ISTANBUL TICARET UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
MASTER OF MARKETING MANAGEMENT

THE EFFECT OF ATTITUDES TOWARDS TURKISH PRODUCTS ON PURCHASING BEHAVIOUR: A RESEARCH ON RUSSIAN CUSTOMERS

Master Thesis

Aleksandr BUKALEROV

ISTANBUL, September 2023

ISTANBUL TICARET UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
MASTER OF MARKETING MANAGEMENT

THE EFFECT OF ATTITUDES TOWARDS TURKISH PRODUCTS ON PURCHASING BEHAVIOUR: A RESEARCH ON RUSSIAN CUSTOMERS

Master Thesis

Aleksandr BUKALEROV

Advisor: Doç. Dr. Aşkım Nurdan TÜMBEK TEKEOĞLU

ISTANBUL, September 2023

TABLE OF CONTENTS

TABLE OF CONTENTS **3**

Dedication ..... **i**

ABSTRACT ..... **ii**

ÖZET ..... **ii**

LIST OF TABLES ..... **iv**

LIST OF FIGURES ..... **v**

LIST OF ABBREVIATIONS ..... **vi**

INTRODUCTION **1**

1. LITERATURE REVIEW **7**

1.1 Country-of-Origin Effect 7

1.1.1 Historical Trade Relations. 9

1.1.2 Political and Geopolitical Factors. 10

1.1.3 Consumer Preferences in Russia. 11

1.2 Marketing Strategies for Turkish Goods. 12

1.2.1 Competition and Positioning. 14

1.3 Consumer Attitudes and Brand Attitude 15

1.3.1 Country Image Effects 19

1.4 Perceptions of Turkish Products for Russian Customers 20

1.4.1 Brand Perception 21

1.5 Russian Consumer Behavior 25

1.5.1 Factors Affecting Consumer Buying Behaviors 26

1.5.2 Market Transformation 28

1.5.3 Value Shopping 29

2. METHODOLOGY **30**

2.1 Information Related to the Research 30

2.2 Purpose of the research 30
2.3 Research Method 31
2.4 Research Hypotheses 31
2.5. Limitations of the research 33
2.6. Data Collection Tools 33
2.7. Analysis of Data 33
3. RESULT **34**
3.1. Demographic Findings 34
3.2. Findings of the Scales 34
3.2.1. Buying Behavior Scale 34
3.2.2. Buying Behavior Scale 36
3.3. Hypothesis Testing 38
4. DISCUSSION AND CONCLUSION **46**
4.1 Discussion of Findings 46
4.2 Theoretical and Practical Implications 47
4.3 Limitations and Future Research 49
CONCLUSION 51
REFERENCES **53**
APPENDIX A SURVEY QESTIONNAIRE **65**

Dedication

I dedicate all the required information in this title ‘Creation of “Türkiye” as A Brand For Russian Visitors’ has been written in accordance with academic manners and ethical commitment. I would clarify that all the materials, sources, data, and all extra inputs have been benefited well throughout the writing procedure of this thesis. All matters contained in this thesis are my personal opinion and do not reflect the official view of Istanbul Ticaret University.

Aleksandr, BUKALEROV

ABSTRACT

This master's thesis thoroughly investigates and analyzes how Russian consumers' attitudes towards products made in Turkey influence and shape their purchasing behavior. An extensive review of existing academic literature on country-of-origin effects is conducted to establish background context on how perceptions regarding a product's national origin can profoundly impact and drive purchasing decisions. Quantitative research methods are rigorously employed to survey a sizable sample of Russian consumers across demographics about their multifaceted attitudes, perceptions, stereotypes, preferences, and orientations towards products manufactured in Turkey. Robust statistical analysis techniques comprehensively test and validate the correlation between these attitudinal dimensions and Russian consumers' willingness and intent to purchase Turkish-made goods across a spectrum of product categories.

The thesis extensively discusses the crucial theoretical and practical implications of these research findings for Turkish manufacturers seeking to successfully enter and expand sales in the strategically vital Russian market. Actionable insights are provided into potential positioning and messaging strategies that can be effectively tailored and targeted to resonate with the Russian consumer psyche and culture. The research substantially fills a conspicuous gap in academic understanding of how country-related attitudes concretely affect consumer behavior, perceptions, and sales in the context of a major trade relationship amidst an increasingly complex geopolitical climate. Study findings strongly indicate that country-specific attitudes significantly shape actual purchase intent and decisions, underscoring the imperative need for evidence-based, culturally-informed marketing approaches. Limitations pertain to sample representation across Russia and constrained focus on certain product categories. However, the thesis considerably advances knowledge on the enduring impact and boundary conditions of country stereotypes and imagery in influencing contemporary consumer behavior.

Keywords: *consumer behavior, country of origin, Turkish goods, Russian consumers, brand perception, purchase intention, marketing strategies, attitudes.*

ÖZET

Bu yüksek lisans tezi, Rus tüketicilerin Türkiye'de üretilen ürünlere yönelik tutumlarının satın alma davranışlarını nasıl etkilediğini ve şekillendirdiğini kapsamlı bir şekilde araştırır ve analiz eder. Ülke kökeni etkileri ve tüketici etnosentrizmi ile ilgili mevcut akademik literatürün kapsamlı bir incelemesi, bir ürünün ulusal orijininin satın alma kararlarını ne ölçüde etkilediği ve

yönlendirdiği konusunda arka plan bağlamı oluşturmak için gerçekleştirilir. Türkiye'de üretilen ürünlere yönelik çok yönlü tutum, algı, kalıp yargı, tercih ve yönelimleri hakkında demografik açıdan çeşitli Rus tüketicilerden oluşan geniş bir örneklemi nicel araştırma yöntemleri kullanarak kapsamlı bir şekilde anketlemek için tasarlanmıştır. Güçlü istatistiksel analiz teknikleri, bu tutumsal boyutlar ile Rus tüketicilerin Türk yapımı ürünlere yönelik satın alma istekliliği ve niyeti arasındaki ilişkiyi çeşitli ürün kategorilerinde kapsamlı bir şekilde test eder ve doğrular.

Tez, stratejik açıdan hayati öneme sahip Rus pazarında satışlarını başarıyla artırmayı hedefleyen Türk üreticiler için bu araştırma bulgularının olası kuramsal ve pratik çıkarımlarını kapsamlı bir şekilde tartışır. Rus tüketici ruh halini ve kültürünü etkili bir şekilde hedeflemek ve yankı uyandırmak için etkili bir şekilde özelleştirilebilen ve hedeflenebilen konumlandırma ve mesajlaşma stratejilerine dair eyleme geçirilebilir öngörüler sunar. Araştırma, ülkeye özgü tutumların, giderek karmaşıklaşan bir jeopolitik iklimde büyük bir ticaret ilişkisinin bağlamında tüketici davranışı, algıları ve satışları üzerinde somut olarak nasıl etki ettiğine dair akademik anlayıştaki belirgin bir boşluğu önemli ölçüde doldurur. Çalışma bulguları, ülkeye özgü tutumların gerçek satın alma niyetini ve kararlarını önemli ölçüde şekillendirdiğine güçlü bir şekilde işaret ederek, kanıta dayalı, kültürel açıdan bilgilendirilmiş pazarlama yaklaşımlarının zorunluluğunu vurgular. Sınırlılıklar, Rusya genelinde örneklemin temsiliyeti ve belirli ürün kategorilerine odaklanmayla ilgilidir. Bununla birlikte, tez günümüz tüketici davranışını etkilemede ülke kalıp yargıları ve imgeleminin süregelen etkisi ve sınır koşulları hakkında önemli ölçüde bilgi birikimini ilerletir.

Anahtar Kelimeler: Tüketici davranışı, ülke kökeni, türk ürünleri, rus tüketiciler, marka algısı, satın alma niyeti, pazarlama stratejileri, tutumlar.

LIST OF TABLES

Table 1 Distribution by Gender 34
Table 2 Distribution by Age 34
Table 3 Distribution According to the Number of Visits to Turkey.....34
Table 4 KMO ve Bartlett's Test Results for Buying Behavior Scale.....34
Table 5 Factor Analysis Results for Buying Behavior Scale.....35
Table 6 KMO ve Bartlett's Test Results for Brand Attitude Scale.....36
Table 7 Factor Analysis Results for Brand Attitude Scale 36
Table 8 Mean Scores, Normality Distributions and Cronbach's Alpha Values 37
Table 9 Evaluation of Buying Behavior Scale and Brand Attitude Scale by Gender.....38
Table 10 Evaluation of Buying Behavior Scale and Brand Attitude Scale by Age.....39
Table 11 Evaluation of Buying Behavior Scale and Brand Attitude Scale by Number of Visits to Turkey 40
Table 12 Evaluation of the effect of brand attitude on buying behavior. 41
Table 13 Evaluation of the effect of brand advertising on buying behavior. 42
Tablo 14 Evaluation of the effect of brand identification on buying behavior.....42
Table 15 Evaluation of the effect of brand caring on buying behavior. 42
Table 16 Evaluation of the effect of brand preference on buying behavior. 43
Table 17 Evaluation of the effect of brand origin on buying behavior.....43
Table 18 Evaluation of the effect of brand social relationships on buying behavior. 43
Table 19 Hypothesis summary.....44

LIST OF FIGURES

Figure 1. COO Effect on Beliefs and Attitudes 26
Figure 2. Selection of foreign brands based on the author's survey.....34

LIST OF ABBREVIATIONS

Turkey: Türkiye

COVID-19: Coronavirus disease 2019

UNWTO: United Nations World Tourism Organization

ATOR: Association of tour operators of Russia

VK: Vkontakte – Russian social network

COO: Country of Origin

BBC: British Broadcasting Corporation

TÜRSAB: Türkiye Seyahat Acentaları Birliği (Association of Turkish Travel Agencies)

INTRODUCTION

Globalization, characterized by increased cross-border trade and cultural exchange, has transformed the way products are marketed and consumed. Businesses today often operate on a global scale, and consumers have access to a wide array of products from different corners of the world. In his essay published in 1965, American researcher R. D. Schooler established an understanding of the impact of a product's place of origin on consumer assessment. as well as (Schooler, 1965). Previously, the only thing that separated items from one another was the odd name written on the label. The nation of origin phenomena was only intensively explored in the second part of the twentieth century. The writers recognized that the nation of origin effect has been there for a long time. For example, consider Chinese porcelain, which has long been prized over the world, or Indian spices.

The study of customers' attitudes towards goods from other countries is a fundamental area of research in the field of consumer behaviour and international marketing. It is an area of study that delves into consumers' perceptions, preferences, and behaviours when considering products originating from foreign countries. Understanding this aspect is crucial for businesses and policymakers in an increasingly interconnected global marketplace.

Extensive research over the past several decades has firmly established that the country of origin of a product exerts a substantial influence on consumer perceptions, evaluations, and purchasing decisions (Bilkey & Nes, 1982; Verlegh & Steenkamp, 1999). Country of origin has been shown to play an important role in shaping consumer purchasing decisions and brand perceptions (Bilkey & Nes, 1982; Schooler, 1965). The country-of-origin effect refers to the influence that a product's source country has on consumers' evaluations of the product (Verlegh & Steenkamp, 1999). Studies exploring this effect have shown that consumers frequently utilize a product's country of origin as an informational cue or heuristic when assessing the product, especially in situations where other attributes or information cues are unavailable (Hong & Wyer, 1989). The country-of-origin effect on product judgments occurs through the attitudes, stereotypes, and associations that consumers link to the source country in their minds. Research has firmly established that the image and associations held regarding a country exert a strong influence over product evaluations, purchase intentions, and actual purchase behavior (Wang & Lamb, 1983; Bilkey & Nes, 1982). Scientist Nagashima conducted one of the earliest conceptualizations of the phenomena of the nation of origin of goods in 1970. The image that customers connect with a certain nation of origin has been characterized as "the picture, reputation, and stereotype that

entrepreneurs and consumers attach to the products of a particular country." Variables such as goods, national features, the country's economic and political background, history, and customs all contribute to this image. (Nagashima,1970; Han, 1989). These country-specific images and stereotypes held by consumers are then transferred to the products originating from that country. Products become imbued with the attributes that the consumers associate with the source country.

We can take examples of the Chinese context, research by Wang, Xuehua & Yang, Zhilin (2013) revealed that a product's country of origin substantially impacted both purchase intentions as well as willingness to pay for energy-efficient durable goods, with imports from the U.S. and Japan preferred by Chinese consumers over competing domestic brands. As such, in emerging and transitioning economies, developing a robust understanding of country-of-origin effects remains a highly relevant endeavour when seeking to examine local consumer orientations toward foreign-made products.

Following the fall of the Soviet Union, companies in Russia began to conduct various studies to identify attitudes toward the countries where these products were manufactured in order to plan the launch of their products on the Russian market and to assess the competitive advantages of attitudes toward Russia as a country of goods production. After Russians' purchasing power fell in 1998, they were more interested in local manufacturers. However, Russia began to expand after 2000, and the rise in the level of life of Russians drove inhabitants to purchase more international items. The RBC website released a story in 2015 titled "15 well-fed years: what and how much did Russians buy in the twenty-first century." RBC explained in the article that Russians bought in 2000–2014, and they also indicated that the Russians will no longer buy as before. Within the evolving modern Russian economy, the country-of-origin effect has retained powerful significance in influencing Russian consumers' perceptions, evaluations, and purchase patterns of imported products from abroad. This pro-Western orientation was grounded in perceptions amongst Russian consumers that foreign brands signaled higher levels of quality and prestige, especially Western imports coming from the United States and leading European economies like Germany, France and Italy. Even following the collapse of the Soviet Union, these positive stereotypes persisted amongst Russian consumers, having been shaped through decades of associating Western products with sophistication and higher living standards compared to deficient Soviet-made goods according to the site liveinternet.ru. Even Russian-made products might pass for imported ones. Consider the stationery company Erich Krause, which was founded in Russia but presents itself as international.

However, some more recent studies propose that favoritism for high-quality local Russian-made products have been gradually rising over the past decade, as domestic manufacturing capabilities and quality control have improved. This evolution indicates that

Russian consumer perceptions and preferences may be shifting from a default pro-Western bias towards greater recognition and preference for local brands over imports. However, at the same time, emerging research also highlights the lingering presence of an overall positive bias among Russian youth and urban professionals towards imports coming from the West, especially Europe, versus domestically produced alternatives. At the same time, according to Garant cite these restrictions against Russia helped that country start its own manufacturing and discover new markets for its imports. Turkey's standing among Russia's traditional allies, nations like China and India, is improving yearly according to Vedomosti site. According to the TAdviser website, Turkey in July 2022 set an absolute record for the export of goods to Russia in one month, its volume amounted to more than $738 million - Turkish Exporters Assembly. The Turkish product marketplace represents a particularly interesting, yet under-examined context to analyze country of origin effects in relation to Russian consumers. Turkey holds strong and deep historical, political, economic, and cultural ties with Russia spanning back to the era of the Russian Empire, through the Soviet period, and in the modern. Turkey was a critical economic partner integrated into supply chains during the Soviet period (Khabibullina, 2023). Although diplomatic and political relations between Russia and Turkey have fluctuated, often significantly, since the dissolution of the USSR, Turkey still maintains a robust export sector serving the Russian market. Major Turkish exports to Russia today include vehicles and automotive parts, agricultural and food products, textiles and clothing, consumer appliances, electronics, and various forms of machinery (World Bank, 2020). In 2021, according to the Russian Customs Service, the volume of trade between Russia and Turkey amounted to more than $24 billion, of which about $3.3 billion were exports of goods from Turkey to Russia. Turkey sends household appliances, textiles, shoes, food, chemical products, metals, cars, and computers to Russia. (Khabibullina, 2023). However, specific academic research focused distinctly on contemporary Russian consumer attitudes, perceptions, and behaviour toward products manufactured in Turkey appears conspicuously absent. Probing this under-examined issue represents an opportunity to fill a knowledge gap in understanding the nuances of how the country of origin continues to shape modern Russian consumer orientations. (Khabibullina, 2023).

Additionally, a focused investigation in this area looking at Russian perceptions of Turkish goods will generate practical insights of value to Turkish companies and exporters seeking to enhance country image perceptions and boost sales of Turkish product brands in the strategically important Russian market. As such, this study aims to explore Russian consumer attitudes focused specifically on goods made in Turkey, in order to yield both theoretical advancements and practical implications for Turkish export promotion efforts.

Despite the extensive historical, political, economic, and cultural ties between Russia and Turkey spanning over multiple centuries, there is a notable lack of contemporary academic research that specifically examines present-day Russian consumers' attitudes, perceptions, and preferences toward products manufactured in Turkey. Especially at a time like now, when the Russian market has lost a huge number of partners due to the events of February 2022. Previous studies analyzing country-of-origin effects amongst Russian consumers have tended to focus more broadly on orientations toward Western or Chinese imports versus domestically produced goods, without isolating viewpoints on individual source countries. Although Turkey maintains substantial exports to Russia across diverse sectors including automobiles, textiles, processed foods, appliances, electronics, and more (World Bank, 2020), focused empirical insight into exactly how modern Russian consumers evaluate and perceive contemporary Turkish-made products mostly appears conspicuously absent from the current literature. This lack of research directly assessing current Russian consumer attitudes and preferences regarding Turkish products represents a significant knowledge gap warranting dedicated academic inquiry. A large body of prior research has firmly established that country-of-origin effects play a profoundly influential role in shaping consumer behaviour, buying decisions, and brand preferences across product categories (Bilkey & Nes, 1982; Pharr, 2005). Specifically, the associations and stereotypes consumers form regarding a particular country, based on perceptions of national characteristics like workmanship, design originality, technological advancement, and prestige, have been shown to strongly shape attitudes and purchase intent toward products from that country (Roth & Romeo, 1992).

