



TURKISH BRANDS ACCORDING TO ALGERIAN CONSUMERS: COUNTRY OF ORIGIN EFFECT¹

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ABSTRACT

In this research, it was aimed to examine the factors affecting the intention of Algerian customers to purchase Turkish clothing brands and the effects of attitude towards Turkish clothing brands, subjective norms, culture, perceived behavioral control and country of origin on the intention to buy of Algerian customers for Turkish clothing brands were investigated. This research was carried out with quantitative methods using a relational screening design. The data of the study were collected from 391 Algerian adults using the questionnaire technique. The collected data were analyzed with quantitative methods on SPSS and AMOS program. Considering the findings obtained in the research, it is seen that the cultural perceptions of Algerian customers positively and significantly affect the country of origin factor and the factor of attitude towards Turkish clothing brands, however, the cultural perceptions of Algerian customers do not have a direct or indirect significant effect on their intention to buy Turkish clothing brands. It was determined that the perceived behavioral control factor of Algerian customers did not have a significant effect on the country of origin factor, however, the behavioral control factor had positive and significant effects on attitudes towards Turkish clothing brands, subjective norms and intention to buy Turkish clothing brands. It has been determined that Algerian customers' perception of country of origin regarding Turkey has positive and significant effects on attitudes towards Turkish clothing brands, subjective norms and intention to buy Turkish clothing brands. It has been found that the attitudes of Algerian customers towards Turkish clothing brands have positive and significant effects on subjective norms and intention to buy Turkish clothing brands.

Keywords: Country of Origin, Purchasing, Consumer

CEZAYİRLİ TÜKETİCİLERE GÖRE TÜRK MARKALARI: MENŞEİ ÜLKE (COUNTRY OF ORIGIN) ETKİSİ

ÖZET

Bu araştırmada, Cezayirli müşterilerin Türk giyim markalarını satın alma niyetini etkileyen faktörleri incelemek amaçlanmıştır ve Türk giyim markalarına karşı tutumun, subjektif normların, algılanan davranışsal kontrolün ve menşe ülkenin Cezayirli müşterilerin Türk giyim markalarını satın alma niyeti üzerindeki etkileri araştırılmıştır. Bu araştırma ilişkisel tarama deseni kullanılarak nicel yöntemlerle gerçekleştirilmiştir. Araştırmanın verileri 391 Cezayirli yetişkinden anket tekniği kullanılarak toplanmıştır. Toplanan veriler SPSS ve AMOS programı üzerinde nicel yöntemlerle analiz edilmiştir. Araştırmada elde edilen bulgular dikkate alındığında, Cezayirli müşterilerin menşe ülke faktörünü ve Türk giyim markalarına karşı tutum faktörünü pozitif yönlü ve anlamlı bir biçimde etkilediği, bununla birlikte Cezayirli müşterilerin kültür algılarının onların Türk giyim markalarını satın alma niyeti üzerinde doğrudan veya dolaylı anlamlı bir etkisinin olmadığı sonucuna ulaşılmıştır. Cezayirli müşterilerin algılanan davranışsal kontrol faktörünün

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menşee ÷lke faktörü üzerinde anlamlı bir etkisinin olmadığı, bununla birlikte davranışsal kontrol faktörünün Türk giyim markalarına karşı tutum, subjektif normlar ve Türk giyim markalarını satın alma niyeti üzerinde pozitif yönde ve anlamlı etkilerinin olduğu saptanmıştır. Cezayirli müşterilerin Türkiye ile ilgili menşee ÷lke algısının Türk giyim markalarına karşı tutum, subjektif normlar ve Türk giyim markalarını satın alma niyeti üzerinde pozitif yönde ve anlamlı etkilerinin olduğu tespit edilmiştir. Cezayirli müşterilerin Türk giyim markalarına karşı tutumlarının subjektif normlar ve Türk giyim markalarını satın alma niyeti üzerinde pozitif yönde ve anlamlı etkilerinin olduğu bulunmuştur.

Anahtar Kelimeler: Menşee Ülke, Satın Alma, Tüketici

1. INTRODUCTION

The impact of globalization on the world of commerce is increasing depending on the developments in communication, internet and smart phones. With global impacts, economic and commercial activities have now transcended national borders. Competition has increased and it has become difficult to influence the consumer (Yagublu and Fırat, 2022). Businesses that have to cope with these difficult conditions are trying to exist globally by developing international strategies. Consumers can access products from all over the world and are faced with thousands of different options from different countries. Consumer purchasing idea refers to individuals' desire to buy to meet their needs (Köktürk and Kont, 2009). Consumers take into account various factors in the process of evaluating products and making purchasing decisions (Odabaşı and Barış, 2007; Kotler, 2017; Gedik, 2020). Today, the extent of globalization has further increased the number of factors that the consumer is affected by when purchasing products.

The changing nature of global competition has created an environment where the factors that push consumers to buy vary. One of these factors is country of origin (Abdullah and Yu, 2019; Hien et al., 2020; Yeşil, 2022). Businesses operating at a global level use country of origin through their brands as a means of differentiation in the eyes of consumers. This differentiation is especially related to a country's presence in technological, economic and political fields compared to others. For those who prefer domestic products, it does not matter whether foreign products enter the market or not. However, for consumers who prefer foreign products, the origin of the products is an important factor and their preferences may change according to consumer perceptions (Islam and Hussain, 2022).

Businesses operating internationally should take consumer ethnocentrism and country of origin perceptions into consideration when creating marketing strategies to be successful. In countries that prefer local consumption, diversifying with local elements or staying away from these markets may be the right strategy. In countries with low consumer ethnocentrism, promotional activities can be organized by paying attention to perceptions of the country of origin. It should be taken into account that the origin of the product plays an important role in influencing consumers' purchasing decisions. In this way, it becomes clear that the country of origin factor, which affects consumers' purchasing behavior and product preferences, constitutes an important element for businesses to gain competitiveness in the international market.



Companies that produce clothing products aim to sell the products they produce in the highest quantities in order to meet the needs and expectations of their customers, make a profit and contribute to the country's economy. However, there are many factors that affect the purchasing behavior of a clothing product customer (Odabaşı and Barış, 2007; Kotler, 2017; Gedik, 2020). Especially when it comes to clothing products produced in a foreign country, many more factors can affect the customer's purchasing behavior. If these factors affecting the customer's purchasing behavior are not sufficiently known and understood, companies producing clothing products are not expected to be successful in the target country. Knowing the factors that affect customers' intentions to buy clothing products in the target country is of critical importance in terms of revealing the sales potential, revealing the real causes of the problems experienced, and guiding the development of new products. The general problem of this research is what are the factors that affect Algerian customers' intention to buy Turkish clothing brands. The purpose of this research is to examine the factors affecting Algerian customers' intention to buy Turkish clothing brands. In this context, the effects of attitude towards Turkish clothing brands, subjective norms, culture, perceived behavioral control and country of origin on buy intention were examined.

When the literature is examined, it is seen that there are not enough studies examining the purchasing behavior of Turkish brands in foreign countries. It has been observed that the number of studies conducted in Algeria is limited (Nabila, 2022). No scientific study has been found that investigates the intention to buy of Turkish clothing brands by using the theory of reasoned action and taking into account the effects of country of origin and culture, as in this research. This research is important in terms of filling this gap in the literature.

