



HACETTEPE UNIVERSITY

Center for Market Economics and Entrepreneurship

6TH INTERNATIONAL ANNUAL MEETING

OF SOSYOEKONOMI SOCIETY

CONFERENCE BOOK



Sosyoekonomi

OCTOBER 24-25, 2019 WARSAW/POLAND



Hacettepe University
Centre for Market Economics
and Entrepreneurship (CMEE)

Sosyoekonomi
Journal



6th INTERNATIONAL ANNUAL MEETING

Sosyoekonomi Society

Editors

Ahmet Burcin YERELI

Altug Murat KOKTAS

October 24-25, 2019
Warsaw / POLAND

- ISBN** : 978-605-031-737-4
- Publisher** : Sosyoekonomi Society
Elif Sokak, 7/98
Zübeyde Hanım Mahallesi, İskitler
06070 Altındağ / ANKARA
Tel: +90 312 229 49 11
Fax: +90 312 230 76 23
- Printing House** : Sonçağ Yayıncılık Matbaacılık Reklam San. Tic. Ltd. Şti.
İstanbul Caddesi, İstanbul Çarşısı, 48/48, İskitler / ANKARA
Tel: +90 312 341 36 67
- Place and Date of Print** : Ankara / Turkey, 20.10.2019

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Themes & Topics

- Regional Economics and Regional Development
- Environmental Economics and Environmental Management
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- Economics of Industrial Research and Innovation
- International Economics and International Trade
- Tourism Economics and Tourism Management
- Labour Economics and Industrial Relations
- Market Economics and Entrepreneurship
- Fiscal Federalism and Decentralization
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- Gender, Diversity and Social Issues
- Local Governance and Subsidiarity
- Poverty and Income Distribution
- Rural Development Policies
- Business Administration
- Health and Education
- Finance and Banking
- Economics and Law
- Spatial Economics
- Law and Business

DEADLINES	
August 15, 2019	Abstract Submission
August 20, 2019	Author Notification
August 31, 2019	Registration Fee and Registration Form Submission
October 10, 2019	Announcement of Programme
October 20, 2019	Submission of Presentation Documents
October 24, 2019	Opening Ceremony and Sessions
October 25, 2019	Sessions

	October 24, 2019 Thursday	October 25, 2019 Friday
08.30 - 09.00	Registration	
09.00 - 09.30	Opening Ceremony / <i>Salon GASTON</i>	
09.30 - 11.00	Session IA / <i>Salon GASTON</i> Session IB / <i>Salon TIN TIN</i>	Session VA / <i>Salon GASTON</i> Session VB / <i>Salon TIN TIN</i>
11.00 - 11.30	Coffee Break	Coffee Break
11.30 - 13.00	Session IIA / <i>Salon GASTON</i> Session IIB / <i>Salon TIN TIN</i>	Session VIA / <i>Salon GASTON</i> Session VIB / <i>Salon TIN TIN</i>
13.00 - 14.00	Lunch	Lunch
14.00 - 15.30	Session IIIA / <i>Salon GASTON</i> Session IIIB / <i>Salon TIN TIN</i>	Session VIIA / <i>Salon GASTON</i> Session VIIB / <i>Salon TIN TIN</i>
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Preface

Professor Ahmet Burcin Yereli and his colleagues in Hacettepe University, Turkey established Center for Market Economics and Entrepreneurship (CMEE) in 2003. CMEE, which is working in close cooperation with relevant institutions and organizations, makes researches on the structure of the market economy in Turkey and seeks to provide recommendations and solutions for the entrepreneurs who are the most important actors of the free market process.

Sosyoekonomi Journal, in accordance with the objectives of CMEE mentioned above, was started publication in 2005 by the same managerial staff of CMEE and since then continues its biannual publications for ten years. First ten years of the journal has been past under the conduct of CMEE. Professor Yereli who is the Director of CMEE and editor of Sosyoekonomi Journal, in the beginning of 2015 and taken charge of Sosyoekonomi Journal in its body has founded Sosyoekonomi Society.