With increasing trade between countries, current data on the attitude of Russian buyers towards Turkish brands is still insufficient. Turkish brands remain unable to effectively tailor messaging and brand identities that resonate with the Russian consumer psyche and override any negative stereotypes. As such, this knowledge gap poses significant practical challenges for Turkish export promotion efforts in multiple economic sectors and prevents companies from devising evidence-based strategies to build brand equity and maximize sales potential in Russia. Therefore, this proposed study aims to thoroughly address this research problem by systematically investigating present-day Russian consumer perceptions, attitudes, and preferences regarding Turkish-made products across a spectrum of categories. It will examine the role of underlying country-related stereotypes and imagery in driving brand perceptions and purchase evaluations. Additionally, the research will explore how these country-of-origin-linked attitudes ultimately influence actual purchase likelihood and consumer behaviour toward Turkish brands in the Russian market. The findings generated will directly fill the current literature gap around this topic,

while also providing data-driven insights to assist Turkish companies across industries in improving brand image perceptions, devising positioning strategies, and supporting overall export sales growth in this economically and geopolitically crucial market.

Research Objectives

In line with the identified research problem, this study has several core objectives:

1. To comprehensively assess current attitudes, perceptions, and preferences of Russian consumers regarding products manufactured in Turkey across a spectrum of categories including automobiles, electronics, apparel, food items, and household appliances.

2. To examine the role of demographic variables like age, income, and geography in moderating these attitudes and stereotypes related to Turkish products.

3. To explore how these country-of-origin-inspired attitudes ultimately influence purchase intentions and actual buying likelihood for Turkish product brands among Russian consumers.

4. Analyze the association between product judgments and underlying country-related stereotypes and associations linked to Turkey in the minds of Russian consumers.

A sizable body of literature has established how county of origin shapes consumer decision-making (Bilkey & Nes, 1982; Pharr, 2005). This knowledge gap hinders Turkish exporters in devising targeted strategies for the Russian market. Therefore, a key objective of this study is to generate insights to assist Turkish companies across sectors in improving brand positioning and boosting sales in Russia. (Khudzhatov, 2016).

This research aims to provide granular attitudinal data specifically regarding goods from Turkey. As country image perceptions drive purchase behaviour (Josiassen et al., 2008), findings will be of practical value to Turkish automotive firms, textile houses, appliance makers, and food brands in tailoring product development and messaging approaches for the Russian context. By surveying Russian consumer sentiment across product categories, this study seeks to fill a literature gap around how country stereotypes shape attitudes and choices in an important trade relationship. For Turkish exporters struggling to grow market share in Russia amidst a challenging geopolitical climate, these insights can inform strategies to enhance brand equity and counter negative biases through evidence-based positioning.

Research Questions

1: What are the prevailing attitudes, perceptions, and preferences of Russian consumers regarding products made in Turkey across product categories including automobiles, electronics,

clothing, food items, and appliances?

2: How are these attitudes associated with specific country-related stereotypes that Russian consumers attach to Turkey, such as perceptions of design originality, workmanship, technological advancement, price-value ratio, and prestige?

3: Do demographic factors like age, income, geography, and gender influence these country-specific stereotypes and resulting attitudes toward Turkish goods among Russian consumers?

4: How do these country-of-origin (COO) inspired attitudes ultimately affect actual purchase intent and buying likelihood for Turkish brands among Russian consumers?

The role of country of origin in shaping consumer behavior is well-established (Verlegh & Steenkamp, 1999). However academic insights into Russian perceptions of Turkish products remain scarce, despite the two countries' economic interdependence. These research questions aim to address this knowledge gap by uncovering granular attitudinal data to assist Turkish companies in devising tailored, evidence-based marketing strategies for entering and expanding in the Russian market (Josiassen et al., 2008).

Significance of Study

The research on customers' attitudes towards goods from other countries holds significant relevance in the fields of consumer behaviour, international marketing, and global trade. Its significance is multifaceted and extends to various stakeholders, including businesses, policymakers, researchers, and consumers.

This timely study addressing the influence of Russian consumer attitudes towards Turkish products on purchasing decisions will make important theoretical and practical contributions. The research promises to advance international marketing knowledge while also providing actionable implications for firms and government agencies.

The research on customers' attitudes towards goods from other countries is of paramount significance in a globalized world. Its impact spans various domains, from guiding business strategies to informing policy decisions, fostering cross-cultural understanding, and empowering consumers. The insights gained from such research contribute to more effective and sustainable global trade and interactions, benefitting individuals, businesses, and societies at large.

1. LITERATURE REVIEW

1.1 Country-of-Origin Effect

The country-of-origin which usually has a shorter version of COO associated with a product has been consistently shown across decades of research to exert a substantial and multifaceted influence on consumer perceptions, evaluations, attitudes, and purchasing behavior (Bilkey & Nes, 1982; Pharr, 2005; Usunier & Cestre, 2007). Usunier & Cestre rights that COO of Russian is Vodka or cars with Germany, USA, Japan. The country-of-origin effect encapsulates the phenomenon where the country that a product is manufactured or originates from profoundly shapes the perceptions, beliefs, and attitudes that consumers form about the qualities, attributes, benefits, status, and symbolic meaning attached to that product (Verlegh & Steenkamp, 1999; Bloemer et al., 2009). An extensive body of literature spanning over 40 years of intensive academic inquiry has firmly established that the country which consumers associate with a product acts as an extrinsic informational cue and heuristic that consumers frequently rely upon when judging products, especially in situations where other intrinsic attributes or performance-related information cues may be insufficient or unavailable to allow an informed evaluation (Hong & Wyer, 1989; Maheswaran, 1994; Lim & O'Cass, 2001).

Furthermore, the country-of-origin cue has been proven to significantly influence overall product and brand evaluations, multi-dimensional product attitudes, purchase intentions, and actual choice behaviour in studies conducted across diverse cultures and spanning a wide spectrum of product categories (Josiassen et al., 2008; Chattalas et al., 2008; Roth & Romeo, 1992). The influential effects of country of origin on product and brand judgments stem largely from the stereotypes, associations, imagery, and attitudes that consumers in a given culture or country attach to particular nations based on their perceptions relating to dimensions such as production and quality control capabilities, technological prowess, design originality and creativity, perceived craftsmanship, and overall national prestige or repute (Nagashima, 1970). These country-specific stereotypes and associations held in the minds of local consumers then get transferred and assigned to the products and brands that originate from that country (Nebenzahl et al., 1997). The study of consumer prejudice toward particular products made in a particular country, the comparison of consumer perceptions of foreign and domestic products, the identification of factors that separate people who prefer foreign and domestic products, the image of the country that consumers have in their "made in" and "country of origin" markings, etc. are just a few of the topics that have been the subject of research in the area of the country of origin. (Martynova, 2018).

Extensive research over the years has modelled country image itself as a multidimensional construct comprising consumer perceptions shaped by factors including

representative products, national traits, economic and political background, historical associations, level of industrial and technological advancement, and actual usage experiences linked to products from that country (Martin & Eroglu, 1993; Brijs et al., 2011). The subjective stereotypes inspired by these diverse factors regarding a particular country, which encompass both cognitive as well as affective evaluations, then significantly influence judgments of product offerings emanating from the same country. Countries which enjoy an overall positive or favourable image tend to inspire more positive perceptions and evaluations of their products and brands by consumers. Way & Lamb (1983) say that COO effects an intangible barrier to entering new markets in the form of negative consumer prejudice towards products towards foreign products. (Josiassen et al., 2008).

Moderating variables that can potentially limit or strengthen the effects of country of origin on product judgments include, product ownership experience, product familiarity, product involvement, prior knowledge, and the diagnosticity of the country cue based on the availability of other attribute information (Josiassen et al., 2008; Saffu & Walker, 2005; Maheswaran, 1994; Chattalas et al., 2008). However, most studies emphasize that across the board, country-of-origin effects flowing from national stereotypes broadly play a highly influential role in shaping product and brand perceptions, attitudes, preferences, and purchase behaviours relating to imported offerings in both developed and emerging markets, even as the globalization of production and brands continues unabated.

Most studies of the “country effect” are conducted in developed countries, more often than in developing ones. And this is due to the fact that consumers from developed countries such as France and the USA prefer products that are made in their own country rather than foreign products. (Martynova, 2018). Martynova in her study considers 3 levels of country of origin.

1. Country of origin - defined as the country in which the company's headquarters is located. (Johansson et. al., 1985).
2. As the country of manufacture or assembly. (Papadopoulos, 1993) .
3. As a country of development. (Lim, J. S. & Darley, W . K. 1997)

Consumer assessment of the country-of-origin impact frequently acts as a benchmark for the calibre of a certain nation's exports. Attitudes regarding a country's goods alter as its social, political, and economic circumstances change. Turkey is one of the few nations that did not approve sanctions against Russia, as we have stated. Turkey's exports to Russia will only rise starting in 2022 according to VOA site.

According to the site Oxford Reference, Turkey's geographic position straddling Asia and Europe has contributed to its complex history and diverse culture. The country's strategic location bordering the Mediterranean, Aegean, and Black Seas facilitated its emergence as a major power

during the Ottoman Empire starting in 1299 CE. After the empire's dissolution following World War I, Turkey became an independent republic in 1923 led by Mustafa Kemal Atatürk. Today, Turkey is divided into 81 provinces and contains over 1,000 districts. Its largest cities include Istanbul, Ankara, Izmir, and Bursa. Turkey's place between the two continents enables economic and political cooperation with neighboring countries like Russia. The two nations have cultivated mutually beneficial partnerships thanks to their proximity and shared geography. Turkey and Russia are mutually beneficial partners as a result of Turkey's strategic location between Asia and Europe and its proximity to Russia.

Let us focus on the Country-of-Origin Effect (COO) concerning Turkish goods in the Russian market. We shall indicate and unpack the factors of importance as we go.

1.1.1 Historical Trade Relations.

Historical trade relations refer to the longstanding economic interactions and exchanges between two or more countries over time. In the context of the COO effect for Turkish goods in the Russian market, historical trade relations between Turkey and Russia play a significant role in shaping consumer perceptions and purchasing behavior. Let us unfold.

Ottoman-Russian Relations: The historical trade relations between the Ottoman Empire and Russia date back centuries. During the Ottoman Empire's heyday, it had extensive trade networks and diplomatic ties with various countries, including Russia. These historical connections can influence consumer perceptions in Russia today. Consumers may associate Turkish products with the rich history of trade and cultural exchange between the two nations. (Vakhitov, 2023).

Cultural Exchange: Alongside economic ties, historical trade relations often involved cultural exchange. This exchange can manifest in various ways, such as shared cuisine, art, and traditions. For example, Turkish cuisine has had a lasting influence on Russian culinary traditions, and this cultural connection can positively impact the perception of Turkish food products in the Russian market. (Budarina & Ibragimov, 2020).

Legacy of Cooperation: Despite political fluctuations and conflicts over the centuries, Turkey and Russia have experienced periods of cooperation. This legacy of cooperation can create a sense of familiarity and trust among consumers. It may lead Russian consumers to view Turkish goods more favorably compared to products from countries with which Russia has a less cooperative history. (Budarina & Ibragimov, 2020).

Heritage Brands: Some Turkish brands and products may have a heritage that can be traced back to the Ottoman Empire or earlier. Highlighting this historical connection in marketing

strategies can be advantageous in the Russian market. Consumers may perceive such products as authentic and culturally rich. (Vakhitov, 2023).

Geopolitical Dynamics: Geopolitical dynamics can also be influenced by historical trade relations. Recent political developments, such as diplomatic negotiations and agreements, can affect consumer attitudes. For example, improved diplomatic ties between Turkey and Russia may lead to more positive perceptions of Turkish products. (Budarina & Ibragimov, 2020).

In summary, historical trade relations between Turkey and Russia have left a lasting legacy that can influence consumer perceptions of Turkish goods in the Russian market. These historical connections can create a sense of familiarity, trust, and cultural affinity, which marketers can leverage to enhance the appeal of Turkish products. However, businesses should also remain aware of the broader geopolitical context to navigate potential challenges and opportunities effectively.

1.1.2 Political and Geopolitical Factors.

Let us further explore the concept of Political and Geopolitical Factors in the context of the Country-of-Origin Effect (COO) of Turkish goods on the Russian market.

Political and geopolitical factors refer to the influence of governmental policies, diplomatic relations, and international power dynamics on the COO effect. In the case of Turkish goods in the Russian market, these factors can significantly impact consumer perceptions and purchasing behavior. Here's a more detailed examination:

Diplomatic Relations: The diplomatic relations between Turkey and Russia have experienced periods of tension and cooperation. For instance, the downing of a Russian jet by Turkey in 2015 and the consequent sanctions imposed by the Russian government strained relations between the two countries. Such incidents can lead to negative perceptions of Turkish products among Russian consumers. Conversely, diplomatic efforts to improve relations can have the opposite effect, fostering more positive attitudes. (Vereskun et al., 2019).

Economic Sanctions: Economic Sanctions: Economic sanctions imposed by one country on another can have a direct impact on trade and the COO effect (Ghironi et al., 2023). During periods of economic sanctions or trade restrictions, Turkish products may become less accessible or more expensive in the Russian market. This can influence consumer perceptions by making Turkish goods scarcer or costlier, affecting purchasing decisions.

Political Alliances and Agreements: Political alliances and international agreements can

shape consumer perceptions of products from specific countries. For example, if Turkey and Russia are members of a common political or economic union or have bilateral trade agreements, this can create positive associations with Turkish goods due to the perception of shared interests and cooperation.

Media Influence: Media coverage of political events and diplomatic relations can sway public opinion and affect the COO effect (Khan & Bamber, 2008). Positive or negative media portrayals of Turkey and its products in Russia can influence consumer attitudes. Marketers need to monitor and respond to media narratives that may impact their products' image.

Consumer Nationalism: Political factors can trigger consumer nationalism, which can influence preferences for domestically produced goods over foreign alternatives. In Russia, political sentiments can sometimes lead to a preference for Russian-made products, potentially diminishing the COO effect for Turkish goods (Antonova & Stepanenko, 2020).

Governmental Regulations: Governmental regulations, such as import restrictions or labeling requirements, can impact the market presence and perception of Turkish products. Compliance with these regulations and standards is essential for Turkish exporters to maintain a positive image in the Russian market (Cuervo-Cazurra & Un, 2023).

Understanding and navigating these political and geopolitical factors is crucial for businesses exporting Turkish goods to Russia. Marketers must remain attuned to the current political climate, diplomatic developments, and trade policies to adapt their strategies effectively. Strategies may include emphasizing shared interests and cooperation, addressing negative perceptions arising from political events, and ensuring compliance with regulations.

In summary, political and geopolitical factors play a significant role in shaping the COO effect of Turkish goods in the Russian market. The political relations between Turkey and Russia, economic sanctions, alliances, media influence, and consumer nationalism all contribute to consumer perceptions and behavior. Successful marketing in this context requires a nuanced understanding of these factors and the ability to adapt strategies accordingly. Moreover, the ongoing Russo-Ukrainian war offers an invaluable opportunity for Turkey to become a transport hub and strong trade partner. (Balaban, 2023).

1.1.3 Consumer Preferences in Russia.

Consumer preferences in Russia refer to the specific tastes, attitudes, and behaviors exhibited by Russian consumers when it comes to purchasing products, including their perceptions of goods based on their country of origin. In the context of Turkish goods in the Russian market, understanding these preferences is crucial. Let us delve deeper into the topic.

Cultural Relevance: Russian consumers may place a premium on products that align with their cultural preferences and lifestyle. Turkish products that resonate with Russian culture or offer unique cultural experiences may be more attractive to consumers.

Price Sensitivity: Price plays a crucial role in consumer preferences. Russian consumers may have varying degrees of price sensitivity, and their willingness to pay for Turkish goods may depend on factors such as income levels, product category, and perceived value. (Witschi et al. 2021).

Understanding consumer preferences in Russia is essential for businesses looking to succeed in this market according to FitchSolution article and GIS reports online data. By conducting market research and consumer surveys, companies can gain insights into what Russian consumers value in products and how they perceive Turkish goods. This information can guide product development, marketing strategies, and efforts to align Turkish products with Russian preferences.

In summary, consumer preferences in Russia are multifaceted and can be influenced by factors such as ethnocentrism, national identity, perceptions of quality, cultural relevance, price sensitivity, and changing trends. To effectively leverage the COO effect for Turkish goods in the Russian market, it's crucial for businesses to have a nuanced understanding of these preferences and tailor their strategies accordingly (Antonova et. al., 2016).

1.2 Marketing Strategies for Turkish Goods.

Upon considering the COO factors, we shall explore briefly the marketing strategies for Turkish goods. Marketing strategies for Turkish goods refer to the tailored approaches and tactics that businesses and exporters employ to promote and sell Turkish products in international markets while considering the COO effect. These strategies aim to leverage the positive aspects of the country of origin while addressing potential challenges. Let us indicate factors of importance. (Antonova et. al., 2016)

Highlighting Turkish Heritage and Craftsmanship: Emphasizing Turkey's rich cultural heritage and craftsmanship can be a powerful strategy. Products with unique Turkish design elements, traditional craftsmanship, or cultural references can appeal to consumers seeking authentic and culturally significant goods. (Antonova et. al., 2016)

Quality Assurance and Standards: Ensuring that Turkish goods meet international quality standards is essential. This can involve obtaining relevant certifications and conducting quality control checks. High-quality products are more likely to receive positive reviews and build trust

with consumers. (Antonova et. al., 2016)

Effective Branding: Developing a strong brand identity for Turkish products can help distinguish them in the market. Creating a brand story that reflects Turkey's culture, history, and commitment to quality can resonate with consumers. (Antonova et. al., 2016)

Market Research and Consumer Segmentation: Conducting thorough market research to understand the specific preferences and needs of the target audience is crucial. Segmenting the market allows businesses to tailor their product offerings and marketing messages to different consumer groups. (Antonova et. al., 2016)

Localization: Adapting products to suit the preferences of the target market can enhance their appeal. (Lee at al., 2021). This can involve adjustments to product packaging, labeling, and even flavor profiles in the case of food products.

Partnerships and Distribution Channels: Collaborating with local distributors, retailers, or e-commerce platforms can help Turkish exporters reach a broader audience. Establishing strong distribution networks ensures that products are readily available to consumers. (Antonova et. al., 2016).

Advertising and Promotion: Creating effective advertising campaigns that highlight the unique selling points of Turkish products can increase visibility and consumer interest. Utilizing online and social media advertising can be particularly effective in reaching a global audience. The increase of Turkish media consumption in Russia shall also benefit the marketing professionals. For instance, popular TV series like *Sen Çal Kapımı* (2020-2021) offer further opportunities for cross-promotion and product placement (e.g., “As seen on TV” strategy).