2. LITERATURE REVIEW

2.1. Purchasing Decision Process and Purchasing Intention

Sales is informing the customer by using various marketing activities, creating awareness in the customer and making purchasing decisions by directing the customer's preferences (Köktürk and Kont, 2009). Consumers, on the other hand, use all the internal and external resources they have regarding the product or service subject to purchase when making their purchasing decision. Internal resources are elements such as the appearance, design, taste and performance of the product. External resources are factors such as brand, price, country of origin (Bilkey and Ness, 1982; Baughn and Yaprak, 1993).

It is predicted that a consumer's purchasing decision process consists of five stages (Kotler, 2017). These are the stages of defining the problem, searching for information, evaluating alternatives, making the purchasing decision, and post-purchase emotions and behaviors. The purchasing process begins with recognizing the problem. Recognition of the problem means that the consumer encounters a need or that an unsatisfied need of the consumer creates tension in the consumer (Kotler and Keller 2016). There may be



different sources of emergence of these needs. Needs may arise naturally, such as hunger and thirst, or they may be determined by external intervention, such as advertising (Mucuk, 2001). Factors such as dissatisfaction with the current product used, boredom with the current product, change in economic situation and etc. are also effective in the emergence of need (Enginkaya, 2016). In the information search phase, which is the second stage of the purchasing process, the product and services that will meet the found out need are determined, different options are presented and evaluations are made about them (Clow and Baack 2016). The available options, their advantages over each other, previous experiences and the time available for the decision-making process are decisive in the evaluation. The type of product is also important in evaluation. When evaluating daily consumption items, internal resources are used and the information search phase is completed in a short time. However, the evaluation process for technological products and long-term use items is longer and more laborious, and external resources are used for such products (Odabaşı and Barış, 2007; Mourali, Laroche and Pons, 2005). During the evaluation of alternatives stage, the consumer thinks about which of the alternatives he will choose, and this stage is the most important stage of the decision-making process. This stage is guided by the consumer's experiences, the guidance of the people around him, his knowledge and attitude about the product and service (Taydaş and Çoruh, 2017). Evaluation of the product or service may be in terms of speed, quality, power, durability and reliability (Hirschman, 1993). The price, brand, prestige and image of the product are other factors that direct the evaluation process (Blackwell, Miniard and Engel, 2001). The consumer's income level is another important factor (İslamoğlu and Altunışık, 2017). The seller's behavior, payment terms, delivery method, and after-sales services are also used in the evaluation phase (Hatipoğlu, 1993). After evaluating the alternatives, the consumer makes a decision to buy or not. Even if the consumer intends to purchase, some unexpected events may change the consumer's intention and the purchase may not occur (Kotler & Keller 2016). Purchasing can be trial or repurchase. Trial purchases generally involve purchasing small quantities. If these trial purchases are satisfied, repeated purchases occur (Enginkaya, 2016). After purchasing the product, the consumer develops feelings and thoughts depending on his experiences with the product. The consumer's feelings and thoughts may be either satisfaction with the product or dissatisfaction. If the consumer is not satisfied with the product he purchased, he will not buy this product again and this may cause the people around him not to buy the product. For this reason, the consumer's emotions and behaviors after purchasing the product should also be monitored (Kotler, 2017).

There are many factors that affect consumer purchasing behavior. It is possible to group these factors under the headings of personal factors, psychological factors and socio-cultural factors. Personal factors affecting purchasing behavior are factors such as the consumer's gender, age, marital status, education level, income level, profession and lifestyle (Gedik, 2020). These personal factors are decisive in the purchasing process. For example, the gender of the consumer has an important role in deciding the features and



brand of the product (Peterson and Jolibert, 2005). Another personal factor that plays an important role in consumer purchasing behavior is age. Since different age groups have different needs, purchasing behavior also varies according to age. Additionally, different age groups' expectations from products and services also vary (Rani, 2014). Like age, marital status also affects purchasing behavior. The needs of married people and single people are different. In fact, since the lifestyles of these two groups are different, their purchasing behavior may change. Education level can also determine purchasing behavior. Education level can change an individual's perspective on life and lifestyle. This change may also be reflected in purchasing behavior. It is stated that those with higher education levels choose higher quality and more complex products (Karabacak, 1993). The consumer's personality, lifestyle and habits also affect purchasing behavior. All these factors are closely related to what the individual eats, what he wears, how he lives and how he determines his needs (Can, 2006). Where and how the consumer spends his money and therefore how he buys is determined by his personality, lifestyle and habits.

Consumer purchasing behavior is also determined by psychological factors. Psychological factors consist of factors such as motivation, perception, learning, beliefs and attitudes that shape a person's general behavioral patterns (Çağlar and Kılıç, 2008). Even though the effects of psychological factors on an individual's behavior are well documented, the effects of these factors vary from individual to individual and are difficult to examine (Lichev, 2017). One of the psychological factors is motivation. Motives are stimulated needs and are related to the individual's wishes, desires, needs, impulses and perceptions (İslamoğlu and Altunışık, 2017). In order to understand the individual's behavior well, it is necessary to know the motivations that reveal the needs and motivate them to meet the needs. Even if individuals show the same behavior, the motivations behind this behavior may be different (Koç, 2019). Perception is another psychological factor that affects purchasing behavior. Perception is the individual's ability to interpret the stimuli around him and make them meaningful for himself. Even if the environmental stimuli are the same, each individual's perception may be different because each individual interprets these stimuli with their own resources. For this reason, even if a single event is mentioned, it is not possible for the perception of this event to be unique (Karafakıoğlu, 2006). Another psychological factor that can affect purchasing behavior is learning. Learning is the process of making a behavioral change with the knowledge and experience gained by the individual. Learning is one of the most effective methods used to bring about behavioral change in an individual. Repeating knowledge and experience is also important for learning (Cömert and Durmaz, 2006). Among the psychological factors affecting consumer purchasing behavior, the last thing to focus on is the belief and attitudes factor. In terms of purchasing behavior, beliefs are permanent relationships developed by the consumer towards a product and service and descriptive thoughts about this product and service (Lichev, 2017). In terms of purchasing behavior, attitude is the consumer's positive or negative evaluations about a product or service (Yılmaz, 2009).



Socio-cultural factors also affect consumer purchasing behavior. The consumer lives in society as an individual and is affected by the society he lives in as an individual. When performing purchasing behavior, the consumer takes into consideration not only his own self but also the people around him. He performs his purchasing behavior not only for himself but also for other people around him (Wilson, 1998). Consumer purchasing behavior is affected by family, social class, reference groups, roles and status, culture and subculture. Family is the social structure in which the individual is shaped. The individual prepares for life within the family and learns information that will make life easier for him/her. In addition to this information, the individual also acquires the beliefs and values of the society in which he lives within the family. These beliefs and values determine the individual's attitudes and behaviors. Additionally, there is a close bond between family members and because of this bond, family members tend to act together (Odabaşı and Barış, 2007). For all these reasons, the consumer's purchasing behavior is open to influence by the family. The structure of the family, the number of children in the family, where the family lives, the number of employees in the family, the working status of women in the family, the lifestyle of the family and etc. can affect the purchasing behavior of family members (Çağlar and Kılıç, 2008). Another socio-cultural factor that can affect consumer purchasing behavior is social classes. Societies are not uniform, but consist of different layers. Individuals who make up the society have different values, beliefs, interests, lifestyles and behavioral patterns. Those who have the same types of values, beliefs, interests, lifestyles and behavioral patterns form a social class (İslamoğlu and Altunışık, 2017). Reference groups are another socio-cultural factor that may affect consumer purchasing behavior. Reference groups are people, groups and organized communities that the individual trusts and whose behavior he takes as an example. These can be politicians, scientists, artists, athletes and business people. Consumers can shape their purchasing behavior by being influenced by the words and behaviors of reference groups or by taking them as an example (Şahin and Akballı, 2019). The status an individual has in society and the roles required by this status can also be a determinant in purchasing behavior. When determining the products and services they will purchase, consumers also take into account whether they are suitable for their status and role. Culture and subculture is another socio-cultural factor that shapes consumer purchasing behavior. Culture shapes the lifestyle of individuals and societies (Koç, 2019). Culture is related to language, religion, tradition, customs, art, lifestyle, eating and dressing style, and the use of goods and tools (Gedik, 2020). Therefore, culture directly affects the behavior of society and individuals (Kotler, 2017).