Sosyoekonomi Journal is an international, scientific and refereed journal and became quarterly after its eleventh publication year. 42nd issue of the journal will be published in October 30th, 2019. Sosyoekonomi Journal has covered by several citation and abstracting/indexing databases like ESCI Emerging Sources Citation Index, TUBITAK Ulakbim Turkish Social Sciences Database, EconLit, Proquest, EBSCO, RePEc, IDEAS, EconPapers, I2OR, Global Impact Factor, Scientific Indexing Service, SOBIAD, Google Scholar, etc.

Based on a decade of its academical and publishing experience, the editorial board of Sosyoekonomi Journal has decided to hold scientific events and for this purpose, First International Annual Meeting of Sosyoekonomi Society had taken place on October 28-30, 2015 in Munich, Germany. Since 2015, five scientific events have been done in different countries. For this year's meeting, Warsaw had been chosen by editorial board members and made contract with ibis Warszawa Stare Miasto (Old Town) Hotel as Meeting Hotel.

The main purpose of this event is to contribute to social sciences by bringing together academics, professionals and decision makers from different countries. For this purpose, *Regional Economics and Regional Development; Environmental Economics and Environmental Management; Energy Economics and Energy Resource Management; Economics of Industrial Research and Innovation; International Economics and International Trade; Tourism Economics and Tourism Management; Labour Economics and Industrial Relations; Market Economics and Entrepreneurship; Fiscal Federalism and Decentralization; Microeconomics and Macroeconomics; Public Economics and Public Finance; Gender, Diversity and Social Issues; Local Governance and Subsidiarity; Poverty and Income Distribution; Rural Development Policies; Business Administration; Health and Education; Finance and Banking; Economics and Law; Spatial Economics; Law and Business* have been selected as sub-issues of the conference.

Members of the scientific committee have played a key role by evaluating the selection process of abstracts that had submitted for consideration and only the most relevant papers were selected from a large pool of applicants. This effort makes a significant contribution to academic qualifications of our meeting. We thank to all those who contributed this effort and special thanks to members of the Organizing Committee. We hope the Conference will have a very beneficial effect to the participants and the scientific world as well.

Sosyoekonomi Society

Programme

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Session: I-A / 09.30-11.00	24 October 2019 Thursday	1st Day
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<i>Tax Liabilities on The Workforce: A Comparison Between Turkey and OECD Countries</i> Ali Gökhan GÖLÇEK & Işıl Şirin SELÇUK & Altuğ Murat KÖKTAŞ		

24 October 2019 Thursday

Session: I-A / 09.30-11.00

TECHNOLOGY & INTERNATIONALIZATION

Room: *GASTON*

Chair: **Hakan DULKADİROĞLU**

- How to increase the Internationalization Capacity of Science & Technology Park Firms: Some Lessons for the Managers

Sabahattin Tuğrul İMER & Mustafa Kemal ÖKTEM & Osman Tolga KASKATI

- Differentiation of the Types of Services and Economic Results of Logistics Companies

Bogdan KLEPACKI & Aleksandra PERKOWSKA

- Technology Start-Ups Integration into Educational Process as Effective Way to Promote Entrepreneurship

Andrey VERSHITSKY

- The Significance of Transport Service for EU International Trade

Aleksandra GÓRECKA

24 October 2019 Thursday

Session: I-B / 09.30-11.00

BUSINESS ECONOMICS AND RELATED STUDIES

Room: *TIN TIN*

Chair: **Mustafa SAKAL**

- Brand Personality in the Automotive Industry: Passat vs Superb
İnci ERDOĞAN-TARAKÇI & Mehmet BAŞ
- Check with Data Matrix
Özge KARAEĞE
- Tourism and Psychology: Tourism from a Positive Psychology Perspective
Semra AKTAŞ-POLAT
- An Evaluation of the Regulations for People with Disabilities in Accommodation Establishments in Turkey
Serkan POLAT
- Analysis of the Use of Exemption, Exclusions and Discounts in Income Taxes as a Tax Avoiding Tool
Adnan GERÇEK & Mehtap ERSÖZ-KURU

