographies, 7 (4), pp. 398–423.

Sobel, D. (1996). Beyond Ecophobia: Reclaiming the Heart in Nature Education. MA: The Orion Society and The Myrin Institute.

Song, Z., Pratt, S., & Wang, Y. (2017). Core self-evaluations and residents' support for tourism: Perceived tourism impacts as mediators. International Journal of Tourism Research, 19(3), 278-288.

Spink, John and Bramham, Peter (1998) The myth of the 24-hour city. In P. Bramham & W. Murphy (eds.), Policy and publics: Leisure, culture and commerce. University of Brighton/LSA, Publication No. 65. Eastbourne.

Stedman, R. (2002). Toward a social psychology of place: Predicting behavior from place-based cognitions, attitude, and identity. Environment and Behavior, 34(5), 561e581.

Stedman, R. C. (2003). Is it really just a social construction?: The contribution of the physical environment to sense of place. *Society &Natural Resources*, *16*(8), 671-685.

Stedman, R., Beckley, T., Wallace, S., & Ambard, M. (2004). A picture and 1000 words: Using resident-employed photography to understand the attachment to high amenity places. Journal of Leisure Research, 36(4), 580e606.

Stevenson, D. (2003). *Cities and urban cultures*. McGraw-Hill Education (UK).

Stevenson, N., & Inskip, C. (2009). Seeing the Sites: Perceptions ofLondon. City tourism: National capital perspectives, 94.

Stoker, G., & Mossberger, K. (1994). Urban regime theory in comparative perspective. *Environment and Planning C: Government and policy*, *12*(2), 195-212.

Trentelman, C. K. (2009). Place attachment and community attachment: A primer grounded in the lived experience of a community sociologist. *Society and natural resources*, *22*(3), 191-210.

Trueman, M., Klemm, M., Giroud, A., & Lindley, T. (2001). *Bradford in the Premier*

League. A multidisciplinary approach to repositioning a city, Bradford University School of Management (No. 01/04). Working Paper Series.

Tsai, C. T. (2016). Memorable tourist experiences and place attachment when consuming local food. International Journal of Tourism Research, 18(6), 536-548.

Twigger-Ross, C. L., & Uzzell, D. L. (1996). Place and identity processes. *Journal of environmental psychology*, *16*(3), 205-220.

Vaske, J. J., & Kobrin, K. C. (2001). Place attachment and environmentally responsible behavior. *The Journal of Environmental Education*, *32*(4), 16-21.

Virgo, B., & De Chernatony, L. (2006). Delphic brand visioning to align stakeholder buy-in to the city of Birmingham brand. *Journal of Brand Management*, *13*(6), 379-392.

Vorkinn, M., & Riese, H. (2001). Environmental concern in a local context: The significance of place attachment. *Environment and behavior*, *33*(2), 249-263.

Wang, C. L., Li, D., Barnes, B. R., & Ahn, J. (2012). Country image, product image, and consumer purchase intention: Evidence from an emerging economy. *International Business Review*, *21*(6), 1041-1051.

William, O., & Tom, B. (1994). The Blackwell Dictionary of Twentiethcentury Social Thought.

Williams, D. R., & Vaske, J. J. (2003). The measurement of place attachment: Validity and generalizability of a psychometric approach. *Forest Science*, *49*(6), 830-840.

Williams, D. R., & Vaske, J. J. (2003). The measurement of place attachment: Validity and generalizability of a psychometric approach. Forest science, 49(6), 830-840.

Williams, D. R., Patterson, M. E., Roggenbuck, J. W., & Watson, A. E. (1992). Beyond the commodity metaphor: Examining emotional and symbolic attachment to place. *Leisure Sciences*, *14*(1), 29-46.

Williams, D. R., Patterson, M. E., Roggenbuck, J. W., & Watson, A. E. (1992). Beyond the commodity metaphor: Examining emotional and symbolic attachment to place. Leisure sciences, 14(1), 29-46.