Purchasing intention occurs between the stages of evaluating alternatives and making the purchasing decision in the purchasing decision process (Kotler and Armstrong, 2010). Purchasing intention is formed after evaluating the alternatives for the product or service to be purchased. This intention then results in the purchase decision being taken or not. Purchasing intention is one of the most important stages that shows the consumer's reaction to the stimuli that arise regarding purchasing (Tek, 1999).



Intention shows the individual's level of motivation for behavior (Conner et al., 2001). Theories that explain the behavior of the individual have attached special importance to the concept of intention and included intention in their theory models. The Theory of Reasoned Action, developed by Fishbein and Ajzen, is one of the theories that uses the phenomenon of intention when explaining the behavior of the individual. According to theory, intention is one of the important determinants of behavior and shows how willing the individual is to perform the relevant behavior (Pawlak, 2003). The stronger the individual's intention for the relevant behavior, the higher the probability of the relevant behavior being carried out successfully (Zhu, 2018). For purchase intention, one can say that the stronger the consumer's purchase intention, the more likely he is to purchase that product. One of the requirements for intention to turn into behavior is that the relevant behavior be under the control of the individual, in other words, it be a voluntary behavior (Ajzen, 1991). Intention loses its importance in obligatory behaviors. Since purchasing behavior is mostly a voluntary behavior, purchasing intention plays an important role in making the purchasing decision.

2.2. Country of Origin

Country of origin is an important factor that affects consumer purchasing preference, perception and decision mechanism. By understanding and managing the country of origin factor, a significant competitive advantage can be achieved for brands. A number of studies emphasizing the positive effect of the country of origin on product performance point out that the country of origin has an important role in determining perceived quality, familiarity with the product, attitude towards the product, brand image and intention to purchase (Hien, 2020; Nguyen et al., 2019; Islam and Hussain, 2022; Yeşil, 2022; Gülgönül, 2018; Piron, 2000).

The product launch can provide a strong competitive advantage by creating a positive brand impression. A good country image serves as an indicator of resource stability and reduces perceived risk in sourcing. However, the country of origin factor has often led to a complex relationship between product impression and country impression due to inconsistent positions that consumers retain mentally. Some studies show that the country of origin is explained by various effects of different economic, socio-cultural, political and technological factors (Tuzcuoğlu, 2012; İşler, 2013; Senir, 2014; Köksal and Tatar, 2014). While consumers show a biased tendency towards products produced in developed countries, they may have negative attitudes towards products produced in developing countries (Tuzcuoğlu, 2012; Köksal and Tatar, 2014). However, this perception may change over time for reasons such as technological advances, more complex individual lifestyles or business strategies (Chuin and Mohamad, 2012).

Country of origin is defined as the place, region or country where the company headquarters of a product or brand belongs (Thanasuta et al., 2009; İsmailov, 2022). Factors associated with the state include cultural essence, political situation, language use, historical background, geographical location, economic growth and technological



progress, religious beliefs and human factors (Kaynak and Kara, 2002). Based on these factors, national image as a corporate concept; It includes flexible attitudes, holistic communication, complexity of beliefs and three-dimensional behavioral models (Brijs et al., 2011).

Even though it is claimed that the concept of country of origin entered the literature after World War I (Morello, 1983), it is known that the first person to draw attention to the importance of the country of origin factor was Dichter (1962). Schooler (1965) expanded the studies in this field by conducting experimental research on the country of origin factor. Studies conducted in subsequent years by Bilkey and Nes (1982) and Han and Terpstra (1988) have shown that the country of origin has a critical role in affecting consumers' purchasing attitudes and behaviors. Related research results show that the compatibility of country-of-origin relations is important to prevent the spread of negative effects. Thus, they first see what is associated with the country of origin. For instance, while France has a positive outlook when it comes to wine, fashion or perfume, its relationship with cars and high-tech products is arguably less positive. National images can have contradictory meanings, so it is important which associations are activated for a particular object or objects. To give an example of this situation: USA is considered a strong brand, but it still has some negative connotations. However, these negative effects did not reduce the perceived aesthetic appeal of the products. Turkey has an important position in carpet products, but has not yet used these products to develop a strong brand reputation (Diamantopoulos et al., 2011).

It is possible to list the factors that are effective in evaluating the image and impact of the country of origin as political factors, economic factors and demographic factors. Political factors play an important role in determining the image of the country of origin. National marketing activities take place in political environments where government organizations, political parties, individuals and legislative bodies operate. Each country has a political environment with a unique government and legal structure. Along with historical evolution and the formation of countries, certain value assessments, culture, traditions and country image have been shaped in every society (Altınbaşak, 2008). In addition, countries have communicated with other countries and developed mutual relations throughout history. As globalization increases, agreements between countries and memberships in international organizations have become critical factors that determine the image of countries on the international stage. The political structures of countries may change over time, and this current political structure is an important element in international relations. Decisions taken as a result of disagreements between international actors may bring sanctions such as boycott and embargo for some countries. Such factors can directly affect international marketing and require businesses to develop strategies to direct their activities in global markets. The political environment is an important factor to consider for international marketing activities. It is a critical element for businesses to plan their marketing strategies, taking into account government policies, legal regulations and international relations. In this way, businesses need to understand



the political environment and take appropriate steps in order to be successful in international markets and effectively reach consumers in different cultures (Ismailov, 2022).

Another type of factor that is effective in determining the image of the country of origin is economic factors. The basic rule of being successful in international markets is that companies adapt to international markets. Ignoring or neglecting the different characteristics of foreign markets can create significant problems that can lead to great disappointments and losses for foreign companies (Altınbaşak, 2008). Economic structures of countries are one of the most important evaluation factors for businesses. When targeting a market during international activities, companies examine whether that country is economically attractive. They try to avoid markets dominated by economic instability and uncertainty. Independent credit rating agencies shed light on businesses by providing information about the economic situation of countries through credit assessment reports. This information helps businesses develop the right strategies in international markets and focus on suitable markets (Ismailov, 2022). By considering factors such as economic structure, market potential, and political stability, businesses can take appropriate steps to achieve success in international markets.