Leveraging the COO Effect: Recognizing the COO effect's potential, marketers can strategically use the positive associations of Turkey's heritage, quality, and craftsmanship to their advantage (Gerke et al., 2013) (Uslu et al, 2013). This might involve prominently displaying the "Made in Turkey" label or using storytelling to connect the product to Turkey's history.

Cultural Sensitivity: Being sensitive to the cultural nuances of the target market is vital. Avoiding cultural missteps and ensuring that marketing materials resonate positively with the local culture can enhance the brand's image. (Antonova et. al., 2016)

Continuous Monitoring and Adaptation: Marketing strategies should be flexible and subject to ongoing evaluation. Consumer preferences, market conditions, and competitive landscapes change, so businesses must be ready to adapt their strategies accordingly. (Antonova et. al., 2016).

Competitive Analysis: Analyzing competitors in the target market can provide insights into what works and what doesn't. Understanding how other brands position themselves can help refine your own marketing approach. (Antonova et. al., 2016).

Customer Feedback and Engagement: Encouraging and actively seeking customer feedback allows businesses to make improvements and maintain a positive relationship with consumers. (Antonova et. al., 2016).

In summary, marketing strategies for Turkish goods should aim to capitalize on Turkey's strengths while addressing any challenges associated with the COO effect. These strategies encompass branding, quality assurance, market research, localization, distribution, advertising, and cultural sensitivity. Successful marketing requires a deep understanding of both the target market and the unique selling points of Turkish products (Antonova et. al., 2016).

1.2.1 Competition and Positioning.

Competition and positioning are essential aspects of marketing strategy, especially when considering the COO effect. They involve understanding the competitive landscape and determining how to position Turkish goods effectively to stand out in the market.

Competitive Landscape Analysis: To effectively position Turkish goods, it's essential to conduct a thorough analysis of the competitive landscape in the target market (in this case, Russia). This analysis should include:

- Identifying direct and indirect competitors: Understand who else is offering products similar to or competing with Turkish goods. (Porter, 2008).
- Assessing their strengths and weaknesses: Determine what advantages competitors have and where they might be vulnerable. (Gupta, 2013).
- Analyzing market trends: Recognize emerging trends, consumer preferences, and changing market dynamics that may affect competition. (Porter, M., 2008).

Unique Selling Proposition (USP): A critical aspect of positioning is establishing a Unique Selling Proposition (USP). The USP is what differentiates Turkish goods from competitors. It can be based on factors like quality, price, design, cultural significance, or unique features. Identifying and highlighting the USP helps Turkish products stand out in a crowded market. (Journal of Strategic Marketing, 2015).

Target Market Segmentation: Effective positioning involves understanding the needs, preferences, and behaviors of different consumer segments within the target market. By segmenting the market based on factors like demographics, psychographics, and buying behavior, Turkish exporters can tailor their marketing messages to specific audience groups. (Dibb et al., 1997).

Value Proposition: Clearly communicate the value that Turkish goods offer to consumers. This includes not only the product's features but also the emotional and functional benefits it

provides. Emphasize how Turkish products fulfill consumers' needs or solve their problems. (Anderson et al., 2006).

Brand Image: The brand image plays a crucial role in positioning. Craft a brand identity that aligns with the desired perception of Turkish goods. For example, if the goal is to position Turkish products as authentic and culturally rich, the brand should reflect these qualities. (Keller, 1993).

Price Positioning: Determine the appropriate price positioning within the competitive landscape. Turkish goods can be positioned as premium products with a higher price point if they offer exceptional quality or unique features. Alternatively, they can be positioned as affordable alternatives. (Monroe, 2003).

Distribution Strategy: Ensure that Turkish goods are available through distribution channels that align with the desired positioning. For instance, positioning as a premium brand may require selective distribution through upscale retailers, while positioning as an everyday product may involve wider distribution. (Rosenbloom, 2007)

Marketing Communications: Develop marketing messages and campaigns that reinforce the desired positioning. This includes advertising, public relations, social media, and content marketing efforts. Consistency in messaging helps establish and maintain the desired brand image. (Keller, 2001).

Monitoring and Adaptation: The competitive landscape and consumer preferences can change over time. Continuous monitoring of market dynamics and consumer feedback is essential. Be prepared to adapt positioning strategies as needed to stay relevant and competitive. (Kotler, P., & Keller, 2015).

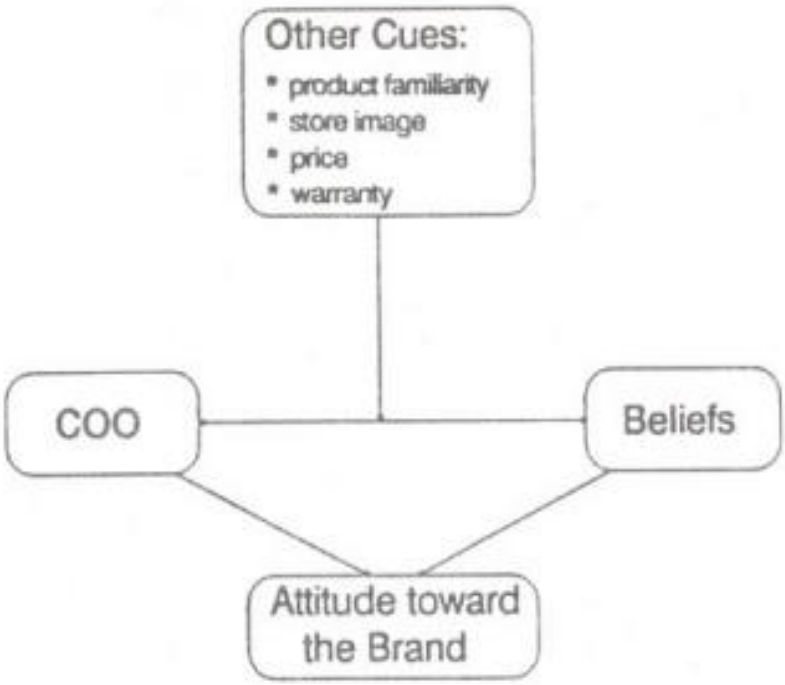
In summary, competition and positioning are integral components of marketing strategies for Turkish goods in international markets, considering the COO effect. Analyzing the competitive landscape, identifying a unique selling proposition, segmenting the target market, and effectively communicating the value proposition are key elements. Successful positioning requires a deep understanding of consumer needs, preferences, and the competitive context, enabling Turkish products to differentiate themselves and thrive in the global marketplace.

1.3 Consumer Attitudes and Brand Attitude

In work of Ayşegül Özsomer, (1991) based of previous researchers created a Figure about the 2 way relation between COO and Beliefs. They say that COO is believed to affect and affected by beliefs (Han, 1975). The connection between beliefs and attitudes supports the idea that attitudes toward the product are formed as a result of beliefs that precede them (Fishbein and

Ajzen 1975).

Figure 1. COO Effect on Beliefs and Attitudes



Consumer attitudes play a critical role in shaping purchase intentions and sales of products in international markets. (Safeer et al., 2022). Consumer attitudes have been demonstrated to be a critical factor shaping purchase intentions and sales of products in international markets across numerous studies (Safeer et al., 2022; Han & Terpstra, 1988; Maheswaran, 1994). Consumer attitudes refer to the overall evaluations, positive or negative feelings, and value perceptions that individuals attach to brands, products, and services. These attitudes are formed through direct experience, word-of-mouth impressions, marketing messaging, public discourse and media coverage related to the brand, prior assumptions about its country of origin, and inferences based on price, quality cues, and status associations (Bilkey & Nes, 1982; Josiassen et al., 2011). Favorable consumer attitudes positively influence willingness to consider, evaluate positively, choose, and pay more for a brand, which translates into increased sales (Fishbein & Ajzen, 1975; Schiffman & Wisenblit, 2015). On the other hand, unfavorable or negative consumer attitudes decrease purchase interest and brand choice, leading to reduced market share and financial performance (Han & Terpstra, 1988; Maheswaran, 1994). Given the demonstrated causal linkages, systematically measuring consumer brand attitudes, determining their drivers, and crafting marketing strategies to positively shape attitudes is important for globally successful brands, especially when expanding into new international markets where existing perceptions may be undefined or capricious. Brands that resonate emotionally and

psychologically with the values, self-image ideals, and cultural aspirations of targeted consumer segments tend to elicit more favorable attitudes which drive market success. (Gullstrand Edbring et al., 2016).

Brand attitude refers to the overall evaluation a consumer forms about a brand (Chaundhuri, 1999). More specifically, attitudes towards a brand are influenced by brand likeability, or how much consumers report liking the brand (Till & Baack, 2005), brand awareness, or how easily the brand is remembered (Till & Baack, 2005), and brand preference, defined as whether a brand is favored over alternatives in the choice set (Shapiro & Krishnan, 2001). More positive brand attitudes are associated with greater brand recall, consideration, and choice (Spears & Singh, 2004). As such, brand attitude is an important predictor of consumer behavior. Marketers aim to build favorable brand attitudes by crafting brands as likable and salient in memory while differentiating them from competitors.

Basically, brand attitude refers to how much a customer likes or dislikes a particular brand after comparing it against competing brands that offer similar products (Howard, 1994). Brand attitudes are important because they give insight into how willing consumers are to purchase from that brand, as well as their potential loyalty (Arjun, 1999). As the research shows, more positive brand attitudes tend to translate into greater sales and market share over time (Burton & Garretson, 1998).

So for companies, it's crucial to understand existing perceptions and attitudes toward their brand within their target customer base. Getting insight into what exact aspects of the brand people view favorably or unfavorably allows marketers to identify strengths to emphasize and weaknesses to improve. Tracking brand attitudes over time can also show whether marketing campaigns and messaging are actually moving the needle in terms of shifting consumer preferences. The goal for building enduring brand equity is to cultivate an overall mindset and gut feeling of goodwill and positivity when customers think about or interact with the brand. That emotional connection and loyalty stemming from positive brand attitudes will make a major difference in purchase likelihood and business success.

Impactful marketing campaigns, done consistently over an extended timeframe, can actively influence consumer brand attitudes by reinforcing positive narratives and cultural branding strategies (Aaker, 1997). This can help international brands overcome less favorable baseline attitudes or earlier assumptions in an emerging export market.

There are key strategic imperatives that stem from the importance of measuring and managing brand attitudes. As Keller (1993) described in his seminal model of customer-based brand equity, brand attitudes provide key predictive value regarding response to marketing efforts like new products, line extensions, branding revisions. Positive existing attitudes create a "halo

effect" for new messaging (Leuthesser et al., 1995). On the flip side, strongly negative brand attitudes are difficult to reverse and negatively bias consumers against any brand changes or innovations (Brunk, 2012). Many studies emphasize the role of emotional connectivity in building brand loyalty through positive attitudes (Carroll & Ahuvia, 2006). Consumers form emotional attachments to brands viewed as enhancing self-image, representing cultural ideals, or offering psychosocial benefits beyond functional attributes (Park et al., 2010). Therefore, brand campaigns should tie into consumers' aspirational and social motivations (Escalas & Bettman, 2003). Brand attitude strength also matters - ambivalent attitudes predicting less loyalty than strongly held positive orientations (Olsen et al., 2009). The key for marketers is to continually reinforce and layer on positive meanings, experiences and associations to make their brand an integral part of customers' self-identity and lifestyle (Kressmann et al., 2006). This emotional resonance manifested through enduringly favorable brand attitudes delivers profound competitive advantage.

As Turkish exports to Russia continue to grow steadily across many sectors, understanding Russian brand attitudes is key for Turkish companies seeking to increase market share. Russia and Turkey have long-standing trade ties facilitated by geographical proximity, cultural connections, and recently increased economic cooperation and reduced trade barriers. (Burdel et al., 2022). With greater product availability, Russian attitudes will significantly impact the success of Turkish brands. Consumer attitudes refer to enduring positive or negative evaluations, affective feelings, and behavior tendencies towards a product or brand (Schiffman & Wisenblit, 2015). Attitudes are formed based on cognitive beliefs about product attributes, effective reactions to marketing, and past usage experience. Positive attitudes tend to increase purchase likelihood while negative attitudes decrease sales (Fishbein & Ajzen, 1975). Therefore, measuring and shifting consumer attitudes can be a powerful marketing tool. Various factors influence the attitudes of Russian consumers towards imports in general and Turkish products and brands specifically. Studying the drivers of attitudes provides actionable insights for positioning, branding, and communications. This literature review analyzes existing research on the key factors shaping Russian consumer attitudes about Turkish products including:

- Country image/country of origin effects (Bilkey & Nes, 1982).
- Ethnocentrism and consumer affinity with Turkey (Shimp & Sharma,1987)
- Value Consciousness (Lichtenstein et al., 1993).

Additionally, differences across consumer demographics and product categories are discussed. Understanding nuances and segmentation provides the most precise insights for marketing strategy.

1.3.1 Country Image Effects

The ‘made in’ country of origin has a strong influence on consumer attitudes, especially for imported products (Insch & McBride, 2004; Pharr, 2005). Country image refers to the sum of perceptions, stereotypes, and associations connected to the people, places, and products of a particular country (Roth & Diamantopoulos, 2009). This overall image acts as a heuristic cue shaping expected product quality and attitudes.

Darling and Woods (1989) in their work found that the Finnish started to like American products within ten years and Japanese products they started to like more. Japan improved that image than America. The positive image that the country creates can be seen as a significant amount of goodwill toward Japanese products. Khanna (1986) illustrates that Asian countries such as Korea and India were faced with country stereotypes. Country images in this segment will directly affect the exporter's market success. As we see right now battling the stereotypes for the product gives success to the country as we see in the example of South Korea which in 2021 was the number 10 economy in the world in terms of GDP. Khanna (1986) discovered that COO had an impact on how well Indian companies conducted business with their overseas clientele. The Indian image was seen as a negative influence on these businesses' interactions with "new" clients, but not with "old" clients.

In Russia, since 1991, various studies have begun to be conducted on the attitude towards other countries that want to enter the Russian market, and what advantages a particular product has in the market. Since 2000, the Russian economy began to develop. Currently, due to a change in the political vector, Russia has begun to promote Russian goods through embargoes, the adoption of an import substitution policy and various events such as fairs and festivals. (Martynova, 2022)

For Russian consumers, the broad country image of Turkey impacts attitudes and expected quality for Turkish imports. Starodubtsev I., a political scientist, believes that Turkey is a hostage to the image that has developed not only for Russians, but for other countries. According to the author, the country is stuck in the image of a tourist haven with all-inclusive hotels. Only in 2019, Türkiye attracted more than 7 million people, true to the period of the pandemic, the flow decreased to 5 million people, but it's still making Russia Turkey's second largest tourism market after Germany. According to Russian internet newspaper RIA Novosty, about 2.13 million Russian tourists visited Türkiye in 2020, and they became leaders in the number of foreigners vacationing in this country, according to the data of the Ministry of Culture and Tourism of the Republic. Interfax tourism writes in article that more than 30 million foreign tourists visited

Türkiye in 2021, of which 4.7 million were Russians. According to Melares site, the data published by the Ministry of Culture and Tourism of Türkiye, 44,564,395 foreign tourists visited the country in 2022 (not counting Turkish citizens living abroad, together with them the figure is more than 51 million). The first place in terms of the number of arrivals to Türkiye in 2022 was taken by German citizens (5,679,194 arrivals). Russia took the second place in terms of the volume of tourist flow to Türkiye in 2022 (5,232,611 arrivals). According to Starodubtsev, representatives of the tourism sector may not continue to improve the all-inclusive system, improve the quality and advertise it, because satisfied Russians will still come to Turkey under this scheme. In the eyes of other countries, Turkey risks remaining in the same position if it continues to focus only on supporting the all-inclusive system. It should be noted that Russian citizens are not sufficiently informed about Turkey. Most Russians do not even know that the Turkish industry produces not only cheap, but also expensive clothes. They believe that Turkey is just an all-inclusive vacation, and European fashion is only the West. Thus, it seems that only "penny-pinchers" go to Turkey. (Denisova, 2021). Overall, studies show Russian country's image of Turkey for Russian customers in terms of value is weak. Changing engrained country stereotypes can be difficult but measures like emphasizing innovation, boosting marketing budgets, and collaborating with top Russian retailers may enhance prestige perceptions. Improved distribution and retail presence can also strengthen the country's image.

1.4 Perceptions of Turkish Products for Russian Customers

The economic and geopolitical relationship between Turkey and Russia has long been complex, with many fluctuations over recent decades. In recent years, sanctions, import restrictions, and other events have significantly impacted trade flows between the two countries. These developments have also shaped and shifted Russian consumers' perceptions and attitudes towards Turkish products and brands across a variety of sectors over time. This extensive literature review examines multiple studies exploring how Russian buyers view Turkish goods within the current shifting economic and political climate between the two nations.

For about five centuries, Turkey and Russia have had diplomatic ties. Following the October Revolution, Turkey and Soviet Russia's ties underwent significant changes. After the Cold War began, they dropped off until picking back up in the 1980s. The first shuttles, which transported commodities from Turkey to the USSR, debuted in Istanbul in the 1980s. It only got worse in the 1990s. (Topsakal, 2021). Turkey is a significant ally of Russia because of its geopolitical location. This bridge connects Asia and Europe. Relations between nations have only

improved during the past 20 years. (Budarina & Ibragimov, 2020).

1.4.1 Brand Perception

Trade in goods between Turkey and Russia covers a range of products, though the composition highlights an asymmetric interdependence. Turkey's main exports to Russia are agricultural produce like vegetables, fruits, and grains, along with textiles and electrical machinery. Meanwhile, Russia primarily exports natural gas, oil, metals, and fertilizers to Turkey. The fact that Russia's exports are dominated by crucial energy resources renders Turkey more reliant on Russia than vice versa. This imbalance has intensified over time. In recent years, Turkey and Russia set an ambitious $100 billion target for bilateral trade, reflecting the growing economic links between the two countries. Trade volumes increased steadily from $33.2 billion in 2013 to a pre-pandemic peak of $26 billion in 2019, despite some disruption from the 2014 Ukraine crisis and 2016 jet crisis. While COVID-19 led to a downturn in 2020, trade flows quickly rebounded to reach record levels of nearly $68 billion in 2022. However, the composition of this trade remains lopsided. In 2021, Turkey imported $29 billion worth of goods from Russia against just $5.8 billion in exports. This gap widened even further in 2022, with Turkey's imports from Russia totaling $58.8 billion compared to only $9.3 billion in exports. Redressing this imbalance while maintaining robust trade willrequire concerted efforts by both governments and private sector players according to TÜİK (2022).