Wynveen, C. J., Kyle, G. T., & Sutton, S. G. (2012). Natural area visitors' place meaning and place attachment ascribed to a marine setting. Journal of Environmental Psychology, 32(4), 287-296.

Zawawi, D., Yee, W., Busu, R., & Hamzah, Z. L. (2004). The effects of sex role orientation on family purchase decision making in Malaysia. Journal of Consumer Marketing.

Zukin, S. (1993). *Landscapes of power: from Detroit to Disney World*. Univ of California Press.

Zukin, S. (1995). The cultures of cities.

APPENDIX

Greetings,

This questionnaire is intended to collect data on The Effects of Country image, City image, and Place-Attachment on the Decision-making process in Real-Estate Buying: A Study on Foreigner consumer in Turkey. Your honest responses will be very helpful. The information collected is purely for Academic purpose and all your responses will be kept confidential.

Abdulmalek Noman Ahmed Farhan

Master student of Production management and Marketing.

Kocaeli University.

Demographic Survey

Age?

Under 18 Years Old	18-24 Years Old	25-34 Years Old	35-44 Years Old	45-65 Years Old

Gender?

Male	Female

Marital status?

Single	Married

Nationality?

Qatar		Iraq	
Kuwait		Oman	
Yemen		Palestine	
Saudi Arabia		Jordan	
		Iran	

Level of Education?

High school	Diploma	Bachelor's degree	Master's degree	PhD Degree

Occupation?

Employed	Unemployed	Retired	Homemaker	Self-employed	Self-employed

Annual income?

Less than $20,000	$20,000 to $34,999	$35,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Over $100,000

Have you been to Turkey before?

- o No
- o Yes

If you have been to Turkey, what was the purpose of your visit? Mark all the statements that suit you. *

- o Education (   )
- o Tourism   (   )
- o Business   (   )
- o Visit friends/family (   )
- o Work/Job (   )
- o Other:…………………………….

How much do you know about Turkey?

- o I know a great deal about Turkey(   )
- o I know a little bit about Turkey   (   )
- o I know a lot about Turkey   (   )

What is your relationship with Turkey? Mark all the statements that suit you ?

- o I learned a lot about Turkish culture through what was reported by Arab students who completed their studies in Turkey   (   )
- o I bought a Turkish product, and this drew my attention to search about Turkey and its products   (   )
- o I speak with some Turkish citizens on social media programs   (   )
- o I have my knowledge of Turkey from books, movies, newspapers, the internet, and/or other medi
- o I've been to Turkey before and knew a lot about it   (   )

What do you think about Turkey in general?

- o Neither good nor bad   (   )
- o Bad (   )
- o Good (   )

To what extent do you agree or disagree with the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Turkey is a diverse cultural composition					
Turkey is considered technologically developed					
Turkish products are of high quality					
Turkey has a high rate of economic growth					
The educational system in Turkey is advanced and developed					
In Turkey, people have a high environmental awareness					
Turkey has a beautiful nature					
Turkey has interesting historic buildings and monuments					

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Turkey enjoys political stability at the local and international level					
In Turkey standard of living is high					
The Turkish government attaches great importance to the welfare of society					

To what extent do you agree or disagree with the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Kocaeli is a historical city					
"Kocaeli is a modern city					
Kocaeli is a city where the entertainment and nightlife is good					
Kocaeli is a city where I can rest and relax					
Kocaeli is a city rich with interesting cultural activities such as concerts, exhibitions, etc.					
Kocaeli city has beautiful landscapes and a magical atmosphere					
Kocaeli is a city where I can find delicious cuisine					
In Kocaeli city, there are many malls, shopping centres, and shopping Markets					
Before coming I knew a lot about the history of Kocaeli city					
Kocaeli city has places that a unique tourist attraction					
People in Kocaeli city are kind and, I can easily communicate with them					

Kocaeli city is one of the famous Turkish cities and, which has a special brand city					
Kocaeli city is characterized by an advanced transportation system that provides several means of transport land and sea Enables you to navigate in it easily					
Kocaeli city has many Huge historical mosques, museums, and Archaeological historical places worth seeing.					
I have a positive image of the people in Kocaeli					

To what extent do you agree or disagree with the following statements?