Demographic factors also have an impact on determining the image of the country of origin. Different results have been obtained in studies examining the relationship between perception of origin and demographic information. In particular, the relationship between demographic characteristics such as age, gender, education level and income and the perception of country of origin was examined. Different studies have yielded different results. In the research conducted by Küçükaydın (2012), it was found that the country of origin did not differ according to gender, age, marital status, education level, profession and monthly income. It was found that the intention to purchase foreign brand tea did not differ according to gender, age, profession and monthly income. It was found that singles and postgraduates intend to buy more foreign brand tea. It was found that the intention to purchase foreign brand jeans does not differ according to gender and monthly income. It has been found that young people, single people and those with a high level of education intend to buy more foreign brand jeans. In the research conducted by Tuzcuoğlu (2012), it was determined that Turkish women's perception of the country of origin is lower towards Japanese products. It has been found that older people in Russia have lower country of origin perceptions towards American products, and older people in Turkey have lower country of origin perceptions towards German products. It was concluded that married people in Russia have lower country of origin perceptions towards South Korean products. It has been determined that as the level of education in Turkey increases, the country of origin perception towards German products increases. In Russia, it has been determined that as the education level increases, the country of origin perception towards German and Japanese products increases. It has been observed that as the income level increases, the country of origin perception of American products in Russia decreases. Insch and McBride (2004) found a positive relationship between higher education level



and country of origin markers. Chryssochoidis et al. (2007) and Hsu and Nien (2008) found that consumers with lower education levels were more ethnocentric. Wall and Heslop (1991) found that imported products are preferred by people in higher income groups, but this is not always the case. On the other hand, McLain and Sternquist (1992) and Han (1990) did not find a relationship between income and country of origin. These results show that the relationship between perception of country of origin and demographic characteristics is complex and depends on various factors.

2.3. Algeria in Terms of Turkish Products

The People's Democratic Republic of Algeria is a state of 2,381,741 km² in size, located in North Africa, on the coast of the Mediterranean. The country's population is slightly more than 45 million as of 2023. Almost the entire population is Sunni Muslim. The government system is semi-presidential and three different languages are spoken in the country: Arabic, French and Berber. Algeria's neighbors are Tunisia, Libya, Niger, Mauritania, Mali and Morocco. There are 58 provinces in the country and the main ones are Algeria, Oran, Constantine, Annaba, Batna, Blida, Sétif, Chlef, Djelfa, Mostaganem, Jijel, Batna and Biskra (Algerian Embassy of the Republic of Turkey, 2023).

Algeria has significant natural gas and oil reserves. The fourth largest economy of the Arab League, which has 22 members, is Algeria. Algeria's gross national product is around 187 billion dollars. The national income per capita in 2022 is 4150 dollars. The country's economy is based on 38% industry, 32% services and 13% agriculture. The country's growth rate is 4.7%, inflation rate is 9.27% and unemployment rate is 15.8%. While 60 billion dollars of exports were made in the country in 2022, 38.7 billion dollars of imports were made (Algerian Grand Embassy of the Republic of Turkey, 2023).

Algeria and Turkey are known as two friendly countries with similarities and differences. Economic-based relations between Turkey and Algeria have developed rapidly today. According to the Turkish Exporters Assembly 2019 export report, Turkey is one of the 10 countries with the highest growth potential. The value of trade between Turkey and Algeria shows an increasing trend. In 2016, Turkey's exports to Algeria were 1.7 billion dollars and its imports from Algeria were 464 million dollars. In 2023, approximately 1400 Turkish companies will operate in Algeria. The amount of Turkey's investments in Algeria has reached 5 billion dollars. Turkish companies mainly invest in the fields of iron and steel, textiles, housing and chemical products (Algerian Grand Embassy of the Republic of Turkey, 2023).

One of the most important goods groups exported by Turkey to Algeria is textile and ready-made clothing. According to the Easy Export Platform report (2017), Turkey ranks second in the Algerian textile market with an export share of 64.8 million dollars. China is at the top of Algeria's imported textile market, and Spain and Italy are Turkey's other competitors in the market.



Despite these positive developments in trade between Algeria and Turkey, there are also some obvious problems. One of these is the country's economy, which depends on the hydrocarbon sector. Declines in oil prices deeply affect the country's economy and cause budget and foreign trade deficits. In order to prevent these problems, foreign trade legislation in the country changes frequently. This situation makes it difficult to trade with the country (Algerian Grand Embassy of the Republic of Turkey, 2023).

One of the leading problems regarding commercial activities with Algeria is the taxes in the country. Company Profit (Corporate) tax is collected from companies operating in the country. This tax varies between 19% and 26% depending on the company's activity. For example, companies operating in the manufacturing sector pay tax at the rate of 19% of their profits. In addition to this tax, a Professional Activity tax of 2-3% of the company's turnover is also collected in the country. In addition, a 3% real estate tax calculated per square meter is collected from companies' real estate. Taxes collected from companies operating in Algeria are not limited to these, and taxes collected from companies include stamp duty, land tax and, etc. can go up to 27 with taxes. Thus, the company has to pay taxes for 66% of its profits. As such, the country ranked very low, at 158th among the 190 countries included in the 2020 Doing Business Report. In addition, there are tax reductions of up to 50% for companies operating in different regions of the country and in different sectors (Republic of Turkey Algerian Embassy Commercial Counselorship, 2021).

Customs duties applied in Algeria also pose a problem for foreign trade with the country. In order to overcome its own economic problems, the country takes measures to limit imports not only from Turkey but also from all other countries. From time to time, import bans may be imposed for some products. Additionally, even if there is no import ban, additional customs duties may be charged on some products. In Algeria, in 2019, Additional Customs Duty (DAPS) began to be applied to 992 urea at rates ranging from 30% to 120%. In addition to customs duties, a 2% withholding tax is also applied (Ministry of Foreign Affairs of the Republic of Turkey, 2023). Resolving the above-mentioned problems will further increase the volume of foreign trade between Algeria and Turkey.

3. METHOD

3.1. Research Model and Hypotheses

The research was carried out with quantitative methods. Relational scanning design was employed within the framework of the research. In the relational scanning design, it is aimed to reveal the relationships between the variables examined and the direction and severity of these relationships. The research model prepared in accordance with the purpose of the research is shown in Figure 1.

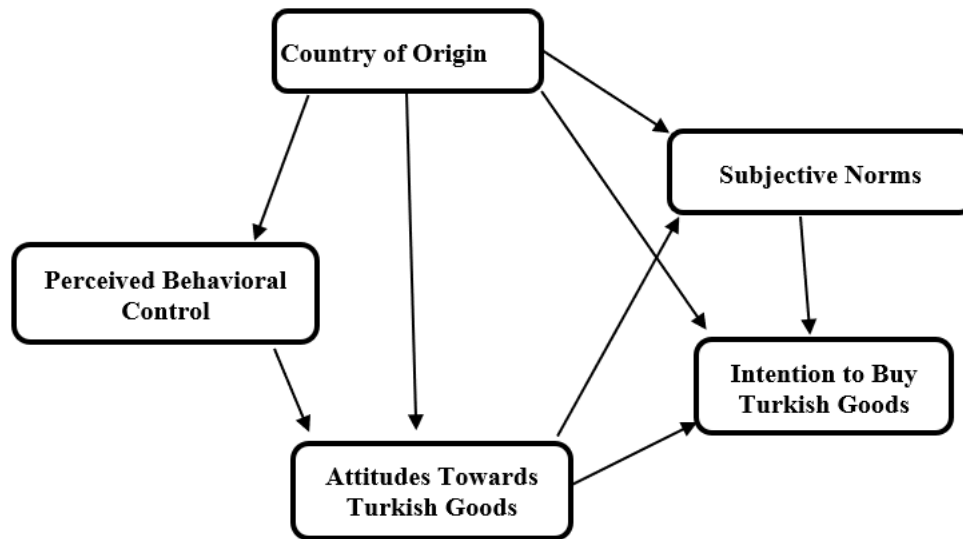


Figure 1. Research Model

In accordance with the purpose of the research and the research model, this research has 8 hypotheses:

H1: Country of origin has a significant effect on the behavioral control perceived by Algerian consumers towards Turkish goods.