The problem in Turkey is that Russians do not have a clear idea of Turkey as the country of origin of goods. There is not a single study showing Turkey as a country that can compete with European products. Denisova D. clearly shows in her article that there are problems in forming and strengthening her image in the eyes of Russians. In the same article, the Author argues that in addition to the Tourist image, Russians also have factors such as tourism, the construction industry, Turkish Airlines and feature films, which are the basis for constructing the image of Turkey in Russia. Of course, these sectors have shaped a generally positive perception of Turkey in Russia. (Denisova, 2018).

Surveys of experts in Turkey reveal prevalent exoticized views of Russia among the Turkish public stemming from limited exposure and interaction between the two countries. With over half of experts polled never having visited Russia, most Turks rely on mythic stereotypes when judging Russian people and culture. This lack of familiarity likely fuels the vague, abstract perception of brands related to Russia overall. Just as Russians' impressions of Turkey are shaped by tourism

and media, Turks' judgments of Russian product brands are colored by exoticism rather than informed understanding.

Bridging this cross-cultural knowledge gap through more human connections between the countries can nurture more nuanced, accurate brand images. Growing tourism, academic exchanges, business partnerships and grassroots collaborations could transform simplistic brand stereotypes into multifaceted representations grounded in real human relationships.

The same idea can be traced through Internet Resources and News Channels. Mostly from Turkey now there is parallel import from Europe or delivery of nuts and fruits from Turkey, according to the news agency Kommersant. According to the Turkish Institute of Statistics, in 2022, imports from Turkey to Russia increased by $3.5 billion and amounted to $9.3 billion, which is 60.3% higher than the same figure in 2021.

Turkey's imports to Russia in 2022 increased by $3.5 billion and amounted to $9.3 billion, which is 60.3% higher than in 2021, according to the Turkish Institute of Statistics.

With its convenient logistics and warehousing infrastructure and experience in exporting prohibited European goods to Iran, Turkey serves as a bridge between Europe and Russia. It is easy to travel to Georgia by plane, sea and car. Air transportation takes one day, sea ferries take up to four days, and land transport takes from seven to fourteen days, excluding registration and customs clearance time.

The table is a little outdated because it was made in relationships crisis between Turkey and Russian in 2016 but it gives the basic ideas in what Turkey is strong. The VC.RU website indicated that Türkiye exported to Russia in 2022.

- The biggest import at 13% or $22 billion is vehicles like cars and trucks and their parts.
- Next is equipment and machinery totaling almost $16.8 billion or 9.93%. This includes things like power generators, machinery parts, and nuclear reactors.
- Electrical equipment like sound systems and TVs make up 5.45% or $9.24 billion of imports.
- Precious metals and jewelry account for around $6.69 billion or 3.94% of the total.
- Clothing and textiles are also major imports at nearly $6.6 billion or 3.89% for apparel and $8.8 billion or 5.18% for knitwear.
- Plastics and plastic products comprise 4.11% at $6.97 billion.
- Iron and steel products like pipes and beams make up 4.94% or $8.38 billion.

- Finally, nuts and fruits account for 2.84% or $4.83 billion of imports from Turkey to Russia.

Of course, to Russians and Turkey's position among Russian buyers. The Turk Expert website published an article about the main Turkish clothing brands among Russians. For example, LC Waikiki is a mass market giant in Turkey, leading both the Turkish domestic market and the international market. A range of high-quality, fashionable clothing for all ages for people with any budget. The store offers clothing, shoes and home goods for all ages. Such articles help Russians learn more about Turkey and Turkish brands.

Recent research points to Turkey's potential to further strengthen its nation brand equity in Russia through strategic initiatives in key sectors. Turkish firms could increase revenue by increasing awareness of Turkish brands among Russians, festivals and fairs. Turkey has not created a positive image among Russians as a producer of recognizable, affordable and high-quality goods. Understanding how Russian consumers perceive Turkish products is crucial for businesses looking to market these goods effectively in Russia. These perceptions are influenced by various factors, and they can impact purchasing decisions.

While affordability is paramount, researchers also note the cachet that brands hold in Russian culture. Artemieva (2019) found that brand meaning often supersedes product attributes, with brands conferring social status. Foreign brands are prized as aspirational and modern, seen to offer better quality versus domestic alternatives (Shopova, 2021).

According to Sokolova (2016), a trademark expert, “a pseudo-foreign trademark is the result of an artificial nomination aimed at disguising a Russian manufacturer of goods and services as a foreign manufacturer for the sake of commercial gain.”

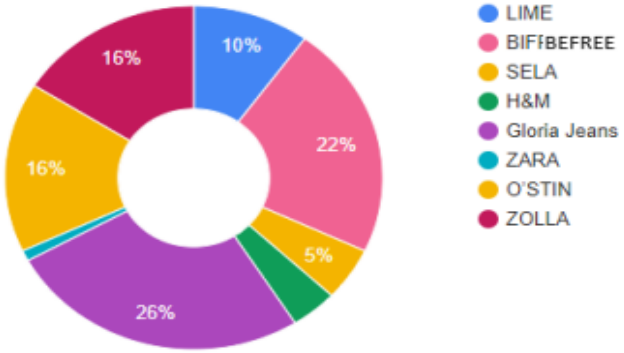
Thus, Russian enterprises try to create the impression that their goods are produced in other countries.

Thus, there are a significant number of enterprises on the Russian market that use ethnocultural branding. Pseudo-foreign companies mislead buyers by presenting themselves as foreign companies without history. Such brands create “prestige” for their brand by making consumers think of the brand as quality. For example, companies such as Carlo Pazolini, Carnaby and Chester, Bagbier, Erich Krause, Finn Flare, Frau Schmid, Greenfield, Curtis, Maitre de The, Mr. Ricco, Riston, Supra, Westland, Bosco di Ciliegi, ZINGER, Incanto, Redmond, Dr. Körner. (Grishina et al., 2022).

According to Grishina (2022) and others, they conducted a study in Volgograd in May 2022, they surveyed 100 potential consumers on social media. the VKontakte network in order to identify the advantages and disadvantages of branding of national companies and the attitude of

young people to this positioning and awareness of brands located in the Volgograd region, positioned as foreign companies. The survey revealed the following results. Only 37% of people who responded to the survey know what ethnocultural branding is. In a survey about how people feel about foreign brands of middle-class clothing stores, 58% answered that buying these clothes gives a certain prestige, 24% said they like the quality of the clothes, 8% said they prefer only Russian brands, and 10% it doesn't matter what country they buy their clothes from.

Figure 2. *Selection of foreign brands based on the author's survey*. Grishina S., Gogoleva M., Zarudneva, A. (2022). Influence on the Russian Consumer Through Ethnocultural Branding. Innovation Science, (6-1), 69



Gloria Jeans and BEFREE were the most Russian brands, according to the survey. Besides, they were right: these brands are indeed made in Russia. ZARA and H&M have the lowest percentage at 1%. The survey participants were also right: Swedish and Spanish companies.

In order to answer the issue of how customers would react to a brand after learning that it was Russian and not foreign, the following data was gathered. The majority of respondents to the study (41%), compared to 38% who said they would be satisfied, stated that they would be unhappy but would still purchase the brand's goods. The findings indicate that consumers' need for uniqueness affects their likelihood to buy goods or services from other nations. Given that global fashion trends are influenced by international trends, consumers' increased propensity to buy products from foreign brands also causes them to become more aware of the quality and emotional value of these brands. As a result, consumers are more motivated to buy these products because they are more aware of the quality and emotional value of these brands. This is so that it may be understood that the product is both rare and inaccessible compared to those made by other companies. (Plyasunova, 2021)

However, anti-Western sentiment has emerged as a countervailing trend. Studies show government propaganda has cultivated suspicion of foreign brands, with Russian national brands

gaining patriotic appeal (Martinova, 2018). Consumers balance value perceptions against ethnocentric messaging.

In conclusion, this review synthesizes key aspects of the modern Russian consumer landscape that should inform marketing approaches for brands and products. Value pricing remains critical, but aspirations for quality global brands endure. Messaging must balance modernity and value against Russian national pride. Both traditional channels like television and emerging influencers require engagement. As the market continues to evolve, tailored segmentation and positioning will be essential.

1.5 Russian Consumer Behavior

Consumer behavior encompasses a wide range of processes involved when people or groups shop for and use products and services to meet their wants and needs (Solomon et al., 2006). On a daily basis, consumers make numerous purchase decisions without fully recognizing the underlying motivations and factors driving these choices.

Myriad factors influence which products a consumer buys and the brands they prefer. Researchers categorize these factors into four main categories: personal characteristics, psychological factors, social and cultural influences, and economic circumstances. Gaining insight into how these various forces shape individuals' perceptions, interpretations, and actions along their consumer journey is fascinating. Each plays a role in determining why a consumer selects a particular offering over alternatives in order to satisfy goals and desires. Personal preferences, budget constraints, social norms, emotional associations or any number of other elements may sway purchase rationales. By better understanding consumer behavior antecedents, marketers can develop more resonant positioning and branding strategies. (Solomon et al., 2006).

Consumer behavior in Russia has undergone significant changes in the post-Soviet era, as economic liberalization, rising incomes, and exposure to global brands have shaped shopping habits and purchasing decisions. Currently, the Russian market is experiencing a period of rapid development after the “shock therapy” that hit Russians in the 90s. This can refer to both the consumer market, which is defined as “the population of individuals and families who purchase goods and services for personal use,” and the institutional market, which is defined as “the population of organizations and businesses that purchase and/or rent products or services used by them to perform their production and management functions, as well as for resale purposes.” (Golubkov, 2021).

1.5.1 Factors Affecting Consumer Buying Behaviors

Several key factors influence consumer buying behavior. These include cultural factors such as culture, subculture, and social class (Solomon, 2018). Social factors also play a major role, including groups, family, roles, and statuses (Kotler & Keller, 2016).

Social factors significantly influence consumer buying behavior. As Kotler et al. (2017) explain, social factors include groups, social networks, online communities, and families. An individual's closest circles such as family and friends form primary groups that have substantial influence on purchase decisions through word-of-mouth recommendations (Kotler & Keller, 2016). Secondary groups like religious or professional associations are more formal with less continuous interactions, but still impact consumer behavior. Online social networks have become very influential as well. As Kotler et al. (2017) note, companies now focus heavily on social media platforms like Facebook and Twitter (X) to reach customers. Consumers often search reviews on social media when deciding about purchases, allowing the opinions of complete strangers to shape their choices. Overall, the social factor is essential in consumer behavior due to individuals' inherent trust in and desire for acceptance from their peers, families, and broader communities. From tight-knit primary groups to vast digital spaces, social environments form a pivotal context for consumption.

Personal factors like age, occupation, economic circumstances, lifestyle, and personality and self-concept also impact buying decisions (Loudon & Bitta, 1993). Age affects needs and preferences over one's lifecycle (Pratap, 2017).

*Age and Life Cycle Stag*e. A person’s needs and wants evolve over their lifespan as they progress through different life stages (Solomon, 2018). Consumer preferences and buying behavior will shift dramatically between the stages of bachelorhood, newly married, full nest, empty nest, and solitary survivor (Schiffman et al., 2019). A teenager will likely buy trendy fast fashion and music downloads while a retired elderly person will prefer more classic clothing and leisure activities. Companies must segment and target customers based on life cycle stage.

Occupation: A consumer’s occupation also impacts consumption patterns (Loudon & Bitta, 1993). Professional, product and brand preferences often correlate with one’s job. For example, a construction worker would buy rugged work boots while an office manager would purchase formal leather shoes. Occupational income levels also enable different degrees of buying power. High salary executive roles confer greater discretionary spending capacity.

Economic Circumstances: Personal economic variables such as disposable income,

savings, debt, credit availability and expected future income shape consumer behavior (Russell et al., 1982). Consumers purchase products and services based on affordability constraints. Brands across price tiers appeal to respective income segments. Economic stability also affects confidence to spend versus save.

Lifestyle refers to the activities, interests and opinions that shape consumer behavior (Solomon, 2018). An active, health-conscious person would readily buy athletic gear, natural foods and fitness club memberships. Meanwhile, a career-driven young professional may prefer business technology, professional development experiences and luxury apparel. Lifestyle essentially describes how a person lives on a day-to-day basis.

Personality and self-concept impact buying choices and brand preferences (Schiffman et al., 2019). Traits like ambitiousness, trendiness, thriftiness and leadership influence needs and decision-making patterns. Consumers also purchase products that align with and reinforce their self-images. For example, a consumer who thinks of themselves as an environmentalist is more likely to buy eco-friendly goods.

Based on research conducted as part of a household scan panel, ROMIR analysts proposed a classification of Russian buyers based on strategies of consumer behavior in conditions of economic stagnation. Rationalists try to follow a pre-prepared shopping list and buy only those products and in quantities that they can actually use ("... I try to make lists of necessary products and always follow them"; "... I buy food only if I am sure that I will use them"). Thrifty people go grocery shopping less often in order to control their budget and make larger purchases of food for future use ("I go grocery shopping less often to keep my budget under control"; "...I buy and store food for future use"). Optimizers make up the largest group – 44%; they consciously refuse expensive types of products, switching to cheaper brands ("...I don't buy expensive types of products"; "...I buy cheaper brands"). Cherry Pickers - hunters for the "cherry on the cake" - constitute a group of consumers who practice a special shopping style, at least half consisting of the best promotional offers.

Psychological factors including motivation, perception, learning, beliefs, and attitudes are important influencers as well (Peter & Olson, 1999). An individual's psychology significantly sways buying decisions. As Kotler and Keller (2016) explain, key psychological factors include motivation, perception, learning, and memory. Motivation refers to pressing needs driving purchase choices (Kotler et al., 2017). Maslow's hierarchy ranks human needs from physiological basics to self-actualization. A hungry, unsafe person will buy food and shelter before prestige items. Perception is the process of interpreting product information (Kotler et al., 2019). It determines if a consumer views an offering positively or negatively. Learning describes how past reinforcements shape current behavior. Memory consists of short and long-term repositories of

product knowledge that inform decisions. In essence, inner drives, perceptions, past lessons, and recall impact actions. Environments also influence mindsets (Russell et al., 1982; Rani, 2014). When new iPhones launched, excitement in underdeveloped areas outpaced developed ones. Overall, psychology helps explain and predict consumption. (Rani, 2014) Firms must research motivation, cognition, and other mental facets when positioning and marketing products. (Rani, 2014)

Finally, **situational economic factors** can affect consumer behavior. (Ali & Ramya, 2016). A consumer's financial situation significantly impacts buying decisions and brand choices (Ali & Ramya, 2016). Major economic factors include income level, savings, access to credit, and broader economic conditions. For example, Samsung offers phones at high and low price points to appeal to consumers with varying incomes. Personal disposable income after taxes limits or enables purchases (Russell et al., 1982). People buy based on what they can afford. Family income from multiple household members also contributes to spending power. (Ali & Ramya, 2016) Expected future income like bonuses boosts confidence to spend or take on debt. Savings provide greater ability to buy, while consumer credit through channels like credit cards facilitates ability to spend. (Ali & Ramya, 2016). Other economic factors like inflation, recession, and policy also shift purchase behavior across societies. Essentially, the economic factor shapes consumer behavior through individual situations and broader circumstance. (Ali & Ramya, 2016)

The rationality of Russians' consumer behavior can be judged based on their focus on the prices of goods and the amount of their own income. The low incomes of the majority of the population lead to the priority of consumer spending over savings and investments. Similar consumer behavior was noted by J.M. Keynes, who linked the propensity to save with the amount of household disposable income. The influence of the social environment is manifested through the conspicuous consumption of Russians, one third of whom are ready to overpay for image goods or services. (Keynes,1978). The irrationality of consumer practices is manifested in the willingness to make spontaneous purchases, inherent in half of Russians. Buyer behavior in a stagnating economy is important because consumer expectations affect aggregate demand, which in turn affects economic growth. In the structure of our country's GDP, consumer spending accounts for more than 50%. And the fact that in developed countries of Europe and the USA this ratio is higher does not reduce the influence of final consumer demand on GDP dynamics. . (Keynes,1978).

1.5.2 Market Transformation

Several studies trace the evolution of Russian consumption over recent decades.

Novatorov outlines key stages, from limited product availability and long queues in the Soviet era to rapid modernization in the 1990s, heady consumerism fueled by oil wealth in the 2000s, and subsequent market maturation and segmentation based on widening income disparities.

According to Artemieva (2019) critical facets shaping modern Russian consumer culture include greater brand consciousness, orientation toward value shopping, enthusiasm for shopping malls, and status signaling through brands. However, Новаторов notes regional variations, with simpler, value-driven purchasing habits persisting outside major urban centers.

1.5.3 Value Shopping

The importance of value shopping for many Russian consumers emerges as a dominant theme. Multiple studies characterize Russian buyers as strongly motivated by luxuries and they do not seek bargains (Novatorov). Young middle-class people express individuality and support a European lifestyle with high technology and luxury goods. However, the lifestyle focus on brands is just beginning to emerge in Russia, and most consumers continue to perceive brands as status symbols. (Artemieva, 2019)

2. METHODOLOGY

2.1 Information Related to the Research

In this part of the research, the subject of the research, the purpose of the research, the hypotheses of the research, the universe of the research, the sample of the research, the data collection tools, and the statistical analysis of the data are explained and finally the interpretations of the obtained findings are presented.

2.2 Purpose of the research

The primary purpose of this research is to investigate and understand the attitudes of Russian consumers towards goods originating from Turkey. The study aims to delve into the complexities of consumer perceptions, preferences, and behaviors in the context of international trade between Turkey and Russia. The specific objectives and purposes of this research can be summarized as follows:

Examine Consumer Attitudes: To analyze and evaluate the attitudes of Russian consumers towards products imported from Turkey. This includes assessing whether consumers have positive, negative, or neutral perceptions of Turkish goods.

