


Examination of Turkish-made products with the theory of planned behavior: A research on regular migrants in Turkey



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ABSTRACT

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This paper investigates the examination of Turkish-made products with the theory of planned behavior. The exploration of regular immigration, encompassing individuals relocating to other countries either temporarily or permanently for various reasons, stands as a prominent subject in current international research. This article examines the attitudes of regular immigrants towards products made in Turkey, employing the theory of planned behavior. In the research, where the quantitative research method was followed, regular immigrants residing in Turkey were selected as the research population. A survey was used as a data collection technique in the research, and the prepared survey form was applied online to regular immigrants currently residing in Turkey, and 444 responses were obtained. The obtained data were analyzed using AMOS and SPSS 26.0 statistical programs, and according to the research questions, correlation and regression analyses were applied. The findings showcase that the attitudes, subjective norms, and perceived behavioral controls of regular immigrants towards Turkish-made products significantly influence their behavioral intentions. Moreover, these intentions have a positive effect on their actual product usage or purchases. Notably, individuals exhibit favorable behavioral intentions towards Turkish products, which has a significant positive effect on their purchasing behavior. Since this study focuses specifically on Turkey, a host to one of the largest immigrant populations globally, and aims to dissect the impact of migrated country products on consumption preferences in multiple ways, it is important.

Contribution/ Originality: Our originality is the study of Turkish-made products among regular immigrants in Turkey within the framework of the theory of planned behavior. The statistical findings obtained serve as a resource for companies and academia in Turkey, one of the countries that receives the most regular immigrants in the world.

1. INTRODUCTION

Bridge is one of the summary words that have been used for years to determine Turkey's position in the world. The fact that Turkey is located at the crossroads of three continents due to its geographical location has caused people to be at the crossing point as a route. Silk Road and many similar trade routes have passed through Turkey since ancient times, and as a result, Turkey has become one of the countries hosting more immigrants, especially in recent years. Therefore, these migration movements also affect the education and policies of those countries and become a social situation that covers multidimensional and different periods after migration in terms of adaptation.

The aim of this study is to examine Turkish-made products with a theory of planned behavior for regular immigrants residing in Turkey. The interaction between the purchasing behavior of Turkish-made products and the product preferences of regular immigrants residing in Turkey has been examined with theory of Planned Behavior developed by Ajzen. First of all, in the study, the effects of attitudes towards Turkish-made products, personal norms, and perceived behavioral control on behavioral intention were examined, and then the effects on behaviors were tried to be revealed.

In the study, firstly, the concept of "Made in Turkey" and "Made in Turkey" products is explained, then the definition and types of the word "immigrant" are specified, and especially the definition of "regular immigrant" is emphasized. Then, the migration movements throughout Turkey were explained, and the concept of regular immigrants was detailed in Turkey. The third section of the study goes into great detail explaining Ajzen's theory of planned behavior.

2. LITERATURE REVIEW

The outputs from the use of domestic manufacturing factors in the production period are called domestic goods, and it can also be said that the goods produced by the countries within their borders are domestic goods at the first stage. But today, the intertwined economic connections prevent a simple understanding of whether the goods produced are foreign or domestic. It is a fact that the four production factors (capital, natural resources, entrepreneurship, and labor) needed in the manufacturing process of a produced good cannot be found in the same country [1]. In addition, beyond the production of different origin brands in one country, it is seen that even the different parts used until the final stage of the manufactured product are manufactured in other countries.

The use of the Domestic Production Logo is implemented in terms of countries supporting domestic products and domestic production, raising awareness for consumers, and economic contribution [2, 3]. In the world economy, the differentiating signs that must be in the goods or services produced with the aim of distinguishing the same products or services from each other are called trademarks. They use the brand, which can consist of any number, letter, shape, or logo, by putting their country and name on the goods or services produced by countries all over the world in terms of the general economy.

People who migrate from their countries of residence to other countries for different reasons are called immigrants. The concept of immigrant is also used for people who have settled in another country or in the shadow, other than the country of their original race, for reasons such as increasing their social or financial situation to a better level or raising their own or their families' expectations for the future. Turkey has hosted many migration events in every period of history due to its location, which is at the junction of the Asian, European, and African continents.