H2: Country of origin has a significant effect on the attitude of Algerian consumers towards Turkish goods.

H2: Country of origin has a significant effect on Algerian consumers' subjective norms associated with Turkish goods.

H4: Country of origin has a significant effect on Algerian consumers' intention to buy Turkish goods.

H5: Perceived behavioral control has a significant effect on the attitude of Algerian consumers towards Turkish goods.

H6: Attitude towards Turkish goods has a significant effect on the subjective norms of Algerian consumers.

H7: Attitude towards Turkish goods has a significant effect on Algerian consumers' intention to buy Turkish goods.

H8: Subjective norms have a significant effect on Algerian consumers' intention to buy Turkish goods.

3.2. Population and Sample

The population of the research consists of adults residing in Algeria. The sample of the research was selected from this population using the convenience sampling technique. The population size was taken as 1 million and the required sample size for the research was calculated as 390 with a 90% margin of error.



The data of the research was collected using survey forms. Adults within the population were invited to participate in the research and data were collected only from volunteers. The data collection process was terminated when the usable survey forms were reached for the targeted number of samples. In this way, 391 survey forms were obtained for data analysis.

3.3. Data Collection Tools

A two-part survey form was used to collect data in the study. In the first part, a personal information form was included and the 9 questions asked in the personal information form targeted information about the demographic information and shopping behavior of the participants. The second part consists of 26 items on a 5-point Likert type, where "1" corresponds to the expression "I completely disagree" and "5" corresponds to the expression "completely agree". 26 items correspond to 5 scales. These scales are country of origin (7 items), attitude (4 items), perceived behavioral control (5 items), subjective norms (6 items) and intention to buy (4 items). The scales were previously developed, used in other studies in the literature, and reported as valid and reliable. Attitude and intention to buy scales were taken from Aksoy and Abdulfatai (2019). The subjective norms scale was taken from Aksoy and Abdulfatai (2019) and Chiu, Kim and Won (2018). The perceived behavioral control scale was taken from Linán and Chen (2009). The country of origin scale was taken from Aliyev (2019).

3.4. Data Analysis

SPSS 26 and AMOS 24 programs were used to analyze the data. Descriptive findings of the participants and scales are presented as descriptive statistics, such as minimum, maximum, arithmetic mean, frequency, percentage and standard deviation. The normality of the distribution of the data was tested using skewness and kurtosis values. The validity of the scales used in the research was tested using exploratory factor analysis on the SPSS program and confirmatory factor analysis on the AMOS program. To test the reliability of the scales, internal consistency coefficients (Cronbach's Alpha), CR and AVE scores were calculated. Structural equation modeling was used on the AMOS program to test the research hypothesis. Statistical significance was sought within the 95% confidence interval.



4. RESULTS

4.1. Demographics

Table 1. Participants' Demographics

| Variables | Groups | f | % |
|--------------------|-----------------------|-----|------|
| Gender | Male | 155 | 39.6 |
| | Female | 236 | 60.4 |
| Age | 17-20 | 71 | 18.2 |
| | 21-25 | 94 | 24.0 |
| | 26-30 | 74 | 18.9 |
| | 31-35 | 70 | 17.9 |
| | 36-52 | 82 | 21.0 |
| Marital Status | Single | 262 | 67.0 |
| | Married | 107 | 27.4 |
| | Divorced | 22 | 5.6 |
| Level of Education | High school and below | 48 | 12.3 |
| | College | 172 | 44.0 |
| | MA | 150 | 38.4 |
| | PhD | 21 | 5.4 |
| Monthly Income | 50000 DA and below | 129 | 33.0 |
| | 50001-100000 DA | 114 | 29.2 |
| | 100001-200000 DA | 105 | 26.9 |
| | 200001 DA and above | 43 | 11.0 |

According to the findings shown in Table 1, 39.6% of the participants are male and 60.4% are female. The proportion of participants aged between 17-20 is 18.2%, the proportion of those aged between 21-25 is 24.0%, the proportion of those aged between 26-30 is 18.9%, the proportion of those aged between 31-35 is 17.9% and the proportion of those between 36-52 is 21.0%. It was determined that 67.0% of the participants were single, 27.4% were married and 5.6% were divorced. When looking at the educational status of the participants, it is seen that 12.3% of the participants are high school graduates or below, 44.0% of the participants are undergraduate graduates, 38.4% of the participants are graduate graduates and 5.4% of the participants are doctoral graduates. It was determined that the income of 33.0% of the participants was 50000DA or below, 29.2% was between 50001-100000DA, 26.9% was between 100001-200000DA and 11.0% was 200001DA or above.



4.2. Validity and Reliability

Table 2. Exploratory Factor Analysis

| Variable | Codes | Items | Factor Loadings |
|--|-------|---|-----------------|
| Country of Origin | CO3 | Turkey is a reputable country | 0.76 |
| | CO4 | Turkey produces high quality products | 0.90 |
| | CO5 | Turkey offers innovative products | 0.92 |
| | CO6 | Turkey goods are successful in design | 0.92 |
| | CO7 | Turkey is a pioneer in clothing production | 0.87 |
| Explained variance=36,91%; Number of items=5 | | | |
| Perceived Behavioral Control | PBC1 | It is easy for me to decide and buy a piece of clothing. | 0.86 |
| | PBC2 | I determine my clothing needs and meet these needs in a short time. | 0.81 |
| | PBC3 | I can control the process of buying a new piece of clothing | 0.87 |
| Explained variance=25.53%; Number of items=3 | | | |
| Attitude | AT1 | For me, owning Turkish branded clothes is extremely positive. | 0.70 |
| | AT2 | It is extremely necessary for me to have Turkish branded clothes. | 0.76 |
| | AT3 | For me, owning Turkish branded clothes is extremely advantageous | 0.69 |
| Explained variance=4.43%; Number of items=3 | | | |
| Subjective Norms | SN1 | Most of the people I care about think that I should have Turkish branded clothes. | 0.88 |
| | SN2 | Most of my friends want me to own Turkish brand clothes. | 0.87 |
| | SN3 | I think the people I care about expect me to own Turkish branded clothes. | 0.90 |
| | SN5 | Most people around me know why I buy Turkish branded clothes | 0.89 |
| Explained variance=5.35%; Number of items=4 | | | |
| Intention to Buy | IB2 | I plan to buy a Turkish brand of clothing within the next year. | 0.78 |
| | IB3 | I will definitely buy a Turkish brand of clothing within the next year | 0.77 |
| Explained variance=3.65%; Number of items=2 | | | |

For validity analysis of the five scales, exploratory factor analysis (EFA) was performed on the SPSS 26 program, and confirmatory factor analysis (CFA) was performed on the AMOS program using the factor structure and items obtained from the exploratory factor analysis.