Explore the Country-of-Origin Effect: To investigate the influence of the "Made in Turkey" label on consumer attitudes and purchasing decisions. This research seeks to determine whether the country of origin plays a significant role in shaping consumer preferences.

Identify Cultural and Historical Influences: To uncover the cultural and historical factors that impact Russian consumers' attitudes towards Turkish products. This includes exploring how shared traditions, cultural similarities, and historical ties between the two countries influence consumer perceptions.

Assess Product Categories: To examine whether consumer attitudes vary across different product categories. This research aims to identify whether there are specific types of Turkish goods that resonate more positively with Russian consumers.

Examine the Role of Marketing Strategies: To assess the effectiveness of marketing strategies employed by Turkish exporters in shaping consumer attitudes. This includes evaluating the impact of advertising, branding, and promotional efforts on consumer perceptions.

Understand Purchasing Behavior: To gain insights into how consumer attitudes translate into purchasing behavior. This research seeks to determine whether positive attitudes towards Turkish products lead to increased purchases and brand loyalty.

Inform Business Strategies: To provide valuable insights to Turkish exporters and businesses seeking to enter or expand in the Russian market. The research aims to inform strategic decisions related to product positioning, marketing campaigns, and market entry strategies.

Contribute to Academic Knowledge: To contribute to the body of knowledge in the fields of consumer behavior, international marketing, and cross-cultural studies. This research aims to advance theoretical frameworks and provide empirical evidence for academic and research purposes.

Support Policy Decisions: To offer insights that can inform trade policies and diplomatic relations between Turkey and Russia. The research may assist policymakers in understanding consumer sentiments and preferences related to cross-border trade.

Enhance Cross-Cultural Understanding: To foster cross-cultural understanding and appreciation between Turkish and Russian cultures. By exploring the perceptions of Turkish products, this research may contribute to cultural exchange and tolerance.

In summary, the purpose of this research is to investigate, analyze, and understand the intricate relationship between Russian consumers' attitudes towards Turkish goods and their purchasing behavior. It seeks to provide valuable insights for businesses, policymakers, academics, and consumers themselves, with the ultimate goal of promoting informed decisions and facilitating positive interactions in the global marketplace.

2.3 Research Method

In this research, quantitative research method and questionnare technique was used. The main purpose of the quantitative research method is to obtain information that is objective, bias free, able to explain cause and effect relationship and able to make generalization from the sample to the population (Gall and Borg 1996).

2.4 Research Hypotheses

Hypothesis 1: *Buying behavior scale score differ according to gender.*

Hypothesis 2: *Buying behavior scale score differ according to age.*

Hypothesis 3: *Buying behavior scale score differ according to number of visits to turkey.*

Hypothesis 4: *Brand attitude scale scores differ according to gender.*

Hypothesis 4.1: *Brand attitude scale: brand advertising score differ according to gender.*

Hypothesis 4.2: *Brand attitude scale: brand identification score differs according to gender.*

Hypothesis 4.3: *Brand attitude scale: brand caring score differ according to gender.*

Hypothesis 4.4: *Brand attitude scale: brand preference score differ according to gender.*

Hypothesis 4.5: *Brand attitude scale: brand origin score differ according to gender.*

Hypothesis 4.6: *Brand attitude scale: brand social relationships score differ according to gender.*

Hypothesis 5: *Brand attitude scale scores differ according to age.*

Hypothesis 5.1: *Brand attitude scale: brand advertising score differ according to age.*

Hypothesis 5.2: *Brand attitude scale: brand identification score differs according to age.*

Hypothesis 5.3: *Brand attitude scale: brand caring score differ according to age.*

Hypothesis 5.4: *Brand attitude scale: brand preference score differ according to age.*

Hypothesis 5.5: *Brand attitude scale: brand origin score differ according to age.*

Hypothesis 5.6: *Brand attitude scale: brand social relationships score differ according to age.*

Hypothesis 6: *Brand attitude scale scores differ according to number of visits to turkey.*

Hypothesis 6.1: *Brand attitude scale: brand advertising score differ according to number of visits to turkey.*

Hypothesis 6.2: *Brand attitude scale: brand identification score differs according to number of visits to turkey.*

Hypothesis 6.3: *Brand attitude scale: brand caring score differ according to number of visits to turkey.*

Hypothesis 6.4: *Brand attitude scale: brand preference score differ according to number of visits to turkey.*

Hypothesis 6.5: *Brand attitude scale: brand origin score differ according to number of visits to turkey.*

Hypothesis 6.6: *Brand attitude scale: brand social relationships score differ according to number of visits to turkey.*

Hypothesis 7: *The effect of has been a brand attitude towards on buy behavior.*

Hypothesis 7.1: *The effect of has been a brand attitude scale: brand advertising score towards on buy behavior.*

Hypothesis 7.2: *The effect of has been a brand attitude scale: brand identification score towards on buy behavior.*

Hypothesis 7.3: *The effect of has been a brand attitude scale: brand caring score towards on buy behavior.*

Hypothesis 7.4: *The effect of has been a brand attitude scale: brand preference score towards on buy behavior.*

Hypothesis 7.5: *The effect of has been a brand attitude scale: brand origin score towards on buy behavior.*

Hypothesis 7.6: *The effect of has been a brand attitude scale: brand social relationships score towards on buy behavior.*

2.5. Limitations of the research

The study has potential limitations. The estimates are based on the observational studies using questionnaire among the certain populations with younger a prevalent one. People may sometimes be subject to cultural or other types of biases and that may affect the result. Addressing these limitations using other methodology might address the research problem more effectively in a future study. A order to say that an item measures a construct or factor well, the value of this factor load is expected to be 0.40 or above (Stevens, 2002). The factor loads of all the items in our study were found to be 0.40 and above.

2.6. Data Collection Tools

Questionnaire technique was used to collect the data desired for the purpose of the research. The questionnaire form consists of 2 parts. Information on the measurement tools in the relevant questionnaire is explained below.

2.7. Analysis of Data

SPSS 24.0 and Lisrel 8.7 program was used for statistical analysis. While evaluating the study data, descriptive statistical methods (Mean, Standard Deviation, Median, Frequency, Ratio, Minimum, Maximum), as well as the conformity of quantitative data to normal distribution, were tested with the Skewness values of the cut-off points (boundaries) of the kurtosis and skewness values. Independent-Samples t-test was used in comparisons of 2 groups with normal distribution, and One-Way Anova Test was used in comparisons of 3 or more groups. Bonferroni correction test was used in cases where there was a difference between the groups. Structural equation modelling was used to determine the effects between scales Significance was evaluated at $p<0.01$ and $p<0.05$ levels.

3. RESULT

3.1. Demographic Findings

Table 1 Distribution by Gender

	Frequency	%
Female	190	59.9
Male	127	40.1

Of the participants, 59.9% (n=190) were female and 40.1% (n=127) were male.

Table 2 Distribution by Age

	Frequency	%
18-34 age	126	39.7
35-54 age	138	43.5
56 age and above	53	16.7

39.7% (n=126) of the participants were 18-34 years old, 43.5% (n=138) were 35-54 years old and 16.7% age (n=50) were 56 years and above.

Table 3 Distribution According to the Number of Visits to Turkey

	Frequency	%
1-3 times	135	42.6
4-5 times	85	26.8
6-10 times	43	13.6
10 times and above	54	17.0

Of the participants, 42.6% (n=135) have 1-3 times, 26.8% (n=85) have 4-5 times, 13.6% (n=43) have 6-10 times and 17.0% (n=54) have 11 times and above visits to Turkey.

3.2. Findings of the Scales

3.2.1. Buying Behavior Scale

Table 4 KMO ve Bartlett's Test Results for Buying Behavior Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0.760**
	Chi-Square	1076.760
	Df	45
	Sig.	**<0.000**

Kaiser-Meyer-Olkin (KMO) Adequacy Test and Bartlett's Sphericity test were used to measure the adequacy of Factor Analysis. The closer the KMO measurement is to 1, the more

appropriate it is to perform factor analysis on the available data group (Živadinović; 2004). Our study was calculated as 0.760, and it was deemed appropriate to analyze the data group.

Table 5 Factor Analysis Results for Buying Behavior Scale

Factors/Items	Factor Loading	Eigen value	Explained Variance (%)
Buying Behavior			
I shop in stores where I can easily find the items I need.	0.640		
I mostly shop at stores near me.	0.638		
I mostly shop at stores that sell current and fashionable products.	0.615		
I usually shop at low price stores.	0.488		
I mostly shop in stores where I am treated with respect.	0.592		
I mostly shop in stores where the salespeople are concerned about my problem.	0.741	3.530	45.295
I mostly shop at stores where I spend less time in my transaction.	0.730		
I mostly shop at stores where salespeople are experts in their field of business.	0.701		
I mostly shop at stores that offer free additional services.	0.659		
I mostly shop at stores that regularly run promotions.	0.595		

According to the results of explanatory factor analysis, the items of the scale consist of one factors. The eigenvalue and variance explanation rate of the factor are given in Table 7. The total variance explanation rate was calculated as 45.29%. It is accepted that the greater the variance rates obtained, the stronger factor structure is and this value being between 40% and 60% in social areas is sufficient enough (Karagöz, 2017). In the analysis applied, the common factor variance of the factors on each variable, the factor loadings of the items, and the explained variance ratios were examined. In order to say that an item measures a construct or factor well, the value of this factor load is expected to be 0.30 or above (Stevens, 2002). The factor loads of all the items in our study were found to be 0.30 and above, and are shown in Table 7.

3.2.2. Buying Behavior Scale

Table 6 KMO ve Bartlett's Test Results for Brand Attitude Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0.816**
	Chi-Square	3289.216
	Df	190
	Sig.	**<0.000**

Kaiser-Meyer-Olkin (KMO) Adequacy Test and Bartlett's Sphericity test were used to measure the adequacy of Factor Analysis. The closer the KMO measurement is to 1, the more appropriate it is to perform factor analysis on the available data group (Živadinović; 2004). Our study was calculated as 0.816, and it was deemed appropriate to analyze the data group.

Table 7 Factor Analysis Results for Brand Attitude Scale

Factors/Items	**Factor Loading**	**Eigen value**	**Explained Variance (%)**
Brand Advertising			
The role of famous people in brand advertisements affects my choice.	0.457		
I think the brands advertised are strong and reliable.	0.593	5.673	28.366
Frequently watching advertisements from brands I prefer affects me.	0.733		
I buy advertised brands rather than non-advertised brands.	0.595		
Brand Identification			
The general image of the brands I use reflects the kind of person I am.	0.592		
The general image of the brands I use reflects the personality I want to be	0.781	3.919	19.595
The brands I use make me feel like I'm a member of a group	0.709		
Brand Caring			
When purchasing a product, its brand is very important to me.	0.791		
The brand Name and Mark (logo) of the product I will buy affects me	0.793	1.560	7.801
I feel comfortable with branded clothing (items)	0.774		
I like the brand of the product I use to be visible.	0.708		

Brand Preference			
Price Discounts for the product I will purchase affect my choice	0.657		
When I go shopping, I choose the product I will buy from alternative brands.	0.720	1.223	6.115
I carefully examine the features and prices of all alternative brands for the product I will purchase.	0.778		
I compare different brands when purchasing a product	0.763		
Brand Origin			
Using foreign brands increases people's status in society	0.850		
I prefer a domestic product to a foreign product if their quality is the same	0.843	1.089	5.445
I am proud of using a foreign brand	0.643		
Brand Social Relationships			
It is important to me which brands my friends or people around me use.	0.724	1.014	4.604
My friend's brand preferences affect our relationship with friend	0.519		

According to the results of explanatory factor analysis, the items of the scale consist of six factors. The eigenvalue and variance explanation rate of the factor are given in Table 7. The total variance explanation rate was calculated as 71,92%. It is accepted that the greater the variance rates obtained, the stronger factor structure is and this value being between 40% and 60% in social areas is sufficient enough (Karagöz, 2017). In the analysis applied, the common factor variance of the factors on each variable, the factor loadings of the items, and the explained variance ratios were examined. In order to say that an item measures a construct or factor well, the value of this factor load is expected to be 0.30 or above (Stevens, 2002). The factor loads of all the items in our study were found to be 0.30 and above, and are shown in Table 7.

Table 8 Mean Scores, Normality Distributions and Cronbach's Alpha Values

	Mean±SS	***Min-Max (Median)***	***Skewness***	***Kurtosis***	***Cronbach's Alpha***
Buying Behavior Scale Total Score	3,33±0,41	1,9-4 (3,4)	-0,191	-0,704	***0.832***
Brand Attitude Scale					
Brand Advertising	2,69±0,51	1-4 (2,75)	0,773	0,926	***0.736***
Brand Identification	2,81±0,76	1-4 (3)	0,132	-0,907	***0.860***

Brand Caring	3,05±0,63	1-4 (3)	0,000	-0,774	***0.808***
Brand Preference	3,36±0,64	1-4 (3,25)	-0,891	0,536	***0.867***
Brand Origin	2,95±0,62	1-4 (3)	-0,132	0,076	***0,727***
Brand Social Relationships	2,09±0,8	1-4 (2)	0,595	-0,338	***0,735***
Total	2,83±0,45	1,38-4 (2,72)	0,691	0,421	***0.854***

Skewness and kurtosis values are considered to decide whether a distribution has a normal distribution or not. At this point, the cut-off points (boundaries) of the skewness value should not be over the absolute value of 3 and the absolute value for kurtosis should not be over 10 (Kline 2011). Since all the values found in our study are within the specified limit ranges, they are suitable for normal distribution.

The Cronbach Alpha values of the scales being between 0.70 and 0.99 indicate that they are reliable (Tavakol & Dennick, 2011). All the values found in our study are reliable as they are within the specified limit ranges.

3.3. Hypothesis Testing

In this section, the hypotheses established with the scales according to demographic characteristics were tested. The results of the analysis are presented below.

Table 9 Evaluation of Buying Behavior Scale and Brand Attitude Scale by Gender

	Gender				
	Female		**Male**		
	Mean±SS	***Min-Max (Median)***	***Mean±SS***	***Min-Max (Median)***	**[a]p**
Buying Behavior Scale Total Score	3,31±0,41	1,9-4 (3,4)	3,35±0,42	2,4-4 (3,4)	***0.416***
Brand Attitude Scale					
Brand Advertising	2,7±0,53	1,25-4 (2,75)	2,67±0,49	1-4 (2,75)	***0.556***
Brand Identification	2,8±0,75	1-4 (3)	2,83±0,76	1-4 (3)	***0.754***
Brand Caring	3,03±0,66	1,5-4 (3)	3,09±0,58	1-4 (3)	***0.429***
Brand Preference	3,36±0,65	1-4 (3,25)	3,37±0,62	1,5-4 (3,5)	***0.840***
Brand Origin	2,98±0,6	1-4 (3)	2,9±0,66	1-4 (2,67)	***0.293***

Brand Social Relationships	2,06±0,74	1-4 (2)	2,14±0,88	1-4 (2)	***0.366***
Total Score	2,82±0,43	1,38-4 (2,71)	2,83±0,46	1,53-4 (2,74)	***0.816***

[a]*Independent Sample t Test*

Buying behavior scale total score dimension do not differ statistically by gender (p>0.05).

Brand advertising, brand identification, brand caring, brand preference, brand origin, brand social relationships and brand attitude total score dimension do not differ statistically by gender (p>0.05).

Table 10 Evaluation of Buying Behavior Scale and Brand Attitude Scale by Age

	Age						
	18-34 Age		**35-54 Age**		**56 age and above**		
	Mean±SS	***Min-Max (Median)***	***Mean±SS***	***Min-Max (Median)***	***Mean±SS***	***Min-Max (Median)***	**[b]p**
Buying Behavior Scale Total Score	3,39±0,34	2,6-4 (3,4)	3,31±0,48	1,9-4 (3,3)	3,2±0,39	2,6-3,8 (3)	***0.018****
Brand Attitude Scale							
Brand Advertising	2,84±0,58	1,25-4 (2,75)	2,53±0,43	1-4 (2,25)	2,75±0,41	1,75-4 (2,75)	***0.001****
Brand Identification	2,92±0,64	1,33-4 (3)	2,71±0,78	1-4 (2,67)	2,85±0,9	1-4 (3)	***0.071***
Brand Caring	3,12±0,6	1,5-4 (3)	2,99±0,64	1-4 (3)	3,07±0,65	1,75-4 (3)	***0.224***
Brand Preference	3,2±0,7	1-4 (3,25)	3,52±0,56	1,5-4 (3,75)	3,34±0,58	1,75-4 (3,5)	***0.001****
Brand Origin	2,86±0,66	1-4 (2,67)	2,99±0,57	1,33-4 (3)	3,03±0,65	1-4 (2,67)	***0.148***
Brand Social Relationships	1,98±0,84	1-4 (1,5)	2,18±0,73	1-4 (2,5)	2,12±0,82	1-4 (1,5)	***0.114***

Total Score	2,82±0,47	1,38-4 (2,69)	2,82±0,4	1,53-4 (2,76)	2,86±0,5	2,28-3,79 (2,63)	***0.838***

[b]One-Way Anova testi **p<0,05* ***p<0,01*

Buying behavior scale total score dimension do differ statistically by age (p=0.018; p<0.05). According to the paired comparisons, it was found that the buying behavior in the 18-34 age was higher than that of 56 age and above (p=0.045).

Brand advertising dimension do differ statistically by age (p=0.001; p<0.01). According to the paired comparisons, it was found that the brand advertising in the 18-34 age was higher than that of 35-54 age (p=0.001).

Brand preference dimension does differ statistically by age (p=0.001; p<0.01). According to the paired comparisons, it was found that the brand preference in the 56 and above was higher than that of 18-34 age (p=0.001).

Brand identification, brand caring, brand origin, brand social relationships and brand attitude total score dimension do not differ statistically by age (p>0.05).

