

The Preferences of Settled Foreigners towards Domestic and Foreign Branded Products: The Case Study of Antalya and Fethiye Region

Mustafa GÜLMEZ^a, Abdullah USLU^b, Özgür DAVRAS^c, Edina AJANOVIC^d

^aAkdeniz Üniversitesi, Turizm Fakültesi

^bMuğla Sıtkı Koçman Üniversitesi, Fethiye A.S.M.K. Meslek Yüksekokulu

^cSüleyman Demirel Üniversitesi, Isparta Meslek Yüksekokulu

^dAkdeniz Üniversitesi, Sosyal Bilimler Enstitüsü

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Abstract

Settled foreigners have significant influence on both social life and economy of the country they are living in and therefore discovering tendencies in terms of their choice of local or foreign branded product is of great importance. This may be useful for marketers as they will be able to predict their purchase intentions and according to them plan marketing activities and strategies for the products. A quantitative research method was used in this study to address brand perception, preferences and choices of 378 foreigners settled in Antalya and Fethiye region in Turkey. The results regarding preferences of settled foreigners towards domestic and foreign products and, according to them, derived implications for marketers are discussed in the conclusion.

Corresponding Author: Abdullah USLU, abdullahuslu2008@hotmail.com

INTRODUCTION

Understanding and predicting consumer's behavior, brand preferences and brand choices have always been one of the most interesting and most researched topics in the marketing field (Muniz, 1997; Trappey and Woodside, 2005; Ballantyne et al, 2006; Cole et al, 2008; Baek et al, 2010; Kim and Chintagunta, 2012; Laforet and Chen, 2012 etc.). However, there is not enough research addressing brand perception, preferences and choices of settled foreigners regarding domestic or foreign branded products. Aim of this research is to discover the trends among the settled foreigners in Turkey in terms of choosing the local or foreign branded products, as well as to discover the reasons behind these trends. Additionally, another aim is to discover relationships between some demographic characteristics of the foreigners and their perceptions about products. The number of settled foreigners in Turkey has increased due to a considerable improvement in tourism sector. The number was calculated as 36000 in 2010, 40000 in 2011, 44000 in 2012 and 52000 in 2013 in Antalya region and with 5000 in 2010 and 7500 foreigners now living in Fethiye region (Republic of Turkey General Directorate of Security Affairs). Settled foreigners have positive influence on both social life and economy of the country. Some of them brought with themselves the innovations from their own countries they are accustomed with, while some of them easily adapted to the local unique customs and rituals. From the economic point of view, foreigners have an important contribution on economic development of the region they are settled in and they are providing a rather large amount of foreign currency. With their investments made and purchased immovable properties, they activate the real estate sector. Exploring the trends of settled foreigners in Turkey towards local and foreign branded products and exploring the reasons for these trends will help in predicting their purchase intentions. This will be useful for marketers of different enterprises as they will be able to plan their marketing activities and strategies according to these trends.

In the first part of the study a literature review was provided regarding brand choice, decision making process and effect of brand image. At the end of this part four hypotheses were derived. In the second part research method was discussed by providing information about measurement scale development, data sampling and data analysis. After presenting results of the research, the study ends with the conclusion and implications for the marketers and future research.

Literature Review

In order to identify and sustain key branding strategies with certain brand dynamics promotion, evolution of relationship between the consumer and the brand has been intensively researched in the literature. According to previous researches, brand choice process is divided into three main categories (Alba, Marmorstein and Chattopadhyay, 1992):

- stimulus based choice – brand recognition
- memory based choice – brand recall
- mixed choice – combination of brand recognition and brand recall.

Brand image refers to the consumer's perception of the brand. It will distort or augment individual consumer perceptions about related brand and competing brands attributes, thus affecting overall brand utility and consequently affecting brand choice. Brand image helps consumers to attach or ascribe meaning to brands. Previous researches suggest that brand preference will depend on what the brand means to the consumer (Muniz, 1997). Brands which are held within the consideration set of the consumer's mind are very similar in terms of physical (instrumental features) and functional attributes (consequences) they provide. So marketers are allowed to differentiate these very similar products in the mind of the customer through portraying the "correct" image (Ballantyne, Warren, Nobbs, 2006).