Principal component method was used in the EFA performed on 26 items consisting of the country of origin (7 items), attitude (4 items), perceived behavioral control (5 items), subjective norms (6 items) and intention to buy (4 items) scales used in the research. Among the factor rotation techniques, the Varimax technique was preferred. 1.00 criterion was taken as Eigenvalue score. While performing EFA, items with extraction values below 0.40 were removed from the scale. In addition, if the same item was loaded on two different factors and the difference between the factor loadings was less than 0.20 (overlapping items), these items were removed from the scale. After a series of EFAs conducted in accordance with these criteria, 9 items were removed from the scale, and as a result of the final EFA performed with 17 items, a 5-factor structure was observed (Table 2). It was determined that the KMO score obtained in the final EFA was 0.93 and the p value of the Bartlett test of sphericity was less than 0.05. It was determined that the amount of variance explained by this structure with 17 items and 5 factors was 78.87%. Even though some items were removed from the scale, it was determined that



the items in the 5 scale loaded on their own factors. CFA was performed on the AMOS program of the 5-factor structure consisting of 17 items obtained as a result of EFA. The findings show that all standardized regression weight values are higher than 0.50 and the p value of all values is lower than 0.05. It was determined that the values of CMIN, RMR, GFI, AGFI NFI, CFI and RMSEA fit index values met the criteria. Table 3 shows the factor loadings and reliability analysis findings obtained as a result of CFA analysis. For reliability analysis, average explained variance (AVE), structure reliability (CR) and internal consistency (Cronbach's Alpha) values of the scales were used. AVE values must be over 0.50, CR values and Cronbach's Alpha values must be over 0.70 (Hair et al., 2010). The findings in the table show that all these criteria are met.

Table 3. Measurement model analysis results and reliability analysis

| Madde | Standardized Factor Loadings | SH | CR | AVE | Cronbach's Alpha |
|-------|------------------------------------|------|------|------|---------------------|
| CO3 | 0.77 | 0.02 | | | |
| CO4 | 0.92 | 0.06 | | | |
| CO5 | 0.96 | 0.05 | 0.96 | 0.82 | 0.95 |
| CO6 | 0.97 | 0.05 | | | |
| CO7 | 0.88 | 0.06 | | | |
| AT1 | 0.92 | 0.02 | | | |
| AT2 | 0.70 | 0.05 | 0.88 | 0.72 | 0.87 |
| AT3 | 0.91 | 0.03 | | | |
| SN1 | 0.86 | 0.02 | | | |
| SN2 | 0.94 | 0.04 | 0.95 | 0.82 | 0.96 |
| SN3 | 0.88 | 0.03 | | | |
| SN5 | 0.93 | 0.04 | | | |
| IB2 | 0.97 | 0.02 | 0.95 | 0.91 | 0.95 |
| IB3 | 0.94 | 0.03 | | | |
| PBC1 | 0.84 | 0.04 | | | |
| PBC2 | 0.63 | 0.08 | 0.82 | 0.61 | 0.80 |
| PBC3 | 0.85 | 0.06 | | | |

4.3. Test of Normality and Descriptive Statistics

Table 4. Test of Normality and Descriptive Statistics

| Variable | Min. | Max. | \bar{X} | Sd | Skewness | Kurtosis |
|------------------------------|------|------|-----------|------|----------|----------|
| Country of Origin | 1.00 | 5.00 | 4.30 | 0.80 | -2.16 | 6.10 |
| Attitude | 1.00 | 5.00 | 3.46 | 1.02 | -0.75 | 0.37 |
| Subjective Norms | 1.00 | 5.00 | 3.22 | 1.14 | -0.27 | -0.86 |
| Perceived Behavioral Control | 1.00 | 5.00 | 4.18 | 0.86 | -1.01 | 0.42 |
| Intention to Buy | 1.00 | 5.00 | 3.61 | 1.22 | -0.75 | -0.46 |

The minimum, maximum, arithmetic mean and standard deviation values of the country of origin, attitude, subjective norms, perceived behavioral control and intention



to buy scales, as well as the skewness and kurtosis values used to test whether the scales used are normally distributed, were calculated and shown in Table 4.

It can be seen that the average score of the country of origin scale is 4.30. If it is remembered that the value of 4 for the country of origin scale in the survey form corresponds to the expression "I agree", it can be said that the participants approved the statements presented to them about the country of origin in the survey form.

It can be seen that the average score of the attitude scale is 3.46. If it is remembered that the value of 3 for the attitude scale in the survey form corresponds to the expression "I am undecided" and the value 4 corresponds to the expression "I agree", it can be said that the participants' approval levels of the statements presented to them in the survey form regarding their attitudes towards Turkish clothing brands are between "I am undecided" and "I agree". In other words, it can be said that the participants' attitude levels towards Turkish clothing brands are low.

It is seen that the average score of the subjective norms scale is 3.22. If it is remembered that the value of 3 for the subjective norms scale in the survey form corresponds to the expression "I am undecided", it can be said that the participants are undecided about agreeing with the statements about subjective norms presented to them in the survey form.

It can be seen that the average score of the perceived behavioral control scale is 4.18. If it is remembered that the value of 4 corresponds to the expression "I agree" and the value of 4 corresponds to the expression "completely agree" for the perceived behavioral control scale in the survey form, it can be said that the participants approved the statements presented to them about perceived behavioral control in the survey form.

It can be seen that the average score of the intention to buy scale is 3.61. If it is remembered that the value of 3 corresponds to the expression "I am undecided" and the value 4 corresponds to the expression "I agree" for the intention to buy scale in the survey form, it can be said that the participants' approval levels of the statements presented to them in the survey form regarding the intention to buy are between "I am undecided" and "I agree". In other words, it is understood that the participants' intention to buy Turkish clothing brands is low.

It is seen from Table 4 that skewness values vary between -0.27 and -2.16, kurtosis values vary between 0.37 and 6.10. In social sciences, data distributions are considered normal if the skewness value is within ± 2 and the kurtosis value is within ± 7 (Hair et al., 2010; Byrne, 2010). Since the skewness and kurtosis values obtained in this research met these criteria, the data distributions were accepted as normal.



4.4. Correlation Analysis

Table 5. Findings of Correlation Analysis

| Variable | 1 | 2 | 3 | 4 | 5 |
|---------------------------------|--------|--------|--------|--------|---|
| 1. Country of Origin | 1 | | | | |
| 2. Attitude | 0.67** | 1 | | | |
| 3. Subjective Norms | 0.51** | 0.82** | 1 | | |
| 4. Perceived Behavioral Control | 0.11* | 0.14** | 0.17** | 1 | |
| 5. Intention to Buy | 0.54** | 0.75** | 0.76** | 0.25** | 1 |

*. The relationship between variables is significant at the 0.05 level.

** relationship between variables is significant at the 0.01 level.

According to the findings presented in Table 5, there are positive and significant relationships between the country of origin and attitude, subjective norms, perceived behavioral control and intention to buy ($r=0.67$ and $p<0.05$; $r=0.51$ and $p<0.05$; $r=0.11$ and $p<0.05$; $r=0.54$ and $p<0.05$, respectively). There are positive and significant relationships between attitude and subjective norms, perceived behavioral control and intention to buy ($r=0.82$ and $p<0.05$; $r=0.14$ and $p<0.05$; $r=0.75$ and $p<0.05$, respectively). There are positive and significant relationships between subjective norms, perceived behavioral control and intention to buy ($r=0.17$ and $p<0.05$; $r=0.76$ and $p<0.05$, respectively). There is a positive and significant relationship between perceived behavioral control and intention to buy ($r=0.25$ and $p<0.05$).