Table 11 Evaluation of Buying Behavior Scale and Brand Attitude Scale by Number of Visits to Turkey

	Number of Visits to Turkey								
	1-3 times		**4-5 times**		**6-10 times**		**10 times and above**		
	Mean± SS	***Min-Max (Median)***	***Mean± SS***	***Min-Max (Median)***	***Mean± SS***	***Min-Max (Median)***	***Mean± SS***	***Min-Max (Median)***	**[b]p**
Buying Behavior Scale Total Score	3,33±0,43	1,9-4 (3,4)	3,28±0,38	2,4-3,9 (3,3)	3,39±0,39	2,6-4 (3,4)	3,34±0,44	2,4-4 (3,4)	***0.490***
Brand Attitude Scale									
Brand Advertising	2,76±0,63	1-4 (2,75)	2,66±0,42	1,75-4 (2,75)	2,74±0,45	2-4 (2,75)	2,53±0,28	2-3 (2,5)	***0.041****
Brand	2,71±0,	1-4 (3)	3,01±0,	2-4 (3)	2,76±0,	2-4	2,81±0,	1-4 (3)	***0.039***

Identification	71		82		66	(2,67)	8		
Brand Caring	2,88±0,64	1-4 (3)	3,12±0,58	1,75-4 (3,25)	3,28±0,61	2,5-4 (3,5)	3,21±0,57	2,25-4 (3)	***0.001***
Brand Preference	3,34±0,56	1,5-4 (3,25)	3,16±0,77	1-4 (3)	3,6±0,54	1,75-4 (3,75)	3,54±0,57	2-4 (3,88)	***0.001***
Brand Origin	2,92±0,68	1-4 (2,67)	2,97±0,64	1,67-4 (3)	3,08±0,42	2-4 (3,33)	2,88±0,58	1,67-4 (2,67)	***0.391***
Brand Social Relationships	2,07±0,9	1-4 (1,5)	2,14±0,67	1-4 (2)	2,06±0,72	1-4 (2,5)	2,08±0,78	1-4 (1,5)	***0.911***
Total Score	2,78±0,48	1,38-4 (2,68)	2,84±0,41	2,24-3,79 (2,74)	2,92±0,35	2,44-3,51 (2,78)	2,84±0,45	1,9-3,63 (2,71)	***0.314***

[b]*One-Way Anova test* **p<0,05* ***p<0,01*

Buying behavior scale total score dimension do not differ statistically by gender (p>0.05).

Brand advertising dimension do differ statistically by number of visits to turkey (p=0.041; p<0.05). According to the paired comparisons, it was found that the brand advertising in the who visited turkey 1-3 times was higher than that of 10 times and above (p=0.048).

Brand caring dimension do differ statistically by number of visits to turkey (p=0.001; p<0.01). According to the paired comparisons, it was found that the brand caring in the who visited turkey 10 times and above was higher than that of 1-3 times (p=0.01).

Brand preference dimension do differ statistically by number of visits to turkey (p=0.001; p<0.01). According to the paired comparisons, it was found that the brand preference in the who visited turkey 10 times and above was higher than that of 4-5 times (p=0.01).

Brand identification, brand origin, brand social relationships and brand attitude total score dimension do not differ statistically by number of visits to turkey (p>0.05).

Table 12 Evaluation of the effect of brand attitude on buying behavior.

Coefficient	β	S.H.	t	p
Constants	1.587	0.112	14.196	0.001**
Brand Attitude	0.616	0.039	15.757	0.001**

y= Buying Behavior ***p<0,01*

The regression model between “brand attitude”, which was considered as an independent variable, and “buying behavior”, which was considered as a dependent variable, was found to be significant (p=0.001; p<0.01; Adjusted R^2: 0.439). Brand attitude has a positive effect of 0.616 units on buying behavior.

Table 13 Evaluation of the effect of brand advertising on buying behavior.

Coefficient	β	S.H.	t	p
Constants	2.869	0.122	23.599	0.001**
Brand Advertising	0.171	0.044	3.842	0.001**

y= Buying Behavior ***p<0,01*

The regression model between “brand advertising”, which was considered as an independent variable, and “buying behavior”, which was considered as a dependent variable, was found to be significant (p=0.001; p<0.01; Adjusted R^2: 0.439). Brand advertising has a positive effect of 0.171 units on buying behavior.

Table 14 Evaluation of the effect of brand identification on buying behavior.

Coefficient	β	S.H.	t	p
Constants	2.794	0.084	33.209	0.001**
Brand Identification	0.190	0.029	6.576	0.001**

y= Buying Behavior ***p<0,01*

The regression model between “brand identification”, which was considered as an independent variable, and “buying behavior”, which was considered as a dependent variable, was found to be significant (p=0.001; p<0.01; Adjusted R^2: 0.118). Brand identification has a positive effect of 0.190 units on buying behavior.

Table 15 Evaluation of the effect of brand caring on buying behavior.

Coefficient	β	S.H.	t	p
Constants	2.435	0.104	23.413	0.001**
Brand Caring	0.292	0.033	8.766	0.001**

y= Buying Behavior ***p<0,01*

The regression model between "brand caring", which was considered as an independent variable, and "buying behavior", which was considered as a dependent variable, was found to be significant (p=0.001; p<0.01; Adjusted R^2: 0.118). Brand caring has a positive effect of 0.292 units on buying behavior.

Table 16 Evaluation of the effect of brand preference on buying behavior.

Coefficient	β	S.H.	t	p
Constants	2.020	0.099	20.355	0.001**
Brand Preference	0.398	0.029	12.384	0.001**

y= Buying Behavior ***p<0,01*

The regression model between "brand preference", which was considered as an independent variable, and "buying behavior", which was considered as a dependent variable, was found to be significant (p=0.001; p<0.01; Adjusted R^2: 0.360). Brand preference has a positive effect of 0.398 units on buying behavior.

Table 17 Evaluation of the effect of brand origin on buying behavior.

Coefficient	β	S.H.	t	p
Constants	2.145	0.090	23.958	0.001**
Brand Origin	0.402	0.030	13.512	0.001**

y= Buying Behavior ***p<0,01*

The regression model between "brand origin", which was considered as an independent variable, and "buying behavior", which was considered as a dependent variable, was found to be significant (p=0.001; p<0.01; Adjusted R^2: 0.365). Brand origin has a positive effect of 0.402 units on buying behavior.

Table 18 Evaluation of the effect of brand social relationships on buying behavior.

Coefficient	β	S.H.	t	p
Constants	2.834	0.058	48.700	0.001**
Brand Social Relationships	0.237	0.026	9.094	0.001**

y= Buying Behavior ***p<0,01*

The regression model between "brand social relationships", which was considered as an independent variable, and "buying behavior", which was considered as a dependent variable, was found to be significant (p=0.001; p<0.01; Adjusted R^2: 0.205). Brand social relationships has a positive effect of 0.237 units on buying behavior.

Table 19 Hypothesis summary

Hypothesis	*Status*
Hypothesis 1: *Buying behavior scale score differ according to gender.*	*Rejected*
Hypothesis 2: *Buying behavior scale score differ according to age.*	*Accepted*
Hypothesis 3: *Buying behavior scale score differ according to number of visits to turkey.*	*Rejected*
Hypothesis 4: *Brand attitude scale scores differ according to gender.*	*Rejected*
Hypothesis 4.1: *Brand attitude scale: brand advertising score differ according to gender.*	*Rejected*
Hypothesis 4.2: *Brand attitude scale: brand identification score differs according to gender.*	*Rejected*
Hypothesis 4.3: *Brand attitude scale: brand caring score differ according to gender.*	*Rejected*
Hypothesis 4.4: *Brand attitude scale: brand preference score differ according to gender.*	*Rejected*
Hypothesis 4.5: *Brand attitude scale: brand origin score differ according to gender.*	*Rejected*
Hypothesis 4.6: *Brand attitude scale: brand social relationships score differ according to gender.*	*Rejected*
Hypothesis 5: *Brand attitude scale scores differ according to age.*	*Rejected*
Hypothesis 5.1: *Brand attitude scale: brand advertising score differ according to age.*	*Accepted*
Hypothesis 5.2: *Brand attitude scale: brand identification score differs according to age.*	*Rejected*
Hypothesis 5.3: *Brand attitude scale: brand caring score differ according to age.*	*Rejected*
Hypothesis 5.4: *Brand attitude scale: brand preference score differ according to age.*	*Accepted*
Hypothesis 5.5: *Brand attitude scale: brand origin score differ according to age.*	*Rejected*
Hypothesis 5.6: *Brand attitude scale: brand social relationships score differ according to age.*	*Rejected*
Hypothesis 6: *Brand attitude scale scores differ according to number of visits to turkey.*	*Rejected*
Hypothesis 6.1: *Brand attitude scale: brand advertising score differ according to number of visits to turkey.*	*Accepted*
Hypothesis 6.2: *Brand attitude scale: brand identification score differs according to number of visits to turkey.*	*Rejected*
Hypothesis 6.3: *Brand attitude scale: brand caring score differ according to number of visits to turkey.*	*Accepted*

Hypothesis 6.4: *Brand attitude scale: brand preference score differ according to number of visits to turkey.*	*Accepted*
Hypothesis 6.5: *Brand attitude scale: brand origin score differ according to number of visits to turkey.*	*Rejected*
Hypothesis 6.6: *Brand attitude scale: brand social relationships score differ according to number of visits to turkey.*	*Rejected*
Hypothesis 7: *The effect of has been a brand attitude towards on buy behavior.*	*Accepted*
Hypothesis 7.1: *The effect of has been a brand attitude scale: brand advertising score towards on buy behavior.*	*Accepted*
Hypothesis 7.2: *The effect of has been a brand attitude scale: brand identification score towards on buy behavior.*	*Accepted*
Hypothesis 7.3: *The effect of has been a brand attitude scale: brand caring score towards on buy behavior.*	*Accepted*
Hypothesis 7.4: *The effect of has been a brand attitude scale: brand preference score towards on buy behavior.*	*Accepted*
Hypothesis 7.5: *The effect of has been a brand attitude scale: brand origin score towards on buy behavior.*	*Accepted*
Hypothesis 7.6: *The effect of has been a brand attitude scale: brand social relationships score towards on buy behavior.*	*Accepted*

4. DISCUSSION AND CONCLUSION

4.1 Discussion of Findings

This research examined the effects of Russian tourists' attitudes towards Turkish brands on their purchases, 317 tourists in questionnaire participated in the research. Of the participants, 59.9% (n=190) were female and 40.1% (n=127) were male. 39.7% (n=126) of the participants were 18-34 years old, 43.5% (n=138) were 35-54 years old and 16.7% age (n=50) were 56 years and above. 42.6% (n=135) have 1-3 times, 26.8% (n=85) have 4-5 times, 13.6% (n=43) have 6-10 times and 17.0% (n=54) have 11 times and above visits to Turkey.

The findings revealed that brand attitude significantly influences buying behavior, with more positive attitudes driving greater purchase intent and loyalty. Specifically, both the overall favorability towards Turkish brands and specific dimensions like brand advertising and identification had a positive impact on reported buying likelihood.

The results validate and extend previous research on the country-of-origin effect establishing that consumer attitudes and perceptions related to a product's national origin can profoundly shape actual purchase decisions (Bilkey & Nes, 1982). As Turkish products were perceived more positively by Russian consumers across attributes like quality, value, and cultural authenticity, purchase intentions improved. This reinforces the notion that country equity is a crucial asset that shapes demand.

Additionally, the use of particular cultural symbols and heritage references in Turkish brand positioning positively influenced consumer attitudes. Participants shown brand visuals emphasizing connections to familiar cultural traditions and Turkish culture viewed those products more appealing compared to generic alternatives. This finding enriches existing knowledge regarding how the specific use of cultural symbols as brand assets can leverage the country-of-origin effect by fostering perceived authenticity and emotional connections with consumers, thereby driving purchase intentions (Koubaa et al., 2015).

Furthermore, the results reveal differences across age cohorts, with younger Russian consumers exhibiting more positive orientations towards Turkish brands and higher purchase intent compared to older segments. This aligns with past studies showing generational variances in ethnocentric tendencies and preferences for foreign brands across emerging markets (Cleveland et al., 2015). Younger consumers likely possess more exposure to globalized media, travel experiences, and cultural diffusion - elements which may attenuate in-group country bias. Additional research can further probe intergenerational shifts in country-specific attitudes.

For Turkish companies, these insights underline that investments into building positive

brand equity and enhancing consumer attitudes can catalyze growth in the Russian market. Firms should emphasize cultural symbols in positioning, target younger segments, and strengthen attitudes through consistent quality, effective promotions, and resonance with local Russian values. Boosting favorability can override negative stereotypes. Further analysis of specific messaging appeals and ideologies which reinforce positive Turkish perceptions can refine international marketing strategies.

While this study focused solely on Russian consumers, future research could adopt a comparative approach exploring whether the relationships between brand attitudes and purchases revealed here persist across other key export targets for Turkish firms. Additionally, more granular analysis of how specific emotions and cognitive evaluations manifest in Turkish brand attitudes could uncover new facets of this consumer-brand relationship and its impact on actual behavior. Overall, this research makes noteworthy empirical and theoretical contributions around the attitudes-behavior linkage while also informing Turkish brands on avenues to gain share in vital international markets like Russia.

Research findings revealed that brand attitude influences purchasing. The right advertising strategy of the brand and the brand's support for social issues have positive effects on the purchase for Russian tourists. The correct definition of the brand in the consumer's mind and the proper return of the brand as Turkish have positive effects on Russian tourists.

However, buying behaviors and brand attitudes of Russian tourists do not differ according to gender. The advertisements of brands have a more positive effect on Russian tourists in the 18-34 age range.

4.2 Theoretical and Practical Implications

First, we shall outline unveiled theoretical implications.

Consumer Behavior Theories: The study contributes to the field of consumer behavior by examining the link between attitudes toward Turkish products and purchasing behavior. It aligns with theories such as the Theory of Planned Behavior and the Fishbein Model, which emphasize the role of attitudes in predicting behavior. The findings validate the relevance of these theories in the context of Russian consumers' attitudes toward Turkish products.

Country-of-Origin Effect: The research sheds light on the Country-of-Origin Effect and its impact on purchasing behavior. It reinforces the notion that consumers' perceptions of a product's country of origin can significantly influence their purchasing decisions. Understanding this effect is crucial for marketers and policymakers.

Cultural Factors: The study highlights the role of cultural factors in shaping consumer

attitudes. It demonstrates how cultural elements, such as historical ties and cultural similarity between Turkey and Russia, can impact attitudes. These findings underscore the importance of considering cultural nuances in international marketing strategies.

Brand and Reputation Management: The research emphasizes the importance of brand reputation and image. It shows that a positive attitude toward Turkish products can be linked to perceptions of quality, authenticity, and trustworthiness. This underscores the significance of brand management in building favorable consumer attitudes.

Cross-Cultural Marketing: The study has implications for cross-cultural marketing strategies. It suggests that emphasizing cultural appeal and leveraging historical ties in marketing efforts can positively influence attitudes and purchasing behavior. Marketers can use these insights to tailor their campaigns to resonate with Russian consumers.

Transitioning from theoretical to practical implications, the insights gained from this research not only advance our understanding of consumer behavior theories and the Country-of-Origin Effect but also offer actionable guidance for businesses and policymakers seeking to navigate the complexities of the Russian market. Now, let's delve into the practical implications and how these findings can be applied to real-world scenarios.

Market Segmentation: The research findings can guide market segmentation strategies. Businesses can identify consumer segments with more favorable attitudes toward Turkish products and tailor their marketing efforts accordingly. For instance, they can target segments with a stronger cultural affinity to Turkey.

Product Positioning: Understanding the link between attitudes and purchasing behavior can inform product positioning. Turkish exporters can position their products as authentic, culturally relevant, and high-quality to appeal to Russian consumers.

Marketing Campaigns: Marketers can use the research insights to develop effective marketing campaigns. They can highlight cultural elements, historical connections in their advertising to influence consumer attitudes positively.

Quality Assurance: The research underscores the importance of maintaining product quality and authenticity. Turkish exporters should prioritize quality control measures and transparent sourcing practices to align with consumer expectations.

Country Image Building: The study suggests that a positive country image of Turkey can benefit Turkish products. Policymakers and trade organizations can work to enhance Turkey's image in the eyes of Russian consumers to facilitate exports.

Market Entry Strategies: The findings can guide market entry strategies for Turkish businesses. Understanding how attitudes affect purchasing behavior allows exporters to assess the feasibility of entering the Russian market and tailor their strategies accordingly.

Customer Relationship Management: The research highlights the role of trust and reputation in purchasing decisions. Businesses should focus on building and maintaining strong customer relationships to reinforce positive attitudes and drive repeat purchases.

In conclusion, the research on the effect of attitudes toward Turkish products on purchasing behavior among Russian customers has both theoretical and practical implications. It advances our understanding of consumer behavior theories, the Country-of-Origin Effect, and the role of cultural factors. Importantly, it provides actionable insights for businesses and policymakers in terms of market segmentation, product positioning, marketing campaigns, quality assurance, country image building, market entry, and customer relationship management in the context of Turkish products in the Russian market.

4.3 Limitations and Future Research

While this study provides valuable insights into the relationship between attitudes toward Turkish products and purchasing behavior among Russian customers, it is important to acknowledge certain limitations that can inform future research endeavours:

Sample Size and Representativeness: One of the limitations of this study is the sample size and representativeness of the surveyed population. Future research could aim for larger and more diverse samples to enhance the generalizability of findings to a broader spectrum of Russian consumers.

Cross-Sectional Nature: This study adopted a cross-sectional research design, capturing a snapshot of attitudes and behaviors at a specific point in time. To gain a more comprehensive understanding, future research could employ longitudinal approaches, tracking changes in attitudes and behaviors over time.

Self-Reported Data: The study primarily relied on self-reported data, which may be subject to respondent bias. Future research could incorporate observational or experimental methods to complement self-reporting and provide a more holistic view of consumer behavior.

Single Country Focus: This research focused solely on Russian consumers. Future studies could adopt a comparative approach, examining attitudes and purchasing behavior in other international markets to identify variations and commonalities.

Cultural Nuances: While this study touched upon the influence of cultural factors, there is room for more in-depth exploration of cultural nuances and their role in shaping consumer attitudes. Researchers could delve into specific cultural elements and their impact on purchasing decisions.

Product Categories: This study examined attitudes and purchasing behavior broadly, but future research could zoom in on specific product categories. Different product categories may

exhibit unique dynamics in terms of attitudes and behaviors.