Due to Turkey's geopolitical position, it became a center of forced migration in late 1980, and mostly our citizens of Turkish origin immigrated from Bulgaria after 1980, Iranian immigrants who wanted to move to western countries from their countries after the 1979 Iranian revolution, after the civil war in Yugoslavia. People who had to leave their country, Iraqis who were dealing with different difficulties in Iraq, and immigrants who had to migrate due to the Kosovo crisis took refuge in our country [4]. According to Yilmaz [5] in terms of the migration flows all over the world, it is clear that the immigrants behave with the understanding of finding a job and adapting in the countries they migrated to, and that their position results either in completing the integration process or, on the contrary, by being more attached to their own ethnic organization.

The concepts of regular and irregular migration, which are used to explain migration flows between countries, have recently begun to be seen and used in the migration literature, and in fact, irregular migrants have caused such a distinction to be made for migration flows in the period of globalization. Although the concepts of regular and irregular migration and immigrant are discussed by the users in the literature, the definition on which there is a consensus is stated as 3 basic features: the first is to use fake or illegal documents while transiting from any country

to another country; the second is to stay longer than the residence permit or visa obtained in the country of immigration; and the third is to be in the labor force despite not having any work permit in the country of immigration [6-10].

Turkey's accelerating process of adapting to the global system since the 1990s is considered to be an important sign in terms of regular immigration to the country. As a regional and global actor, it should not be overlooked that Turkey's increasing mobility, as well as its relative economic progress, also affects human mobility [11].

It is possible to examine the migration flows towards Turkey in two categories. Firstly, it is the migration flow, which is defined by different names as "legal," "regular," and "registered" migration. These concepts refer to immigrants who come to Turkey from other countries for reasons such as work or education and who have a residence permit. The second migration flow explains what is mostly called "informal migration." This type of migration consists of flows of refugees as "migrant seeking refuge," "transit migration," or "asylum migration." Referring to another classification, it can also be divided into "regular" and "irregular" migrations [12]. One of the regular migration types that Turkey receives is international retirement destination. Turkey has been one of the places in demand since the 1990s as a retirement migration. Another form of regular migration that Turkey has taken is made up of students. It has been the center of thousands of foreign students in Turkey recently, and it is seen that 79,225 students obtained residence permits to study in our country in 2018 (Higher Education Information Management System, <https://istatistik.yok.gov.tr> Access: 25.08.2022).

Examining the factors that make up the decisions that individuals make while stating the reasons for their behavior shows the theory of planned behavior. It has been understood that this theory is useful in understanding people's behavior by presenting a certain framework. However, this theory has been used in the examination of customer behavior in target markets or in different markets, as it has been applied to many areas Eddosary, et al. [13]. Ajzen [14] developed the Planned Behavior Theory. According to the Reasoned Action Theory, behavioral intention is the most important factor determining states and actions [14]. The lack of Reasoned Action Theory in predicting people's actions is the reason for Ajzen's development of Theory of Planned Behavior [15]. Theory of Planned Behavior, which is used to predict people's behavior, is one of the social psychological theories [16]. In order to cope with the complexities of people's social states and movements, the theory of planned behavior reveals a useful conceptual and abstract structure.

According to the theory of planned behavior, the factor that determines the behavior of an individual is their intention [14]. In this sense, intentions are known as the strongest predictors of individual behaviors [17]. In fact, the theory predicts people's behavior through intentions, and these intentions depend on behavior-related states, norms, and perceived behavioral control [18, 19]. Theory of planned behavior states that intention is a function of three items. The first of these is the attitude function, which shows the positive or negative results of a certain action in general; the subjective norm function, which shows the effects of the people around them on the behaviors of the people around them; and the perceived behavioral control function, which shows the perceived difficulty or ease of the attitude to be shown [15].