Brand Personality in the Automotive Industry: Passat vs Superb

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Abstract

Brand is the sign that used to promote the right holder as a symbol of quality, honest work and work volume. It is possible to define the Brand as name, term, word, symbol, design, sign, shape, color or various combinations of them that create the goods or services of one or a group of manufacturers or sellers and differentiate them from those of competitors (Kotler & Keller, 2006, Submitted by: Baş, 2015). The concept of brand personality is very old. The answer to the question of how a person would be if the brand was a person expresses the brand personality. In this context, brand personality emerges by transferring his/her own personality characteristics to brands that enable consumers to distinguish different brands from each other. Therefore, brand personality is the transfer of personality characteristics and character traits of consumers to a brand. Brand personality is a collection of harmonious human personality traits that can be applied to brands. The benefits of creating a brand personality are; to differentiate from competitors, to affect the emotional decisions of customers and other marketing activities positively (Baş, 2015). Thus, brand personality, as a guide in the marketing communication efforts of the brand, enables the consumers to develop a positive attitude towards the brand and add value to the brand. In this study, brand personality sub-dimensions which is; sincerity, enthusiasm, mastery, exclusivity and hardness are accepted as competence, excitement, traditionalism and androgens that is reduced to 4 dimensions to adapt to Turkey by Aksoy and Özsoy (2007). Brand personality dimensions were analyzed by comparing the Volkswagen and Skoda brands with Passat and Superb models which have quite similar features. In this context, a focus group study was conducted between December 2018 and January 2019 with the consumers living in the province of Ankara and the brand personality perceptions on the consumers were presented with the findings.

Keywords : Brand, Brand Management, Brand Personality, Brand Personality Dimensions.

JEL Classification Codes : M310, M370, M160.

Introduction

In a constantly evolving and changing world, increasing competition conditions force businesses. Continuous development of technology and social trends make it increasingly difficult for businesses to achieve customer satisfaction and loyalty. In this competitive environment, businesses are developing new strategies focused on customer satisfaction. The decrease in the differences between the products due to technological developments and intense competition increased the importance of the brand concept. In this context, the brand has gained vital importance for the enterprises to differentiate from their competitors.

The brand offers businesses a promise of value. A strong brand, creating a differentiating value, promises more confidence, quality and comfort than its competitors. (Kotler, 2007). It is clear that the brand is an important factor in establishing customer loyalty.

Brand personality is an important research topic in brand management and marketing. A product's brand-related studies also include the brand personality. Brand personality is a unique element that creates competitive advantage. The brand personality is created by attributing the personality traits that enable consumers to distinguish brands from each other. The meaning of a brand in the consumer's mind stems from the positioning and image of the brand. And also, the brand's image on the consumer depends on the brand personality. Therefore, the creation of brand personality is very important.

In this study, brand personality dimensions were analyzed by comparing the Volkswagen and Skoda brands with Passat and Superb models which have quite similar features.

Brand

Brand concept is very important in today's marketing approach. Consumers no longer prefer products because of their concrete benefits but also because of their abstract meaning and benefits. Therefore, the brand concept and the meaning created by the brand in the minds of the consumers gradually increase their importance and the brand is a very effective factor on consumer purchasing decisions (Yılmaz, 2007).

