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ABSTRACT BOOK

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Abstract No: 4229

The Relationship Between Portrait Values And Brand Identity And Its Impact On Intention To Buy: A Study From Turkish Automotive Industrity (2000 - 2009)

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The basic aim of this study is to investigate the impact and interaction of persanal value systems (i.e portrait values) and brand identity values on comsumer's intention to buy in automotive industry in Turkey by measuring the perceptions for 4 important brands namely BMV, Mercedes, Volvo and Audi. In other words, firstly the fit between personal value system and brand identity value dimensions were searched and then the impact of "personal value- brand identity fit" on intention to buy is investigated in a theoratical and comprehensive framework. To determine their brand identity dimensions, researchers made a content analysis from the mission, vision and values of the companies and also semi-structured interviews were realized with managers from those companies. The dimensions determined from this preliminary study is used to measure the perception of brand identity values. Value systems plays an important role in determining human behaviour in different disciplines and they are one of the basic cognitive systems that shape also our comsumption inclinations. In this study, the personel value model developed by Shwartz (1992) is going to be used to measure personal value system including 10 dimensions: Power, Achievement, Hedonism, Stimulation, Self-Direction Universalism, Benevolence, Tradition, Conformity and Security. Also, to measure the intention to buy, "Consuption Value and Marketing Choice" developed by Sheth et.al (1991) is used. By using convenience sampling, the data were gathered from 195 participants and data collection process is ongoing. The result of this study is fundemantally going to contribute to the literature in consumer behaviour and it is going to give some strategic tools for managerial implications to direct their marketing and public relations policies.

Keywords: Portrait Values, Brand Identity,Intention to Buy, Automotive Industrity