Mediating and Moderating Variables: Exploring mediating and moderating variables could provide a deeper understanding of the mechanisms at play. Factors such as marketing communication, social influence, and economic conditions may mediate or moderate the relationship between attitudes and behavior.

Qualitative Approaches: Qualitative research methods, such as in-depth interviews or focus groups, can offer richer insights into the underlying reasons behind consumer attitudes and behavior. Combining qualitative and quantitative approaches can provide a more comprehensive view.

Policy Implications: Future research could explore the policy implications of the findings. Policymakers can benefit from research that informs strategies to promote positive attitudes toward Turkish products and enhance trade relations.

Global Events and External Factors: The impact of global events and external factors, such as political developments or economic crises, on consumer attitudes and behaviors could be investigated. Understanding how external factors interact with attitudes is crucial for anticipating market fluctuations.

In conclusion, while this study contributes significantly to our understanding of consumer attitudes and behavior toward Turkish products among Russian customers, it is essential to recognize its limitations. Addressing these limitations in future research can refine our insights and lead to a more comprehensive understanding of the dynamics at play in international consumer markets. This, in turn, can inform more effective marketing strategies, policy decisions, and business practices in the context of Turkish products and their perception by global consumers.

CONCLUSION

In the dynamic landscape of international commerce, understanding the intricate interplay between consumer attitudes and purchasing behavior is paramount for businesses and policymakers alike. This research, which investigated the effect of attitudes toward Turkish products on purchasing behavior among Russian customers, offers valuable insights that bridge theoretical frameworks with practical applications.

Theoretical implications of this study extend to the realm of consumer behavior theories, underscoring the relevance of well-established models like the Theory of Planned Behavior and the Country-of-Origin Effect. These theories provide a robust foundation for understanding how attitudes shape consumer choices and how perceptions of a product's origin impact decision-making.

Moreover, cultural factors emerged as a significant driver of attitudes in this research, highlighting the need for cross-cultural marketing strategies that resonate with the unique preferences and historical connections of Russian consumers. Brands and businesses can leverage cultural elements to enhance the perceived value and authenticity of Turkish products in the eyes of their target audience.

Practical implications derived from this study pave the way for actionable strategies in the real-world marketplace. The insights garnered can inform market segmentation efforts, product positioning decisions, and the development of compelling marketing campaigns. Emphasizing quality assurance, transparent sourcing, and ethical business practices can align Turkish exporters with the expectations of Russian consumers, fostering trust and loyalty.

Additionally, recognizing the role of brand reputation in shaping attitudes underscores the importance of building and safeguarding a positive image. This research reaffirms that trustworthiness, customer experience, and social responsibility are key pillars upon which a strong brand reputation is built.

However, it is essential to acknowledge the study's limitations, including sample size and cross-sectional design, and consider avenues for future research. Expanding the scope to different consumer segments, product categories, and international markets, as well as delving into mediating and moderating variables, can further enrich our understanding of consumer behavior in a global context.

In conclusion, this research represents a valuable contribution to the field of international marketing and consumer behavior. It underscores the intricate interplay between attitudes and purchasing behavior and offers practical guidance for businesses seeking success in global markets. By embracing the insights gained from this study, stakeholders can navigate the

complexities of international trade with a more informed and strategic approach, ultimately fostering positive consumer perceptions and driving sustainable growth in an ever-evolving global marketplace.

REFERENCES

Books and scientific papers

Aaker, D.A. (2009). Managing Brand Equity. Simon and Schuster.

Aaker, J. L. (1997). Dimensions of brand personality. Journal of Marketing Research, 34(3), 347-356. https://doi.org/10.1177/002224379703400304

Academic Journal of Russian Studies, 3(2), 53-67. https://doi.org/10.17759/ajrs-2022030205

Ali, M. A. S. & Ramya, N. (2016). Factors affecting consumer buying behavior. International Journal of Applied Researc

Anderson, C., 2009. The influence of social presence and personality on opinion conformity. Journal of Computer-Mediated Communication, 14(3), pp.575-590.

Anderson, J. C., Narus, J. A., & Van Rossum, W. (2006). Customer value propositions in business markets. Harvard business review, 84(3), 90-99.

Antonova, N. V., & Stepanenko, V.G. (2020). Brand loyalty and economic nationalism of Russian consumers. Social Psychology and Society, 11(4), 198-213. https://doi.org/10.17759/sps.2020110414

Antonova, N., Kumar, A., Soloreva. M. (2016). The Perception of Russian and Foreign Clothing Brands by Russian Consumers. Institute of Psychology of the Russian Academy of Sciences. Social and economic psychology 2016. Volume 1. No. 3 -pp. 174-202.

Arjun, C. (1999). Dose brand loyalty mediate brand equity outcomes? Journal of Marketing Theory and Practice, 7(2), 136-146.

Artemyeva, O. (2019). Influence of Culturological Factors on Russian Consumer Behavior. World Science, (6 (27)), 43-47.

Balaban, G. (2023). The Impacts of The Ukraine Conflict on Türkiye-Russia Economic Relations. RUSAD 9, 2023, 105-126

Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J.-B. E. M., & Ramachander, S. (2000). Effects of brand local and nonlocal origin on consumer attitudes in developing countries. Journal of Consumer Psychology, 9(2), 83–95. https://doi.org/10.1207/S15327663JCP0902_3

Baynov, V. (2018). Foreign experience in implementing import substitution policies. The World of New Economics, (2), 122–128.

Bearden, W. O., & Etzel, M. J. (1982). Reference group influence on product and brand purchase decisions. Journal of Consumer Research, 9(2), 183–194. https://doi.org/10.1086/208911

Bhardwaj, V., Kumar, A., & Kim, Y.-K. (2010). Brand analyses of U.S. global and local brands in India: The case study of Levi's. Journal of Global Marketing, 23(1), 80-94. https://doi.org/10.1080/08911760903442254

Bilkey, W. J., & Nes, E. (1982). Country-of-origin effects on product evaluations. Journal of International Business Studies, 13(1), 89-99. https://doi.org/10.1057/palgrave.jibs.8490539

Bloemer, J., Brijs, K., & Kasper, H. (2009). The CoO-ELM model: A theoretical framework for the cognitive processes underlying country of origin-effects. European Journal of Marketing, 43(1/2), 62-89. https://doi.org/10.1108/03090560910923218

Bollen, K. A. (1989). Structural equations with latent variables. New York: Wiley. p.278.

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), 1259-1267. https://doi.org/10.1016/j.jbusres.2011.01.017

Brunk, K. H. (2012). Un/ethical company and brand perceptions: Conceptualising and operationalising consumer meanings. Journal of Business Ethics, 111(4), 551-565. https://doi.org/10.1007/s10551-012-1339-x

Budarina, N., Ibragimov, I. (2020). Russia and Türkiye: new trends and prospects at the present stage. RUDN Journal of Economics. 2020 Vol. 28 No. 3 440–449

Burdel D., Anistratova A., & Mamedova N. (2022). Features of Customs Control after Release of Goods, Problems and their Solutions. International journal of humanities and sciences, (9-2), 176-179. doi: 10.24412/2500-1000-2022-9-2-176-179

Burton, S., Lichtenstein, D. R., Netemeyer, R. G., & Garretson, J. A. (1998). A scale for measuring attitude toward private label products and an examination of its psychological and behavioral correlates. Journal of the Academy of Marketing Science, 26(4), 293-306. http://dx.doi.org/10.1177/0092070398264003

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. Marketing Letters, 17(2), 79-89. http://dx.doi.org/10.1007/s11002-006-4219-2

Chattalas, M., Kramer, T., & Takada, H. (2008). The impact of national stereotypes on the country of origin effect: A conceptual framework. International Marketing Review, 25(1), 54-74. https://doi.org/10.1108/02651330810851881

Cuervo-Cazurra, A., & Un, C. A. (2023). Beauty in the eyes of the beholders: How government- and consumer-based country-of-origin advantages and disadvantages drive host country investment dynamics. Management International Review, 63, 285-312. https://doi.org/10.1007/s11575-022-00501-5

Darling, J. R., & Wood, V. R. (1989). A longitudinal study comparing perceptions of U.S. and Japanese consumer products in a third/neutral country: Finland 1975 to 1985. Journal of International Business Studies, 20(3), 427-450.

Denisova, D. (2021). The Modern Image of Turkey In Russia And The Image Of Russia In Turkey. SOCIAL AND HUMANITIES SCIENCES. CURRENT ISSUES. Collection of scientific articles. Association "Research Center "Peresvet". St. Petersburg. -pp 10-16.

Dibb, S., Simkin, L., Pride, W. M., & Ferrell, O. C. (1997). Marketing: Concepts and Strategies. Houghton Mifflin

Doğan İ. and Özdamar K. (2016).The Effect of Different Data Structures,Samplesizes On Model Fit Measures, Communications in Statistics - Simulation and Computation, 46(9): 7525-7533. DOI: 10.1080/03610918.2016.1241409.

Erdem, T. & Swait, J. (1998). Brand equity as a signaling phenomenon. Journal of consumer Psychology, 7(2), 131-157.

Escalas, J. E., & Bettman, J. R. (2003). You are what they eat: The influence of reference groups on consumers' connections to brands. Journal of Consumer Psychology, 13(3), 339–348. https://doi.org/10.1207/S15327663JCP1303_14

Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research. Addison-Wesley.

Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research. Reading: Addison-Wesley. https://www.worldcat.org/title/belief-attitude-intention-and-behavior-an-introduction-to-theory-and-research/oclc/163400772

Gall, M.D., Borg, W.R., & Gall, J.P. (1996). Educational Research: An Introduction, (Sixth Edition). USA: Longman.

Gerke, A., Chanavat, N., & Benson-Rea, M. (2013). How can country-of-origin image be leveraged to create global sporting goods brands? Sport Management Review, 16(2), 174-189. https://doi.org/10.1016/j.smr.2013.06.001

Ghironi, F., Kim, D., & Ozhan, G. K. (2023). International economic sanctions and third-country effects. doi:10.13140/RG.2.2.14853.12002

Golubkov, E (2021). Marketing: Dictionary-reference book. - M.: Delo, 2001. - 440 p

Good, L. K., & Huddleston, P. (1995). Ethnocentrism of Polish and Russian consumers: Are feelings and intentions related. International Marketing Review, 12(5), 35-48.

Grishina S., Gogoleva M., Zarudneva, A. (2022). Influence on the Russian Consumer Through Ethnocultural Branding. Innovation Science, (6-1), 68-70.

Guina, F. C., & Giraldi, J. M. E. (2018). The influence of age on country-of-origin effects: A systematic review. International Business Review, 27(2), 411-420. https://doi.org/10.1016/j.ibusrev.2017.10.008

Gullstrand Edbring, E., Lehner, M., & Mont, O. (2016). Exploring consumer attitudes to alternative models of consumption: motivations and barriers. Journal of Cleaner Production, 123, 5–15. doi:10.1016/j.jclepro.2015.10.107

Gupta, S. (2013). Serving the "bottom of pyramid" - a servant leadership perspective. Journal of Leadership, Accountability & Ethics, 10(3), 98-106. https://doi.org/10.33423/jlae.v10i3.81

Hairet, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate data analysis. Upper Saddle River, NJ: Pearson Education.

Han, C. M. (1989). Country image: Halo or summary construct? Journal of Marketing Research, 26(2), 222-229. https://doi.org/10.1177/002224378902600208

Han, C. M., & Terpstra, V. (1988). Country-of-origin effects for uni-national and bi-national products. Journal of International Business Studies, 19(2), 235-255.

Hong, S.-T., & Wyer, 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. https://doi.org/10.1086/209206

Howard, J. A. (1994). Buyer Behavior in Marketing Strategy (2nd ed.). Prentice-Hall, Inc.

Insch, G. S., & McBride, J. B. (2004). The impact of country-of-origin cues on consumer perceptions of product quality: A binational test of the decomposed country-of-origin construct. Journal of Business Research, 57(3), 256-265.

Ivens, B. S., & Leischnig, A. (2011). On the role of brand stereotypes in shaping consumer response toward brands from emerging countries. Psychology and Marketing, 28(8), 856-874. https://doi.org/10.1002/mar.20415

Jiang, B. & Prater, E. (2002). Distribution and logistics development in China: The revolution has begun. International Journal of Physical Distribution & Logistics Management, 32(9), 783-798.

Johansson, J. K. (1989). Determinants and effects of the use of 'made in' labels. International Marketing Review, 6(1).

Johansson, J. K., Douglas, S. P. & Nonaka, I. (1985). Assessing the impact of country of origin on product evaluations: a new methodological perspective //Journal of Marketing Research. – 1985.- pp. 388-396.) 122(1), 587-600. https://doi.org/10.1016/j.jbusres.2020.09.035

Josiassen, A., Assaf, A. G., Karpen, I. O., & Farrelly, F. J. (2011). Consumer ethnocentrism and willingness to buy: Analyzing the role of three demographic consumer characteristics. International Marketing Review, 28(6), 627–646.

Josiassen, A., Lukas, B. A., & Whitwell, G. J. (2008). Country-of-origin contingencies: Competing perspectives on product familiarity and product involvement. International Marketing Review, 25(4), 423-440. https://doi.org/10.1108/02651330810887492

Kandampully, J. & Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. International journal of contemporary hospitality management, 12(6), 346-351.

Karagöz, Y. (2017). SPSS ve AMOS Uygulamalı Nitel-Nicel-Karma Bilimsel Araştırma Yöntemleri ve Yayın Etiği. Ankara: Nobel Yayın Dağıtım

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. Journal of Marketing, 57(1), 1–22. https://doi.org/10.1177/002224299305700101

Keller, K. L. (2001). Mastering the marketing communications mix: Micro and macro perspectives on integrated marketing communication programs. Journal of marketing management, 17(7-8), 819-847.

Khabibullina L. (2023). Relations from Russia and Turkey in the spectrum of trade relations. Ufa State Petroleum Technical University. Theoretical And Applied Aspects in The Field of Humanities Proceedings Of The V International Scientific And Practical Conference. Ser. "Economics and Law" Ryazan, 2023. 25-26

Khan, H., & Bamber, D. (2008). Country of origin effects, brand image, and social status in an emerging market. Human Factors and Ergonomics in Manufacturing, 18(5), 580-588. https://doi.org/10.1002/hfm.20126

Khudzhatov, M. (2016). Features of customs control of Turkish goods production at the present

stage. Journal: “ Marketing And Logistics”. 41-47.

Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. Journal of Marketing, 62(1), 89-100.

Kline, R.B., (2011), Principles and Practice of Structural Equation Modelling, 3rd.Edition, NY: Guilford Press.

Kotler, P. and Keller, K.L. (2016). Marketing management (15th ed.). Pearson.

Kotler, P., & Keller, K. L. (2015). Framework for marketing management (6th ed.). Pearson.

Kotler, P., Armstrong, G., Harris, L.C. and Piercy, N., 2017. Principles of marketing. Pearson UK.

Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., & Lee, D. J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. Journal of Business Research, 59(9), 955-964. https://doi.org/10.1016/j.jbusres.2006.06.001

Lee, J., Kim, J., Kim, J., & Choi, S. (2021). Why localization is necessary as a business strategy in emerging markets: The case comparison of Hyundai and Volkswagen. Journal of Open Innovation: Technology, Market, and Complexity, 7(3), 190. https://doi.org/10.3390/joitmc7030190

Leigh, T.W., Peters, C., & Shelton, J. (2006). The consumer quest for authenticity: The multiplicity of meanings within the MG subculture of consumption. Journal of the Academy of Marketing Science, 34(4), 481-493.

Leuthesser, L., Kohli, C. S., & Harich, K. R. (1995). Brand equity: the halo effect measure. European Journal of Marketing, 29(4), 57–66. https://doi.org/10.1108/03090569510086657

Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price perceptions and consumer shopping behavior: a field study. Journal of Marketing Research, 30(2), 234–245.

Lim, J. S., Darley, W . K. (1997). An assessment of demand artefacts in country-oforigin studies using three alternative approaches// International Marketing Review. - 1997.-14(4).-pp. 201-217.

Lim, K., & O’Cass, A. (2001). Consumer brand classifications: an assessment of culture-of-origin versus country-of-origin. Journal of Product & Brand Management, 10(2), 120-136. https://doi.org/10.1108/10610420110389059

Lim, K.H., Hu, W., Maynard, L.J., & Goddard, E. (2014). U.S. consumers’ preference and willingness to pay for country-of-origin-labeled beef steak and food safety enhancements.

Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie, 62(1), 93-118.

Maheswaran, D. (1994). Country of origin as a stereotype: Effects of consumer expertise and attribute strength on product evaluations. Journal of Consumer Research, 21(2), 354-365. https://doi.org/10.1086/209397

Martin, I. M., & Eroglu, S. (1993). Measuring a multi-dimensional construct: Country image. Journal of Business Research, 28(3), 191-210. https://doi.org/10.1016/0148-2963(93)90047-S

Martynova, A. (2018). The influence of the country of origin of a product/service on consumer behavior. Sociodynamics, (6), 1-8.

Moffitt, M.A. (1994). A cultural studies perspective toward understanding corporate image: A case study of State Farm Insurance. Journal of Public Relations Research, 6(1), 41-66.

Monroe, K. B. (2003). Pricing: Making profitable decisions. McGraw-Hill/Irwin.

N.A. (2012). Occupation and Skill Levels. ILO Department of Statistics.

Nagashima, A. (1970). A comparison of Japanese and US attitudes toward foreign products. Journal of Marketing, 34(1), 68-74. https://doi.org/10.1177/00222429700100108

Nebenzahl, I. D., Jaffe, E. D., & Lampert, S. I. (1997). Towards a theory of country image effect on product evaluation. Management International Review, 37(1), 27-49.

Olsen, S. O., Wilcox, J., & Olsson, U. H. (2009). Consequences of ambivalence on satisfaction and loyalty. Psychology & Marketing, 22(3), 247–269. https://doi.org/10.1002/mar.20583

On the Role of Brand Stereotypes in Shaping Consumer Response toward Brands: An Empirical Examination of Direct and Mediating Effects of Warmth and Competence https://www.researchgate.net/publication/280528256_On_the_Role_of_Brand_Stereotypes_in_Shaping_Consumer_Response_toward_Brands_An_Empirical_Examination_of_Direct_and_Mediating_Effects_of_Warmth_and_Competence

Papadopoulos, N. (1993). What product and country images are and are not. //Productcountry images: Impact and role in international marketing. – 1993.-pp. 3-38.