When considered in general, it is understood that the main factors underlying the action of the individual in the Theory of Planned Behavior consist of certain beliefs. It is stated that the beliefs about the possible consequences of the behavior, that is, the attitudes of the behavioral beliefs, the beliefs about the expectations and actions of other people, the subjective norms of the normative beliefs, and the beliefs about the potential factors that make the actions difficult or easier, that is, control beliefs, also constitute perceived behavioral control [20]. These are generally under the influence of three personal, social, and informational factors. Personal factors such as general behavior, experience, intelligence, personality traits, and feelings, while social factors are explained by gender, age, education, and income levels, informatics factors are stated as knowledge, experience, and media power [21].

3. METHODOLOGY

3.1. Purpose, Design and Method of the Research

The concept of regular immigrants, which is used for people who leave their countries of residence for various reasons and reside in other countries temporarily or indefinitely, is the subject of research in many fields. If the cultural structure of the country of residence shows differences and similarities according to the cultural structure of the country of destination, a behavioral reaction occurs. For this reason, is there a behavioral difference in the use of products belonging to the country of immigration? Based on the question, the main purpose of the research is to examine the consumption intention of regular immigrants residing in Turkey for Turkish-made products with the Theory of Planned Behavior (TPB). In addition, determining the actual behavior of regular immigrants towards Turkish products is another aim of the research. Since the research was created to determine the attitudes of regular immigrants living in Turkey towards Turkish products, it is included in the descriptive research class, which is one of the observational research types.

Due to the increase in the number of immigrants in the world every year compared to the previous year, the adaptation process of the people who migrated to the places they went is a matter of curiosity in many areas. This study, which aims to conclude specifically on Turkey, which hosts the most immigrants in the world, by examining the effects of the products of the migrated country on consumption preferences from multiple perspectives, is of particular importance.

A questionnaire was chosen as the data collection method for the research, and it consists of four parts in total. In the first part, there are six statements to determine the demographic characteristics of the participants. In the second, third, and fourth parts of the questionnaire, there are scale questions belonging to the Theory of Planned Behavior, which was used in Lin [22] study and proved its validity and reliability to understand attitudes towards Turkish goods. The questions were asked of the participants by adapting them to Turkish goods.

The universe of the research consists of foreigners who have a residence permit in Turkey. According to the December 2022 report of the Directorate of Migration Management, this number was stated as 1.349.659 people (<https://www.goc.gov.tr/residence-permits>). Based on the assumption that the population size of the research is known, the minimum sample size was calculated as 384 at a sampling error of five percent (0.05). The questionnaire adapted for the research was applied between November 20, 2022 and December 21, 2022, by reaching immigrants online via social media. A total of 444 questionnaires were included in the study, 18 of which were under the age of 18 and gave inconsistent answers out of the 462 questionnaires that were returned. Survey data were analyzed using SPSS 26.0 and AMOS package programs.

Figure 1 shows the research model that was made with the variables that were used to find out how people feel about Turkish products and how they change how people act.

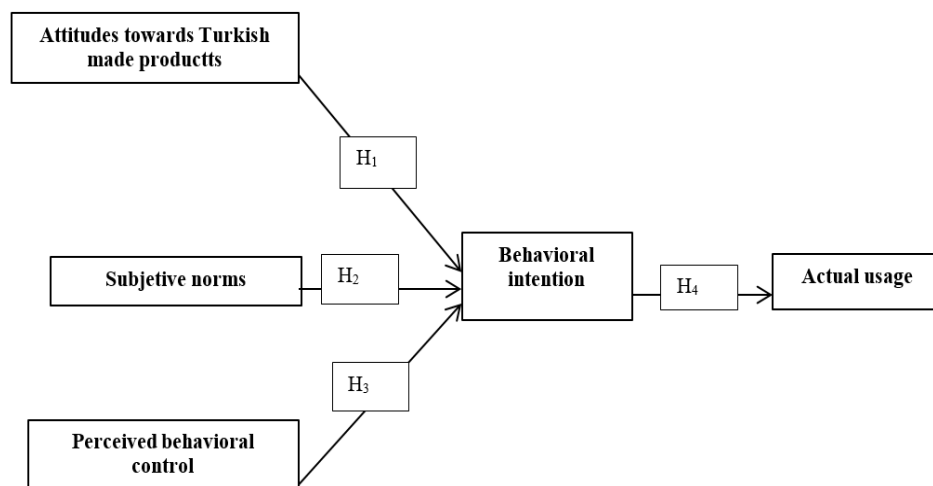


Figure 1. Research model.