	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Kocaeli City is very special to me					
Kocaeli City mean a lot to me					
I am very attached to the Kocaeli city					
I felt psychological comfort in the city of Kocaeli					
Living in Kocaeli city says a lot about who I am					
I feel Kocaeli city is a part of me					
When I spend time in the natural environment in Kocaeli City, I feel a deep feeling of oneness with the natural environment					
I would feel less attached to Kocaeli city if the native plants and animals that live here disappeared					
No other place can compare to the Kocaeli city					

I am very attached to the natural environment in the Kocaeli city					
Kocaeli city is the best place for the activities I like to do.					
I prefer to live in Kocaeli City with my family					
My relationships with family in Kocaeli City are very special to me.					
Without my relationships with family in Kocaeli city, I would probably move					

To what extent do you agree or disagree with the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I want to buy a luxury house in Kocaeli city					
I intend to buy a luxury home in Kocaeli city.					
It is likely that I will buy a luxury home in Kocaeli city					
I expect to buy a luxury house in Kocaeli city					
I plan to buy a luxury house					
In the future I plan to live in Kocaeli city					
I intend to live and recommend others to live in Kocaeli city					

C.V

ABDULMALEK FARHAN
Academician

» PERSONAL PROFILE

Name   :   Abdulmalek Noman Ahmed Farhan

» ACADEMIC QUALIFICATIONS:

2009-2012: BA, Business Management , Taiz University
Yemen.
2017-2019 : Master of Commerce , Dr. Babasaheb Ambedkar Marathwada University,
Indi.
2019-2021: Master of Production Management and Marketing, Kocaeli University
Turke

» JOB EXPERIENCE

- ❖ Assist shop Manager at Rashida Mohamed Hamed Htaib company at Saudi Arabia 2015/2016.
- ❖ Teaching Assistant in the Faculty of Business Administration at Al-Said University 2014.
- ❖ Appointed as lecturer , Faculty of Business Administration , Taiz University 2013-2014 .
- ❖ Appointed as lecturer ,Faculty of Business Administration ,Taiz University Altorbah branch 1/1/2014.

» INTERNATIONAL CONFERENCES AND WORKSHOPS

- ❖ (Imascon 2021) International Marmara Social Sciences Congress Derince /Kocaeli
- ❖ International Conference In (Inclusive Growth and Sustainable Development - Emerging Trends and Challenges - Department of Commerce - Dr.Babasaheb Ambedkar University – Indi March.2018.
- ❖ National Workshop on Emotional Intelligence in the workplace - Marathwada Collage of Education – India 2018.

❖ Regional Workshop on New API for Performance Based Appraisal System - Maulana Azad College of Arts, Science &Commerce 2018.

» **APPRECIATION AND PARTICIPATION CERTIFICATE**

   ❖ Appreciation certificate – Tishreen University – Allathekia Syria   2011

   ❖ Participation Certificate – Shabab Enjaz – Taiz Yemen   2011

   ❖ Participation Certificate – Guidance & Psychological Researches Center – Taiz University 2009:2010.

   ❖ Appreciation certificate – Faculty of Economics -Screen University Syria 2011.

» *PROFESSIONAL TRAINING COURSES*

   ❖ Training Course – Qatar National Bank (QNB) –branch (1) Allathkia- Syria 2011.

   ❖ Training Course – Syrian Commercial Bank – branch(1) (Government Bank). 2011

   ❖ Training Course – Public Credit Bank. (Government Bank) - Allathkia- Syria. 2011

   ❖ Training Course – Bemo Saudi French Bank (Private Bank) - Allathkia- Syria. 2011

   ❖ Graphology Course – Decision Makers for Human Development. Est.- Taiz. 2013.

» *References :* *are* Available upon request