Brand is a collection of perceptions that envision in people's minds about products, services or the establishment itself (Eray, 1999: 114). According to Aaker (1996); is a distinctive name or symbol that identifies the products or services of a vendor or vendor group and differentiates these products and services from its competitors. Mucuk (2001) defined the brand as the name, symbol, term, shape or a combination of them that introduces the goods and services of manufacturers and sellers and separates them from the goods and services of others. According to the definition of the American Marketing Association, the brand is a name, term, sign, symbol or design that serves to identify and distinguish the goods or services of a group of vendors or sellers. In general, Brand is a name, term, word, symbol, design, sign, shape, color or various combinations of them that create the goods or services of one or a group of manufacturers or sellers and differentiate them from those of competitors (Kotler & Keller, 2006, Submitted by: Baş, 2015).

The brand is an element that reflects the source of the product to the customers, and constitutes the mission, product, goals, value, promises and most importantly the truth of the institution that creates the brand. Therefore, it protects both the customer and the business (Elitok, 2003).

Brands are associated with different benefits. Functional benefits relate to the problem-solving of brands; experimental benefits imply the association of the brand with sensory or cognitive pleasure. The third type of benefit is symbolic benefit. These benefits are due to certain effects of brand use. When brands are associated with special utilitarian user stereotypes, consumers acquire a social class belonging to these brands. In addition, brand use in this way has a positive effect on the user's self-perception. Symbolic benefits derive from the personality of brands such as the association of personality characteristics with the brand.

Brand Identity

Brand identity is a fundamental concept in the integrated structure of the brand. With brand identity, the meaning, orientation and purpose of the brand is expressed. Brand identity refers to the whole with its all aspects rather than the parts of the brand. As Gelder (2003) puts out, the concept of brand identity, which began to gain importance in the early 1990s, is a key element in maintaining the brand's development in a competitive environment and achieving profitable growth. In this context, an effective brand identity design is required to create a strong brand (Uztuğ, 2005).

Brand identity is the heart and soul of the brand. It is about how the brand owner defines the brand. And also, there is a mutual relationship between business values and brand identity (Eymen, 2007). Brand identity is the expression of a product's shape, ad, sign, color, packaging and message. This message establishes the communication between the consumer and the manufacturer. Brand identity is the association of words, images, ideas and components that make up consumers' perspective on that brand.

Aaker (1996) defines the brand identity as a set of "unique" brand connotations. Creating brand identity involves a more dimensional framework than what customers say they want or perceive. Brand identity reflects the brand's vision and what it hopes to achieve. In this respect, brand identity is a strategic structure rather than a tactical understanding.

Brand Personality

Personality is a set of features that differentiates a person from the other (Zel, 2000). Personality can be defined as; individuals' way of acting consistently under various environmental circumstances. Personality is a consistent and structured form of relation that a person establishes with his/her internal and external environment and which distinguishes him/her from other people (Yelboğa, 2006: 198; Submitted by: Gümüş, 2016).

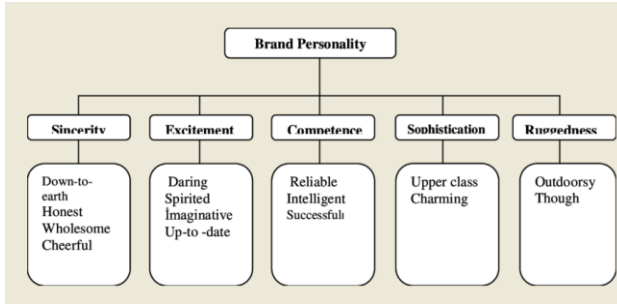
Brand personality is similar to the concept of personality. Like a human, brands also have personality traits and have been the subject of many researches. It was first introduced by Gardner and Levy in 1955 and was adopted in 1997 by Jennifer Aaker in the literature (Baş, 2015). According to the widely accepted recognition made by Jennifer Aaker, brand personality is all the human character traits that are cited with the brand (Aaker, 1997: 347). Similar to Aaker, Keller also defined the brand personality as attributing the human characteristics to the brand (Keller, 1993: 5). Each brand has a personality, character. A strong personality is a common feature of successful brands. In order to determine whether the brand has character, it is necessary to personalize the brand and to attribute various adjectives. Brands are also evaluated in terms of gender, age, socio-economic status, and are also associated with typical personality traits such as sensuality, interest and warmth.