According to the research model drawn, the research hypotheses are as follows:

H₁: Attitude towards Turkish made products has a significant effect on behavioral intention.

H₂: Personal norms have a significant effect on behavioral intention.

H₃: Perceived behavioral control has a significant effect on behavioral intention.

H₄: Behavioral intention has a significant effect on actual behavior.

Factor analysis operates on the premise that observable variables can be condensed into a smaller set of unobservable variables, sharing a common variance. These latent factors aren't directly measured but serve to represent variables within a theoretical framework [23]. Exploratory factor analysis is employed when scale expressions differ from their original dimensions. On the other hand, confirmatory factor analysis assesses the suitability of scales for a study and dissects scale expressions into sub-factors if they don't align with any existing dimensions.

Planned behavior, behavioral intention and actual behavior scales in the questionnaire planned to be used in the research were taken from Lin [22]. In order to check the suitability of the three sub-dimensions of the planned behavior scale, a pre-test was conducted on a group of 50 people, and confirmatory factor analysis was applied to the scale with the data obtained. As a result of factor analysis, goodness of fit values is expected to be in the acceptable range, although not in the good range. The factor analysis values obtained for the planned behavior scale planned to be used in the research were compared within the range of good and acceptable limits [24] and it was understood that the scale goodness of fit values were within the acceptable range. The relevant values are given in Table 1.

Table 1. Goodness of fit values.

Values	TPB	Good fit	Acceptable fit
X ² /df (Chi-square on degree of freedom)	2.906	≤2	2 < X ² /df ≤ 3
GFI (Goodness of fit index)	0.937	≤1.00	0.90 ≤ GFI < 0.95
AGFI (Adjusted goodness of fit index)	0.840	≤1.00	0.85 ≤ AGFI < 0.90
CFI (Comparative fit index)	0.938	≤1.00	≥0.90
RMSEA (Root mean square error of approximation)	0.071	≤0.05	≤0.08
	P = 0.000 < 0.05		

Please rewrite the following sentence; in order to fix the issue of text overlap, it is understood that the theory of planned behavior ($\alpha = .786$), behavioral intention ($\alpha = .798$) and actual usage ($\alpha = .831$) scales are reliable. As a result of the pre-test applied to the questionnaire, it was understood that the usability of the scales for research was reliable with the analysis made, so the questionnaires were redistributed and 444 usable data were obtained. Then, the hypotheses of the research will be analyzed through these 444 data points.

In determining which analysis (parametric-non-parametric) should be used for the hypothesis tests created according to the research purpose, it is necessary to understand whether the survey data obtained show a normal distribution or not. It is known that there are visual and analytical techniques to understand the normality of the data, and in the normality test of this research data, the skewness and kurtosis measures of analytical methods were used. According to this method, if the skewness and kurtosis range at the five percent significance level are between -1.96 and +1.96, the data are considered to be normally distributed [25]. According to the values obtained from the normality test, since the theory of planned behavior (Skewness: -1.179, Kurtosis: 1.256), behavioral intention (Skewness: -.145, Kurtosis: .562) and actual usage (Skewness: -.835, Kurtosis: .218) scales are in the relevant range, they show a normal distribution. Thus, for these reasons it appears that parametric tests should be used for the research.

3.2. Findings

Five questions were asked to determine the demographic characteristics of the participants. According to Table 2, where the distribution of demographic characteristics is given, 52.7% (235) of the participants were male, 56.3%

(250) were single, 32.4% (144) were in the 18-23 age range, 37.6% (167) had a bachelor's degree, and finally 29.3% (130) had a monthly household income of 10001 TL (Turkish Lira) or more. According to the current exchange rate information as of December 2022, 1 dollar is equal to 18.64 Turkish Liras, and the minimum wage is 5500 Turkish Liras.

Table 2. Distribution of demographic characteristics of the participants.