From more than 30 years, research was conducted on the topic of country-of-origin aspect in brand marketing and brand choices (Olson and Jacoby 1972; Han and Terpsta, 1988; Elliot and Cameron, 1994). Some studies attribute that brand perceptions differ in terms of national culture (Johnson, 1998), and cultural groups like East Asia, North American and Europeans (Dawar and Paker, 1994). In the literature there are two perspectives of different cultures behavior with the first stating that North American and East Asian cultures have a different attitude and behavior as a consequence of groups viewing themselves differently (Aaker and Schimt, 2001) and second perspective stating that there is no difference between these two groups as the studies show that Chinese customers (as representatives of Eastern Asians) do not differ from consumers in other part of the world (Lin and Chang, 2003).

In their recent study, Laforet and Chen (2010) examined Chinese and British consumers' evaluations of Chinese and international brands as well as factors affecting their brand choice. They suggest that differences of these two groups of customers lay in their brand evaluation, perceptions and factors influencing their brand choice which may be explained by national culture, consumer demographic characteristics and their countries' economic development level (Laforet and Chen, 2010). The findings of the research showed that income has a great influence on brand choice because income determines purchase priorities, choices and the attributes consumers attach to a brand.

As shown in the literature (Olson and Jacoby, 1972) consumers evaluate a product on the basis of information signals that are divided into intrinsic (taste, design, performance etc.) and extrinsic (etc. price, brand name, warranties). Customers are usually using the later when it comes to evaluating brand because they are not often able to detect its true intrinsic quality. Once perceived quality is then related to the certain brand name and comes as a guarantee of quality, which may result in loyalty to this brand. One of the extrinsic signals that consumers use for evaluating the quality of brands is the-country-of-origin especially when intrinsic signals are not present (Olson and Jacoby, 1972; Han and Terpsta, 1988).

Different point of views could be found in the literature on the topic of brand choice. In this context, proposals of consumer-based brand measures developed for corporate financial services brands in order to follow the brand performance related to this sector were put forward (Chernatony, Harris and Christodoulides, 2004). Old aged consumers were also part of the research on brand choices and decision

makings as they constitute a rapidly growing demographic segment. With the review of the stereotypes related to elderly people, an analysis of age differences in the inputs - cognition, affect and goals -and the outcomes - decisions brand choices and habits of the decision processes was conducted. (Cole et al. 2008). In another study researchers tried to find the answer on how brand credibility and brand prestige affect brand purchase intentions. It was found that both prestige and credibility positively influence purchase intentions through perceived quality, information costs saved and perceived risk under different product categories. (Baek, Kim and Yu, 2010). This type of researches are a good source of implications for marketing experts related to advertising messages and brand positioning strategies.

Another important topic regarding brand choice was decision making and purchasing process. The starting point that should be considered is that we live in an expenditure times where customers' incomes are higher, free time is less and they are faced with phenomenon known as "over choice". In effort to reduce the cognitive effort and complexity in decision making, consumers will tend to group products together and form consideration sets in their minds (Gurca, 1989). It is suggested that consumers adopt a phasing or screening strategy and in a complex process of decision making they are using their consideration sets to eliminate others and make the best choice from the set (Brown and Wilt, 1992). For consideration set it can be easily said that it consists of the pool of brands from which choice is made. In terms of how the consideration set contributes to the overall choice process, previous empirical investigations have identified that consumers will adopt a two-stage screening process leading to choice, that is, consideration set formation followed by brand evaluation from the consideration set leading to choice (Shocker et al 1991). For one brand to be successful not only must it gain access and sustain membership of the consideration set over time, but it must also become the preferred alternative offering greater value than the other set members.