Moser stated that in order to create purposeful personal characteristics for the brand, the following questions should be answered (Güllülü et al., 2013):

- Is the brand male, female or sexless?
- Is the brand young, middle-aged, or 7 to 70?
- Is the brand targeted to higher or lower income group?
- Is the brand local, regional, national or global?

According to Jennifer Aaker (1997), the brand personality has five basic dimensions. The variables below these dimensions and dimensions are briefly as follows:

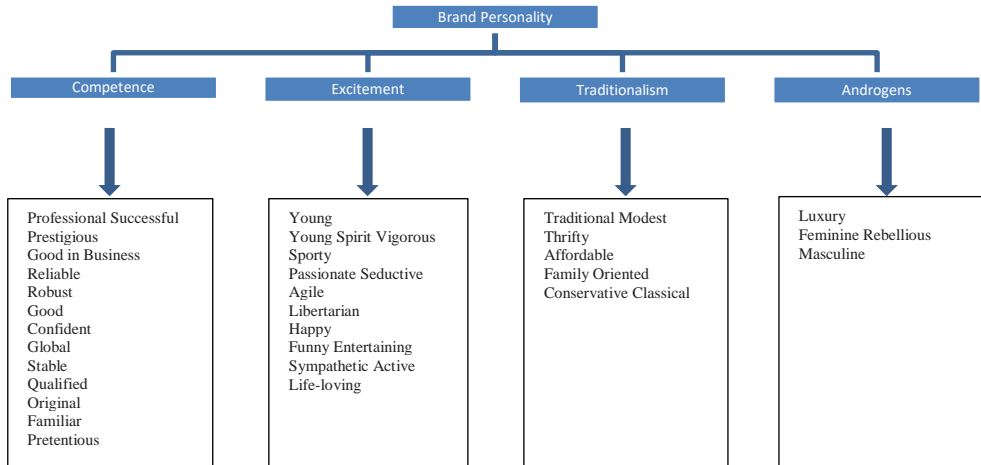
Table: 1 - Dimension of Brand Personality



Source: Aaker, 1997: 351; submitted by: Baş ve Merter, 2014.

As a result of the research of Aksoy and Özsoyer (2007) that has conducted with a sample of 1200 people from Turkey, it is suggested that the brand personality can be defined as a total of 39 adjectives under 4 dimensions in Turkey and they are; competence, excitement, traditionalism and androgens. This study reduced the brand personality dimensions of Aaker into 4 dimensions to adapt to Turkey. But also in the light of the researches in the literature, it is stated that the brand personality of Aaker should be added to the demographics such as gender, social class and age. In the same way, it is stated that Aaker has positive brand characteristics such as strong, attractive, and branded features within the dimensions of brand personality, but that all brands have such positive features, and that they can be positioned with negative features such as arrogant, cold, shy (Özçelik & Torlak, 2011).

The brand personality dimensions adapted to Turkey are as follows:

Table: 2 - The Brand Personality Dimensions Adapted to Turkey

Source: Aksoy and Özsoyer, 2007:13.

A Focus Group Study: Passat vs Superb

Purpose, Scope and Constraints of Research

The main purpose of this research is to analyze brand personality dimensions by comparing the Volkswagen and Skoda brands with Passat and Superb models which have quite similar features to present the brand personality perceptions of the consumers. In this context, a focus group study was conducted between December 2018 and January 2019 with the consumers living in the province of Ankara.

The most important limitation of this study, which is an exploratory research model, is that one of the qualitative research methods, focus group interviews were selected and the study was carried out with participants having certain characteristics. Focus group studies are preferred because of the detailed opinions of consumers. Another limitation is that the purposive sampling method has been selected. It was also assumed that the participants gave sincere and correct answers to open-ended questions.