Demographic characteristics	Frequency	Percent	Demographic characteristics	Frequency	Percent
Gender			Education		
Male	235	52.7	High school	125	28.2
Female	209	47.3	Under graduate	92	20.7
Marital status			Graduate	167	37.6
Single	250	56.3	Up graduate	60	13.5
Married	194	43.7			
Household income					
Age			<5500 TL	81	18.2
18-23	144	32.4	5501-7000 TL	109	24.5
24-29	129	29	7001-8500 TL	81	18.2
30-35	99	22.3	8501-10000 TL	43	9.7
36-41	72	16.3	>10000 TL	130	29.3

The hypotheses formed within the research model were tested through correlation and regression analyses. Correlation analysis gauges the relationship strength between multiple variables, expressed as "r," with values ranging between -1 and +1. A correlation coefficient near +1 signifies a robust positive relationship between variables, while one closer to -1 suggests a stronger negative relationship between the variables.

Table 3. Correlation analysis values.

Variables of the research		A	SN	PBC	BI	AU
A	r	1	0.711**	0.583**	0.624**	0.555**
	p		0.000	0.000	0.000	0.000
	N		444	444	444	444
SN	r		1	0.475**	0.574**	0.634**
	p			0.000	0.000	0.000
	N			444	444	444
PBC	r			1	0.648**	0.477**
	p				0.000	0.000
	N				444	444
BI	r				1	0.608**
	p					0.000
	N					444
AU	r					1
	p					0.000
	N					444

Note: **. Correlation is significant at the 0.01 level (2-tailed).

r: Pearson correlation.

p: Significant value (2-tailed).

N: Total population.

A: Attitude.

SN: Subjective norms.

PBC: Perceived behavioral control.

BI: Behavioral intention.

AU: Actual usage.

The correlation analysis from Table 3 shows that the variables have a moderately positive relationship, as shown by the correlation coefficient (r) in Table 4, which shows the strength and direction of the correlation [26].

Table 4. Strength and direction of correlation coefficient.

Strong	←	Weak	Strong	→	Weak
-1.0		-0.5	0.0	+0.5	+1.0
Negative correlation			Positive correlation		

We use multiple linear regression to find out how the attitude, subjective norms, and perceived behavioral control sub-dimensions of the theory of planned behavioral scale affected the behavioral intention variable.

Table 5. Behavioral intention variable ANOVA test.

Model	Sum of squares	df	Mean square	F	P
Regression	183.763	3	61.254	168.349	0.000 ^b
Residual	160.095	440	0.364		
Total	343.859	443			

Note: "b" dependent variable in the analysis.

Table 6. Behavioral intention regression analysis.

Dependent variable	Behavioral intention			
	Beta	t	p	VIF
Independent variables				
Attitude	0.233	7.157	0.000	2.396
Subjective norms	0.213	9.305	0.000	2.043
PBC	0.411	10.212	0.000	1.532
R= 0.731 - R ² = 0.534				

The ANOVA test in Table 5 indicates a significance level below 0.05, and Table 6 displays VIF (Variance Inflation Factor) values below 10, suggesting no impediment to conducting regression analysis with the pertinent variables. The R² value, representing the model's explanatory power in the regression analysis, computes as 0.534. Examination of the table values reveals associations between attitude, subjective norms, and perceived behavioral control sub-dimensions of the theory of planned behavior and behavioral intention. The β values in Table 6 demonstrate the independent variables' impact on the dependent variable. Notably, the perceived behavioral control sub-dimension holds the highest β value of 0.411, while the personal norms sub-dimension shows the lowest β value at 0.213. This indicates that a one-point increase in the perceived behavioral control sub-dimension results in a 0.411 increase in behavioral intention. Likewise, one-point increases in the sub-dimensions of attitude and subjective norms will increase behavioral intention by 0.233 and 0.213 points. It is understood from the regression analysis values obtained for the behavioral intention variable that the H₁, H₂, and H₃ hypotheses established in accordance with the research purpose cannot be statistically rejected.

Table 7. Actual usage regression analysis.