4.5. Direct, Indirect and Total Effects

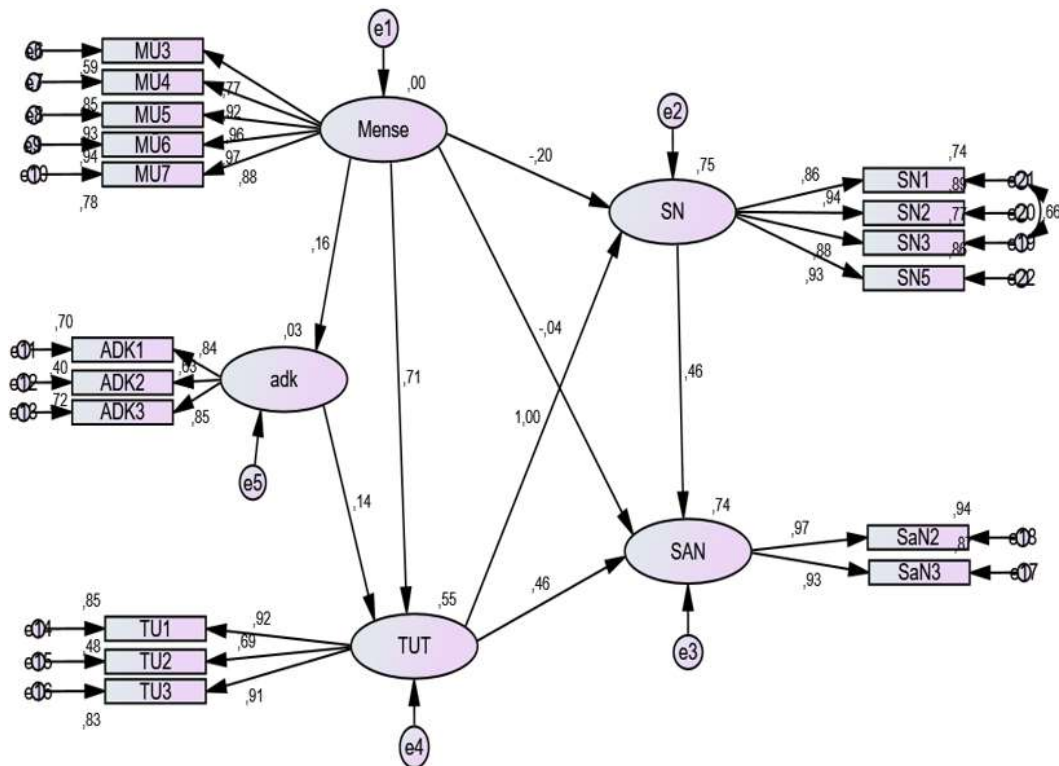


Figure 2. Direct Effects

**Table 6. Direct Effects on Dependent Variables**

| Dependent Variables | Factors | β | SE | R ² | <i>p</i> |
|------------------------------|----------|---------|------|----------------|-------------|
| Perceived Behavioral Control | <--- CO | 0.16 | 0.08 | 0.03 | 0.00 |
| Attitude | <--- PBC | 0.14 | 0.08 | 0.55 | 0.00 |
| | <--- CO | 0.71 | 0.05 | | |
| Subjective Norms | <--- CO | -0.20 | 0.08 | 0.75 | 0.00 |
| | <--- AT | 1.00 | 0.06 | | |
| Intention to Buy | <--- CO | -0.04 | 0.09 | 0.74 | 0.44 |
| | <--- AT | 0.46 | 0.11 | | 0.00 |
| | <--- SN | 0.46 | 0.09 | | 0.00 |

According to the findings regarding the direct effects shown in Figure 1 and Table 6, country of origin explains a 4% variance in perceived behavioral control. The effect of country of origin on perceived behavioral control is positive and significant ($\beta=0.16$, $p<0.05$). Perceived behavioral control and country of origin explain 55% of the variance in attitude. The effects of perceived behavioral control and country of origin on attitude are positive and significant ($\beta=0.14$, $p<0.05$, $\beta=0.71$, $p<0.05$, respectively). Country of origin and attitude explain 75% of the variance in subjective norms. While the effect of attitude on subjective norms is positive and significant ($\beta=0.83$, $p<0.05$), the effect of country of origin on subjective norms is negative and significant ($\beta=-0.20$, $p<0.05$). Country of origin, attitude and subjective norms explain 74% of the variance in intention to buy. While the effects of attitude and subjective norms on purchasing intention are positive and significant ($\beta=0.46$, $p<0.05$, $\beta=0.46$, $p<0.05$, respectively), the effect of the country of origin on intention to buy is not significant ($\beta=-0.04$, $p>0.05$).

Table 7. Indirect Effects on Dependent Variables

| Dependent Variables | Factors | β | SE | <i>p</i> |
|---------------------|----------|---------|------|-------------|
| Attitude | <--- CO | 0.05 | 0.01 | 0.01 |
| Subjective Norms | <--- CO | 0.84 | 0.05 | 0.00 |
| | <--- PBC | 0.21 | 0.04 | 0.00 |
| Intention to Buy | <--- CO | 0.67 | 0.05 | 0.00 |
| | <--- PBC | 0.20 | 0.04 | 0.00 |
| | <--- AT | 0.62 | 0.10 | 0.00 |

According to the findings regarding the indirect effects shown in Table 7, the country of origin has a positive and significant indirect effect on attitude through perceived behavioral control ($\beta=0.05$, $p<0.05$). Perceived behavioral control and country of origin have positive and significant indirect effects on subjective norms through attitude ($\beta=0.84$, $p<0.05$, $\beta=0.21$, $p<0.05$, respectively). Perceived behavioral control, country of origin and attitude have positive and significant indirect effects on intention to



buy through subjective norms ($\beta=0.67, p<0.05, \beta=0.20, p<0.05, \beta=0.62, p<0.05$, respectively).

Table 8. Total Effects on Dependent Variables

| Dependent Variables | Factors | β | SE | p |
|------------------------------|----------|---------|------|-------------|
| Perceived Behavioral Control | <--- CO | 0.16 | 0.06 | 0.00 |
| | <--- PBC | 0.14 | 0.04 | 0.00 |
| Attitude | <--- CO | 0.73 | 0.03 | 0.00 |
| | <--- CO | 0.53 | 0.04 | 0.00 |
| Subjective Norms | <--- AT | 1.00 | 0.05 | 0.00 |
| | <--- CO | 0.54 | 0.04 | 0.00 |
| Intention to Buy | <--- AT | 0.92 | 0.4 | 0.00 |
| | <--- SN | 0.46 | 0.10 | 0.00 |

According to the findings regarding the total effects shown in Table 8, the total effect of the country of origin on perceived behavioral control is positive and significant ($\beta=0.16, p<0.05$). The total effects of perceived behavioral control and country of origin on attitude are positive and significant ($\beta=0.14, p<0.05; \beta=0.73, p<0.05$, respectively). The total effects of country of origin and attitude on subjective norms are positive and significant ($\beta=0.53, p<0.05; \beta=1.00, p<0.05$, respectively). The total effects of country of origin, attitude and subjective norms on intention to buy are positive and significant ($\beta=0.54, p<0.05; \beta=0.92, p<0.05; \beta=0.46, p<0.05$, respectively).