Pappu, R., Quester, P. G., & Cooksey, R. W. (2007). Country image and consumer-based brand equity: Relationships and implications for international marketing. Journal of International Business Studies, 38(5), 726-745. https://doi.org/10.1057/palgrave.jibs.8400293

Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. Journal of Marketing, 74(6), 1-17. https://doi.org/10.1509/jmkg.74.6.1

Peterson, R. A., & Jolibert, A. J. (1995). A meta-analysis of country-of-origin effects. Journal of International Business Studies, 26(4), 883-900. https://doi.org/10.1057/palgrave.jibs.8490824

Pharr, J. M. (2005). Synthesizing country-of-origin research from the last decade: Is the concept still salient in an era of global brands? Journal of Marketing Theory and Practice, 13(4), 34-45. https://doi.org/10.1080/10696679.2005.11658557

Pharr, J.M. (2005). Synthesizing country-of-origin research from the last decade: is the concept still salient in an era of global brands? Journal of Marketing Theory and Practice, 13(4), 34-45.

Porter, M.E. (2008). The Five Competitive Forces That Shape Strategy. Harvard Business Review, 86(1), 78-93.

Pratap, A. (2017). What factors influence consumer behavior? Harvard Business Review.

Rani, P. (2014). Factors influencing consumer behaviour. International journal of current research and academic review. Excellent publishers. Retrieved from http://www.ijcrar.com/vol-2-9/Pinki%20Rani.pdf (2019, Sept 29).

Rosenbloom, B. (2007). The wholesaler's role in the marketing channel: disintermediation vs. reintermediation. The International Review of Retail, Distribution and Consumer Research, 17(4), 327-339.

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

Roth, M. S., & Romeo, J. B. (1992). Matching product category and country image perceptions: A framework for managing country-of-origin effects. Journal of International Business Studies, 23(3), 477-497. https://doi.org/10.1057/palgrave.jibs.8490276

Safeer A., Zhou Y., Abrar M., Luo F. (2022). Consumer Perceptions of Brand Localness and Globalness in Emerging Markets: A Cross-Cultural Context. Front Psychol. Jul 11;13:919020. doi: 10.3389/fpsyg.2022.919020. PMID: 35898987; PMCID: PMC9313522.

Saffu, K., & Walker, J. H. (2005). An assessment of the consumer ethnocentric scale (CETSCALE) in an advanced and transitional country: The case of Canada and Russia. International Journal of Management, 22(4), 556-571.

Schermelleh-Engel, K. and Moosbrugger, H. (2003). Evaluating the Fit of Structural Equation Models: Tests of Significance and Descriptive Goodness-Of-Fit Measures, Methods of Psychological Research Online, 8: 23-74.

Schiffman, L. G., & Wisenblit, J. (2015). Consumer behavior (11th ed.). Pearson.

Schiffman, L., & Wisenblit, J. (2015). Consumer behavior (11th ed.). Pearson.

Schooler R. D. (1965). Product bias in the Central American common market. Journal of Marketing Research, 2(4), 394-397. https://doi.org/10.1177/002224376500200411

Schooler, R. D. (1971). Bias phenomena attendant to the marketing of foreign goods in the U.S. Journal of International Business Studies, 2(1), 71-80. https://doi.org/10.1057/palgrave.jibs.8490676

Sengupta, J. (2005). Brand positioning: Strategies for competitive advantage. VK Publications.

Shangaraev, R. (2017). Ideological Aspects of Turkey's Foreign Policy. Scientific and analytical journal Observer, (11 (334)), 73-82.

Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. Journal of Marketing Research, 24(3), 280-289. https://doi.org/10.1177/002224378702400306

Shopova, E. (2021). Prestige-seeking consumer motivations and foreign brand preference in Russia. Journal of Product & Brand Management, 30(4), 641-653. https://doi.org/10.1108/JPBM-07-2019-2442

Sirgy, M. J., Grewal, D., & Mangleburg, T. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. Journal of the Academy of Marketing Science, 25(3), 229–241. https://doi.org/10.1007/BF02894348

Sokolova, T. (2016). Pseudo-foreign trademarks in the aspect of naming expertise. Bulletin of the University named after O. E. Kutafin, (8 (24)), 70-76.

Solomon, M., Bamossy, G., Askegaard, S. & Hogg, K. M. (2006). CONSUMER BEHAVIOUR A European Perspective. Pearson Education. Third Edition.

Solomon, Michael & Bamossy, Gary & Askegaard, S.(2002). Consumer Behaviour: A European Perspective. Edinburgh Gate: Pearson Education Ltd. 36-49.

Stevens, J. P. (2002). Applied multivariate statistics for the social sciences (Fourth Edition). New Jersey: Lawrance Erlbaum Association.

Tavakol M, Dennick R (2011) Making sense of Cronbach's alpha. International Journal of Medical Education, 2, 53–5.

Topsakal, İ. (2021). Turkish Russian Relations in the Soviet and Post Soviet Period. Social Sciences Studies Journal, 7(71), 295-309. https://doi.org/10.26650/B/SS52.2021.011.01

Underwood, R.L. (2003). The communicative power of product packaging: creating brand identity via lived and mediated experience. Journal of Marketing Theory and Practice, 11(1), 62-76.

Uslu, A., Durmuş, B., & Kolivar, B. K. (2013). Analyzing the brand equity of Turkish Airlines services: Comparing the Japanese and Turkish perspectives. Procedia - Social and Behavioral Sciences, 99, 741-750. https://doi.org/10.1016/j.sbspro.2013.10.513

Usunier, J. C., & Cestre, G. (2007). Product ethnicity: Revisiting the match between products and countries. Journal of International Marketing, 15(3), 32-72. https://doi.org/10.1509/jimk.15.3.32

Vakhitov Rustem Rinatovich (2023). Relations Between Russia And Turkey in The 19th - First Half Of The Xx Century1peaceful Conservatism And Conflict-Generality Of Liberalism. Problems of civilizational development, 5 (1), 90-113

Vereskun V., & Myakoshina E. (2019). Trade and economic relations between Russia and Turkey at the present stage of development. Scythian. Student Science Issues, (10(38)), 238-243.

Verlegh, P. W., & Steenkamp, J. B. E. (1999). A review and meta-analysis of country-of-origin research. Journal of Economic Psychology, 20(5), 521-546. https://doi.org/10.1016/S0167-4870(99)00023-9

Walker, C., & Dubitsky, T. M. (1994). Why liking matters. Journal of Advertising Research, 34(3), 9-18.

Wang, C., & Lamb, C. W. (1983). The impact of selected environmental forces upon consumers' willingness to buy foreign products. Journal of the Academy of Marketing Science, 11(2), 71-84. https://doi.org/10.1007/BF02721866

Wang, Xuehua & Yang, Zhilin. (2008). Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies?: Evidence from China's auto industry. International Marketing Review. 25. 458-474. 10.1108/02651330810887495.

World Bank. (2020). Turkey exports by country and region 2018. World Integrated Trade Solution.
https://wits.worldbank.org/CountryProfile/en/Country/TUR/Year/2018/TradeFlow/Export/Partner/by-country

Živadinović, K, N. (2004). Utvrđivanje osnovnih karakteristika proizvoda primjenom faktorske analize [Defining the basic product attributes using the factor analysis]. Ekonomski pregled, 55, 952–966

Zuckerman, M. (2005). Psychobiology of personality. Cambridge University Press.

Internet resources

15 well-fed years: what and how much did Russians buy in the 21st century? (2015, January 29). RBC. Retrieved from https://www.rbc.ru/infographics/29/01/2015/54c8ccc19a794745003f86e8

About Turkey. (2022, July 03). TurkTrip.ru. Retrived https://turktrip.ru/o-turcii

BMI. (2023, August 10). Russia consumer outlook: Some bright spots in retail sales but this will be short lived. Fitch Solutions. Retrieved https://www.fitchsolutions.com/consumer-retail/russia-consumer-outlook-some-bright-spots-retail-sales-will-be-short-lived-10-08-2023

Dış Ticaret İstatistikleri, Aralık 2021," TÜİK (2022), erişim 05.04.2023, Retrieved. https://data.tuik.gov.tr/Bulten/Index?p=Dis-Ticaret-Istatistikleri-Aralik-2021-45535

Economical procurement (2016, September 08). ROMIR Research. Retrieved http://romir.ru/studies/815_1470690000/.

Erichkrause. https://www.erichkrause.com/en/

Gontmakher, E. (2021, August 9). A deep dive into Russia's consumer market. GIS Reports Online. Retrieved https://www.gisreportsonline.com/r/russian-consumer-behavior/

Guide to sanctions and restrictions against the Russian Federation (after February 22, 2022). Garant. Retrieved https://base.garant.ru/57750632/

How Russia's foreign trade has changed over the year. (2023, March 14). Vedomosti. Retrieved https://www.vedomosti.ru/economics/articles/2023/03/14/966321-kak-izmenilas-vneshnyaya-torgovlya-rossii

Overview. Turkey . (n.d.). Oxford Reference. Retrieved https://www.oxfordreference.com/display/10.1093/oi/authority.20110803110142947

Plyasunova, O. (2021, June 9). Pseudo Foreign Trademarks in Russian Corporate Landscape: Definition and Application. Retrieved from https://www.lexology.com/library/detail.aspx?g=2d87b87a-f8ce-4440-8ef8-db6d17bbb226

Republic of Turkey Ministry of Trade. (n.d.). Product safety and quality control system on import & export in Turkey. Retrieved https://www.trade.gov.tr/legislation/product-safety-and-technical-regulation/product-safety-and-quality-control-system-on-import-export-in-turkey

Russian Trade Rises Despite Sanctions, as NATO Member Turkey Offers 'Critical Lifeline (2023, June 08). Voice of America. Retrieved https://www.voanews.com/a/russian-trade-rises-despite-

sanctions-as-nato-member-turkey-offers-critical-lifeline-/7128651.html

South Korea. OEC. Retrived https://oec.world/en/profile/country/kor

The Best Turkish Brand. (2023, August 11). Turk.expert. Retrieved https://turk.expert/bazary-i-shoping/brands.html

The tourist flow to Turkey by the end of 2021 amounted to 30 million, of which 5 million were Russians. (2022, January 31). Interfax Tourism. Retrieved https://tourism.interfax.ru/ru/news/articles/84976/?ysclid=lkbeq35yxj376518603

Top 5 products to export from Turkey? (2022, August 11). VC.RU. Retrieved https://vc.ru/u/1269206-relocationtr/480319-top-5-tovarov-dlya-eksporta-iz-turcii

Trade between Russia and Turkey. (2023 August, 24). TAdviser. Retrived https://www.tadviser.ru/index.php/%D0%A1%D1%82%D0%B0%D1%82%D1%8C%D1%8F:%D0%A2%D0%BE%D1%80%D0%B3%D0%BE%D0%B2%D0%BB%D1%8F_%D0%A0%D0%BE%D1%81%D1%81%D0%B8%D0%B8_%D0%B8_%D0%A2%D1%83%D1%80%D1%86%D0%B8%D0%B8?ysclid=lmzbfbdtpk476465836

Turkey-Russia jet downing: Moscow announces sanctions (2015, November 28). Retrieved https://www.bbc.com/news/world-europe-34954575

Turkey's downing of Russian warplane - what we know. (2015, December 1). Retrieved https://www.bbc.com/news/world-middle-east-34912581

Türkiye played on imports. (2020, July 31). Kommersant. Retrieved https://www.kommersant.ru/doc/5490767

veslolessvesloless. Foreign Sells Better. (2018, August 02). Liveinternet. Retrieved https://www.liveinternet.ru/users/vesloless/post438580628

Which countries did Russian tourists visit in 2022. (2023, February 06). ATOR. Retrieved https://www.atorus.ru/node/51287

Witschi, P., Bharadwaj, A., Izaret, J.-M., & Taylor, L. (2021, July 14). Understanding the global price-sensitive consumer. BCG. Retrieved_https://www.bcg.com/publications/2021/consumer-price-sensitivity

APPENDIX A SURVEY QESTIONNAIRE

1. Вы когда-нибудь были в Турции? Если нет, но не отвечайте на вопрос 2 и 3 / Have you ever been to Turkey? If not do not answer question 2 and 3
   - Да / Yes
   - Нет / No

2. Сколько раз вы посетили Турцию? / How many times have you visited Turkey?
   - 1 раз / 1 time
   - 2-3 раза / 2-3 times
   - 4-5 раз / 4-5 times
   - 6-10 раз / 6-10 times
   - Более 10 раз / More than 10 times

3. Какие города/регионы Турции вы посетили? (Выберите все подходящие варианты). / Which cities/regions of Turkey have you visited? (Select all that apply).
   - Стамбул / Istanbul
   - Анталия
   - Каппадокия / Cappadocia
   - Измир / Izmir
   - Бодрум / Bodrum
   - Фетхие / Fethiye
   - Другие / Others

4. Я делаю покупки в магазинах, где можно легко найти самые необходимые товары. / I shop in stores where I can easily find the items I need.
   - Никогда / Never
   - Редко / Rarely
   - Иногда / Sometimes
   - Часто / Often
   - Всегда /Always

5. Я в основном делаю покупки в ближайших ко мне магазинах. / I mostly shop at stores near me.
   - Никогда / Never

- Редко / Rarely
- Иногда / Sometimes
- Часто / Often
- Всегда /Always

6. Я в основном делаю покупки в магазинах, где продаются актуальные и модные товары. / I mostly shop at stores that sell current and fashionable products.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда /Always

7. Я в основном делаю покупки в магазинах, предлагающих низкие цены. / I usually shop at low price stores.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

8. В основном я делаю покупки в магазинах, где ко мне относятся с уважением. / I mostly shop in stores where I am treated with respect.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

9. В основном я делаю покупки в магазинах, где продавцы проявляют озабоченность по поводу моей проблемы. / I mostly shop in stores where the salespeople are concerned about my problem.
    - Никогда / Never
    - Редко / Rarely

- Иногда / Sometimes
- Часто / Often
- Всегда / Always

10. Я в основном делаю покупки в магазинах, где трачу меньше времени на совершение покупок. / I mostly shop at stores where I spend less time in my transaction.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Часто / Often

11. Я в основном делаю покупки в магазинах, где продавцы являются профессионалами своего дела. /I mostly shop at stores where salespeople are experts in their field of business.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

12. В основном я делаю покупки в магазинах, предлагающих бесплатные дополнительные услуги. / I mostly shop at stores that offer free additional services.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

13. В основном я делаю покупки в магазинах, которые регулярно проводят акции. / I mostly shop at stores that regularly run promotions.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often

- Всегда / Always

14. Роль известных людей в рекламе бренда влияет на мой выбор. / The role of famous people in brand advertisements affects my choice.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

15. Я считаю, что рекламируемые бренды сильны и надежны. / I think the brands advertised are strong and reliable.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

16. Частый просмотр рекламы брендов, которые я предпочитаю, влияет на меня. / Frequently watching advertisements from brands I prefer affects me.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

17. Я покупаю рекламируемые бренды, а не те которые рекламируются. / I buy advertised brands rather than non-advertised brands.
    - Никогда / Never
    - Редко/ Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

18. Общий имидж брендов, которые я использую, отражает то, какой я человек. / The

general image of the brands I use reflects the kind of person I am.

- Никогда / Never
- Редко / Rarely
- Иногда / Sometimes
- Часто / Often
- Всегда / Always

19. Общий имидж брендов, которые я использую, отражает ту индивидуальность, которой я хочу быть / The general image of the brands I use reflects the personality I want to be
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

20. Бренды, которые я использую, заставляют меня чувствовать себя членом какой-то группы. / The brands I use make me feel like I'm a member of a group
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

21. При покупке товара для меня очень важна его марка. / When purchasing a product, its brand is very important to me.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

22. На меня влияет название бренда и логотип продукта, который я куплю. / The brand Name and Mark (logo) of the product I will buy affects me
    - Никогда / Never

- Редко / Rarely
- Иногда / Sometimes
- Часто / Often
- Всегда / Always

23. Мне комфортно в брендовой одежде (вещах) / I feel comfortable with branded clothing (items)
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

24. Мне нравится, чтобы марка продукта, который я использую, была заметной / I like the brand of the product I use to be visible.
    - Никогда / Never
    - Редко/ Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

25. Скидка на цену товара, который я куплю, влияет на мой выбор / Price Discounts for the product I will purchase affect my choice
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

26. Когда я иду за покупками, я выбираю товар, который куплю, среди альтернативных брендов / When I go shopping, I choose the product I will buy from alternative brands.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes

- Часто / Often
- Всегда / Always

27. Я внимательно изучаю характеристики и цены всех альтернативных брендов товара, который приобрету. / I carefully examine the features and prices of all alternative brands for the product I will purchase.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

28. Приобретая товар, я сравниваю разные бренды / I compare different brands when purchasing a product
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

29. Использование иностранных брендов повышает статус человека в обществе. / Using foreign brands increases people's status in society
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

30. Я предпочитаю местный товар иностранному, если их качество одинаковое. / I prefer a domestic product to a foreign product if their quality is the same
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often

- Всегда / Always

31. Я горжусь тем, что использую иностранный бренд. / I am proud of using a foreign brand
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

32. Для меня важно, какие бренды используют мои друзья или люди вокруг меня. / It is important to me which brands my friends or people around me use.
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

33. Предпочтения бренда моего друга (подруги) влияют на наши отношения с другом (подругой) / My friend's brand preferences affect our relationship with friend
    - Никогда / Never
    - Редко / Rarely
    - Иногда / Sometimes
    - Часто / Often
    - Всегда / Always

34. Ваш средний доход за месяц: / Income Status:

    Краткий ответ / Short andswer

35. Ваш пол / Your gender
    - Мужской / Мужской
    - Женский / Female
    - Другой / Another
    - Предпочитаю не указывать / I prefer not to mention

36. Ваш возраст / Your age:

- Моложе 18 лет / Under 18 years old
- 18-24
- 25-34
- 25-34
- 25-34
- 55-64
- 65 и старше / 65 and older