Model		B	Std. error	Beta	T	Sig.	R	R ²	F	p
1	(Constant)	1.364	0.154	0.608	8.858	0.000	0.608	0.370	259.534	0.000 ^(a)
	Behavioral intention	0.753	0.047		16.110	0.000				

Note: (a) Dependent variable: Actual usage. Behavioral Intention: the independent variable in the analysis

Applying simple linear regression analysis unveiled the connection between the actual usage variable and behavioral intention. As depicted in Table 7, which outlines the analysis outcomes, the model's explanatory power (R²) was computed at 0.370 (R = .608; R² = .370; p<0.05). This R² value signifies that 37% of the variance in the actual usage variable, serving as the dependent variable, is explicable by the behavioral intention, acting as the independent variable. The β coefficient observed in the table for the independent variable stands at .608 (p<0.05). With the behavioral intention demonstrating a significance level of p<0.05 based on the β value, it's evident that it

holds a statistically meaningful impact on actual usage. Consequently, in this scenario, the H_4 hypothesis stands unchallenged based on statistical grounds and cannot be rejected.

4. DISCUSSION AND CONCLUSIONS

The focal objective of this research is to investigate the consumption intentions among regular immigrants residing in Turkey regarding Turkish-made products, utilizing the Theory of Planned Behavior (TPB) framework. As of September 2022, the population selected for this study comprised 1,375,929 regular immigrants residing in Turkey. Data collection involved a questionnaire encompassing the TPB scale queries alongside demographic information. The study comprised three segments: the first part delved into participants' demographic profiles; the second section explored participant attitudes toward Turkish-made products; and finally, the third part examined the influence of these attitudes on purchasing behavior. A total of 444 questionnaires were considered for analysis, and the amassed data underwent thorough examination using SPSS 26.0 and AMOS software.

The study utilized statistical analyses to assess hypotheses aligned with the research objectives, presenting these findings in respective tables. A critical aspect involves interpreting the gathered data and drawing comparisons with prior studies. The results from the multiple linear regression analysis indicate a statistically significant influence of attitude, subjective norm, and perceived behavioral control on behavioral intention. This outcome aligns with similar findings in prior research [27-33]. To elaborate, based on the variables outlined in Table 6, it's evident that among regular immigrants in Turkey, attitudes, subjective norms, and perceived behavioral controls towards Turkish products exert a statistically significant and positive impact on their behavioral intentions. A simple linear regression analysis was performed to examine the impact of behavioral intention, one of the research variables, on actual usage. The analysis reveals a significant positive effect of behavioral intention on actual usage. This finding is similar to previous studies by Alam and Sayuti [34]; Byon, et al. [35]; Katlav and Emrah [36]; Emran [37] and Le and Nguyen [38]. According to Table 7, which shows the results of a simple linear regression analysis, the intentions of regular immigrants living in Turkey to buy Turkish goods have a statistically significant and positive effect on how they actually use those goods, specifically how much they buy. As a result of the analysis made for the hypothesis tests created in accordance with the purpose of the research, it is understood that not all of the hypotheses can be statistically rejected. It is understood from the findings obtained from the research that individuals have positive behavioral intentions towards Turkish products and that these behavioral intentions have a significant positive effect on their purchases. These results obtained for approximately one and a half million regular immigrants residing in Turkey also show that there is no negative attitude towards the products originating from the country.

Considering that marketing activities impose a substantial cost burden on businesses, it can be said that there is no need for a separate marketing effort about Turkish products for immigrants in Turkey, based on the results obtained from the research. This study has limitations as it is applied only to regular immigrants and to a certain time period in Turkey. It is thought that considering consumer attitudes at different time intervals in future research in this field in Turkey will eliminate this limitation. In addition, it is important to investigate the attitudes of regular immigrants towards products originating in other countries and how these attitudes will reflect on their behavioral intentions and actual usage. Thus, it is expected to understand both what the general consumer trend is and how companies will guide their marketing efforts for regular immigrants.

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Transparency: The author states that the manuscript is honest, truthful, and transparent, that no key aspects of the investigation have been omitted, and that any differences from the study as planned have been clarified. This study followed all writing ethics.

Competing Interests: The author declares that there are no conflicts of interests regarding the publication of this paper.

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