Starting from 1965, when it was first introduced in the work of Scholer, until today, the effects and impacts of country-or-origin as an extrinsic product cue was one of the most interesting topic examined in several comprehensive literature reviews (AlSulaiti and Baker, 1998; Dinnie, 2004) that followed its development during different periods. Baker and Ballington (2002) emphasized that in today's competitive markets, country-of-origin is seen as a cue that may reveal one country's image and diverse it from the competitors. Country-of-origin characteristic has started to be seen as a whole country image (Pereira et al, 2005) which is why this concept can be found in the research related to the relationship between product country image and purchasing behaviour, one of the most researched topics in marketing literature (Agrawal and Kamakura, 1999).

In their work, Laforet and Chan (2010) have shown that difference in brand choices between different customer groups may be explored by national culture, demographic characteristics and income which has a great influence on a brand choice. Therefore following the literature review and for the purpose of this research, following hypothesizes have been created:

Hypothesis 1: Settled foreigners' preferences towards local and foreign products differentiate by nationality.

Hypothesis 2: Settled foreigners' preferences towards local and foreign products differentiate by gender.

Hypothesis 3: Settled foreigners' preferences towards local and foreign products differentiate by the income level.

Hypothesis 4: Settled foreigners' preferences towards local and foreign products differentiate by marital status.

METHOD

Preparation of the Scale

For the purpose of this research, papers about brand loyalty, brand perception and measurement scale were examined. At the end of the research, the measurement scale was developed according to those used in the works of Ari (2007), Aysuna (2006), Ellialtı (2009) and Demirciođlu (2012). Items of the scale were planned to be compatible with settled foreigners' understandings. Furthermore, interviews with specialized academic staff-related to the topic were conducted and some of the items were removed from the scale. Finally, when the scale was prepared, pilot test was conducted in order to check the questionnaire for validity and consistency. Pilot study was conducted among 40 foreigners settled in Fethiye region and those participants were not included in the final analysis. Upon completion of pilot test, the final version of questionnaire was prepared with the questions that could easily be understood by the participants.

Data obtained after the pilot study, were analyzed by using the statistical program used for the social science research. Validity analysis was conducted and the results revealed that the scale has an overall validity of $\alpha = 0,692$. This result is considered statistically significant according to Altunışık (2010).

Measurement scale consists of three parts. In the first part there are 9 statements about the personal characteristics of participant, in the second 6 expressions about participant's brand perception and reasons for preferring one branded products. Third part is about defining the trends towards local and foreign branded products of settled foreigners and it is consisting of 16 statements. Statements about the participant's trends toward the brand origin were evaluated on scale form 1-5, where 1 is for "I strongly disagree" and 5 is for "I strongly agree". Both open and close-ended questions were applied in investigating personal characteristics. In questions related to brand perception and reasons for certain branded product preferences, couples of options were presented to the participants and more than one option could be marked.

Sampling and Limitations of the Research

In the scope of the research settled foreigners from Antalya city center, Fethiye, Kemer, Side-Manavgat and Alanya region were included. Reason for choosing Mediterranean region specifically is

because of the concentration of settled foreigners in these holiday regions. According to the data of General Directorate of Security about the number of foreigners form May 2010, there is 202.085 living in Turkey from which 13.832 lives in Mediterranean region. This number constitutes the target population of the study. The research was conducted during the period of January-February 2014, snowball sampling method was applied and totally 378 questionnaires were collected. According to snowball sampling method, the first step is to contact to anybody which belongs to total population. The next steps are in turn, to contact the second and third with the assistance of the first one (Baloğlu, 2006). In 2013, Antalya has hosted 52000 settled foreigners and the number was 7500 in Fethiye (Republic of Turkey General Directorate of Security Affairs and Fetav Institution). As the total population is assumed as 59500, the number 378 is considered as significant according to $n = Nt^2pq/d^2(N-1) + t^2pq$ formula (Baş, 2001: 45).