4.6. Results of Hypothesis Testing

The 8 hypotheses of the research were tested based on total effects, and all hypotheses (H1, H2, H3, H4, H5, H6, H7, H8) were accepted (Table 9).

Table 9. Results of Hypothesis Testing

| | Hypothesis | Result |
|----|--|-----------------|
| H1 | Country of origin has a significant impact on Algerian consumers' perceived behavioral control towards Turkish goods | Accepted |
| H2 | Country of origin has a significant impact on the attitude of Algerian consumers towards Turkish goods | Accepted |
| H3 | Country of origin has a significant impact on Algerian consumers' subjective norms associated with Turkish goods | Accepted |
| H4 | Country of origin has a significant impact on Algerian consumers' intention to buy Turkish goods | Accepted |
| H5 | Perceived behavioral control has a significant impact on Algerian consumers' attitude towards Turkish goods | Accepted |
| H6 | Attitude towards Turkish goods has a significant impact on the subjective norms of Algerian consumers | Accepted |
| H7 | Attitude towards Turkish goods has a significant effect on Algerian consumers' intention to buy Turkish goods | Accepted |
| H8 | Subjective norms have a significant impact on Algerian consumers' intention to buy Turkish goods | Accepted |



5. DISCUSSION

Considering the findings obtained in the research, it was concluded that all the factors examined had positive and significant effects on the intention of Algerian customers to purchase Turkish clothing brands.

It was concluded that Algerian customers' country of origin perception regarding Turkey has positive and significant effects on perceived behavioral control, attitude towards Turkish clothing brands, subjective norms and intention to buy Turkish clothing brands. This result has been interpreted as meaning that when Algerian customers' perceptions of Turkey are more positive, their attitude levels towards Turkish clothing brands and the influence they feel from the people around them to purchase Turkish clothing brands also increase. Additionally, it has been determined that when Algerian customers' perceptions about Turkey are more positive, their intention to purchase Turkish clothing brands increases.

It was concluded that the perceived behavioral control factor has positive and significant effects on attitudes towards Turkish clothing brands, subjective norms and intention to buy Turkish clothing brands. This result is interpreted as the fact that when Algerian customers' success in managing the purchasing process of clothing products increases, their attitude levels towards Turkish clothing brands and the influence they feel from the people around them to purchase Turkish clothing brands also increase. In addition, it has been understood that when Algerian customers' success in managing the purchasing process of clothing products increases, their intention to purchase Turkish clothing brands also increases.

It has been concluded that Algerian customers' attitudes towards Turkish clothing brands have positive and significant effects on subjective norms and intention to buy Turkish clothing brands. This result is interpreted as the fact that when the attitude levels of Algerian customers towards Turkish clothing brands increase, the influence they feel from the people around them towards purchasing Turkish clothing brands and their intentions to purchase Turkish clothing brands increase.

It has been concluded that the subjective norms perceived by Algerian customers have a positive and significant effect on their intention to buy Turkish clothing brands. This result has been interpreted as meaning that when the influence Algerian customers feel from the people around them to purchase Turkish clothing brands increases, their intention to purchase Turkish clothing brands also increases.

Based on these findings, the factors that determine Algerian customers' intention to buy Turkish brands are; perceived behavioral control, country of origin, attitude towards Turkish clothing brands and subjective norms.

When the findings of previous studies in the literature were examined, it was observed that the previous findings were parallel to the findings of this study. Aksoy and Abdulfatai (2019) investigated the factors affecting Nigerian Muslims' intentions to



purchase luxury products. The findings of the study showed that culture did not have a significant effect on attitude, subjective norms and purchase intention. The findings also showed that attitude positively and significantly affects subjective norms, and attitude and subjective norms affect purchase intention. Koçyiğit Bayniş and Geçti (2022) investigated the effects of consumer ethnocentrism, xenocentrism and attitude towards foreign products on the intention to purchase foreign products and found that while consumer ethnocentrism significantly and negatively affects the intention to purchase foreign products, consumer xenocentrism and attitude towards foreign products significantly affect the intention to purchase foreign products. They found that it had a positive impact. They also concluded that consumer xenocentrism affects attitudes towards foreign products in a positive and significant way. In his research, Nart (2008) examined the effect of country of origin on British consumers' intention to purchase Turkish and German products. The findings of the research showed that the perception of country of origin positively affects brand personality and brand perception for both Turkish and German products, and positively affects purchase intention through these two variables. In the research conducted by Koçak (2019), the factors affecting Egyptian consumers' intentions to purchase Turkish products were examined. The findings of the research showed that the image of Turkish brands and the attitude towards Turkey positively and significantly affected the purchase intention. In the research conducted by Öztürk, Nart and Altunışık (2015), the factors affecting consumers' behavior in purchasing halal products were examined. It was concluded that attitude, perceived behavioral control and subjective norm factors affected purchase intention positively and significantly. Nabila (2022) examined the factors affecting the purchasing behavior of global brands of consumers in Turkey and Algeria. The findings of the research showed that there is no significant difference between the purchasing attitudes of the people of the two countries. It has been concluded that consumers' purchasing intention is determined by global brand quality, trust, image, prestige and price factors, and also that attitude towards global brands fully mediates the effect of these factors. In their research, Yılmaz and Albayrak (2021) aimed to determine the factors affecting the intention to purchase halal foods. The findings of the research showed that attitude towards halal foods, perceived behavioral control and subjective norms have positive and significant effects on purchase intention. In the research conducted by Acar (2022), the factors affecting the online purchasing behavior of university students were examined. The findings of the research concluded that purchasing behavior is positively and significantly affected by attitude and perceived behavioral control, but subjective norms do not have a significant effect on purchasing behavior. Candan (2022) examined consumers' purchasing behavior of nutritional supplement products. The findings of the research showed that attitude and subjective norms factors had positive and significant effects on purchase intention.

Based on the results of the research, the following suggestions can be made for practitioners and future research: Since it has been found that the country of origin



perception of Turkey is an important factor affecting both the attitude towards Turkish brands, subjective norms and the intention to buy Turkish brands, practices should be developed to make Algerians' perception of Turkey more positive. Since perceived behavioral control is found to be an important factor affecting both the attitude towards Turkish brands, subjective norms, and the intention to buy Turkish brands, applications should be developed to strengthen Algerians' perceptions of successfully completing the shopping process. Simplifying and facilitating the shopping processes of Turkish brands should be planned. Since the attitude towards Turkish brands is found to be an important factor affecting both subjective norms and the intention to buy Turkish brands, practices should be developed to make Algerians' attitudes towards Turkish brands more positive. Since it has been determined that Algerians' intentions to purchase Turkish brands are also affected by the people around them, advertising and promotional campaigns should be carried out in a way that will affect large audiences, quality should not be compromised, and mistakes and problems that may negatively affect customer satisfaction should be avoided. Future research should focus more on Algerian customers' intention to purchase Turkish brands, and more research should be conducted on this subject. Future studies should repeat similar studies with larger and more diverse sample groups. Expanding the factors in the research model should also be considered. Future studies should consider collecting qualitative data as well as quantitative data in order to reach deeper and more comprehensive results.

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