Fundamental Methods of Sampling and Research

In the study, maximum diversity sampling which is one of the purposive sampling methods has been used. In this context, a total of 40 people (20 female and 20 male) participated in the focus group meetings.

The data obtained as a result of the interviews were analyzed by “descriptive analysis” method. Firstly, headings were determined in order to organize and classify focus group findings in a systematic

way. Then, depending on these titles, the data were arranged in a meaningful and logical manner. These data were defined and supported by the citations and literature.

All the data used in the research were examined in detail and coded with the appropriate headings and explained in the most appropriate terms. In this way, the similarities and differences between the thoughts of the participants were tried to be revealed.

Findings and Discussions

In this part of the study, the analysis of the data obtained as a result of the field study and the comments of these analyzes are included.

Demographic Findings

The mean age of the female participants was 27. The youngest of the female participants is 21 and the oldest is 36 years old. The average age of male participants is 32. The youngest of the male participants is 18 and the oldest is 45 years old.

75% of women are university graduates and 25% are high school graduates. Half of the women are married, and half are single. 60% of men are university graduates and 40% are high school graduates. 80% of male participants are married and 20% are single.

Analysis of Findings

All the 40 people who participated in the study said that they used any of the Volkswagen Passat or Skoda Superb and 32 of them used both. Two of the participants stated that they had Volkswagen Passat and 3 of them had the Skoda Superb.

Participants stated that 25% of women and 80% of men knew that two cars belonged to the same group and were similar in terms of technical characteristics, while the other participants said they were not aware of this situation.

As a result of the question asked to determine whether there is a difference between Volkswagen Passat and Skoda Superb's perceived brand personalities, it was determined that the participants perceived the personalities of the two brands differently.

The Volkswagen Passat is perceived as more competent than the Skoda Superb. 90% of respondents perceive the Volkswagen Passat as a higher quality professional, prestigious, reliable and robust than the Skoda Superb. While all women had this perception, 10% of the male participants stated that there was no difference between the Volkswagen Passat and Skoda Superb in terms of their competence dimension characteristics.

In terms of the personality characteristics of the excitement, perceptions are similar to the competence dimension. 90% of the participants perceive the Volkswagen Passat as a more exciting personality. They stated that they perceived the Volkswagen Passat as young, passionate, seductive, active and agile.

In the dimension of traditionalness, the personality characteristics perceived by the participants differ. In contrast to other dimensions, 80% of the participants in this dimension consider the Skoda

Superb to be more affordable, modest, traditional, conservative, and thrifty and family oriented than the Volkswagen Passat.

In the androgenic dimension, there is no difference in the perceived personality for women, whereas in men the Skoda Superb is perceived as more masculine than the Volkswagen Passat. When the reason for this is asked, the most basic answer is the “Skoda Leg” ascribe.

Conclusion and Recommendations

As a result of this study conducted in order to determine whether there are differences in the perceived personality traits of the two car brands, both of which are connected to the same group, it was determined that the consumers perceive their personality characteristics differently.

Although Volkswagen Passat and Skoda Superb are very similar in terms of class and technical features, it has been determined that they have a different personality perception.

The Volkswagen Passat and Skoda Superb are also perceived differently in all four dimensions. The Volkswagen Passat stands out in the dimensions of competence and excitement, while in the traditional dimension the Skoda Superb is more dominant. In the androgenic dimension, the Skoda Superb is perceived as more masculine.

Managers of these brands should manage their brands by determining whether there is a difference between their positioning and their personality characteristics.

Although the car’s technical specifications are similar, the Volkswagen Passat is perceived as more competent than the Skoda Superb. The high-quality professional, prestigious, reliable and robust perception of competence-sized features is higher for the Volkswagen Passat. In this case, it shows us once again that perceived quality is more important than real quality.

In the following studies, if the comparison of personality traits for more than one brand of the same groups or for different brands is made, the above-mentioned perceived quality and real quality relationship will be tested.

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