Data Analysis

Data received from the answers of participants in the survey were analyzed with statistical program prepared for social science. Descriptive and deductive statistics were used in analysis. At first, the demographic characteristics were analyzed by frequency distribution and data reliability was tested with Cronbach Alpha. In order to determine more valid and reliable variables, factor analysis was conducted in order to better explain the tendencies towards local and foreign branded products of settled foreigners. After that, the research hypotheses were tested. In this context t-test and one-way variance analysis was used. On the basis of the demographic distribution, groups were joined to ensure their homogeneity.

RESULTS

Participants' were asked questions related to their demographic characteristics such as: nationality, gender, age, education level, marital status, income and profession.

Results of the descriptive statistics were shown in Table 1.

Table 1. Demographic Characteristics of Settled Foreigners

Nationality	F	%	Gender	f	%
German	40	11	Male	169	45
Russian	75	20	Female	209	55
Australian	8	2	Total	378	100
English	112	30	Marital Status	f	%
Norway	28	8	Married	217	57
Kazakh	13	3	Single	129	34
Ukrainian	20	5	Divorced	32	9
Danish	8	2	Total	378	100
American	24	6	Age	f	%
Dutch	11	3	Less than 20	12	3
Polish	4	1	Between 20-29	66	18
Other	35	9	Between 30-39	88	25
			Between 40-49	61	17
			50 and more	131	37
Total	378	100	Total	358	100

Income	F	%	Education level	f	%
750 € and above	94	28	Primary School	35	10
Between 751-1500 €	123	37	High School	105	28
Between 1501-2250 €	74	22	University	209	57
2251 € and above	42	13	Post graduate	19	5
Total	333	100	Total	368	100
Occupation	F	%	Settlement Duration	f	%
Employee in Public Sector	19	5	Less than a year	60	17
Employee in Private Sector	127	34	1-3 years	116	33
Business Owner	65	17	4-6 years	89	25
Retired	105	28	7-9 years	44	13
Student	19	5	More than 10 years	42	12
Other	42	11	Total	351	100
Total	377	100	Total	351	100
Residence region	F	%	Frequency of coming to Turkey before settling		
Fethiye	120	32	Never came before	60	16
Kemer	58	15	Between 1-3 times	162	44
Manavgat	53	14	More than 4 times	146	40
Alanya	59	16	Total	368	100
Antalya-Center	88	23	Total	368	100
Total	378	100	Total	368	100

When looking at Table 1, majority of the participants were English, Russians and Germans – 30%, 20% and 11 % respectively. Among the participants of the survey there were more female (55%) than male (45%). Majority of them (27%) were older than 50, which appoint that mostly retired foreigners decide to settle in Turkey. Results of the analysis also showed that 57 % of the participants graduated from University, 37 % have an income between 750€ and 1500€, 34% works as an employee in private sector and 33 % has been living in Turkey between 1 and 3 years. Distributions according to the regions where foreigners are settled are as follows: 32% in Fethiye; 23% in Antalya – Center; 16% in Alanya; 15 % in Kemer and 14 % in Manavgat.

After this, frequency analysis was conducted to define settled foreigners' brand perception and reasons for the preference of certain branded products. Results were presented in Table 2 and Table 3.

Table 2. Brand Perception of Settled Foreigners

Proposition	N	f	%	Proposition	n	f	%
Quality	378	268	71	Professionalism	378	111	29
Value	378	156	41	Prestige	378	88	23
Satisfaction	378	143	38	Status	378	46	12
Image	378	128	34	Power	378	42	11
Loyalty	378	114	30	Fame	378	42	11

Table 3. Settled Foreigner's Reasons for Preference of Branded Products

Proposition	n	f	%
It is quality.	378	246	65
It is a product that I already know.	378	141	37
I trust in it.	378	129	34
It has created a positive image on me.	378	95	25
A company, which has a branded product, has created a positive image on me.	378	55	15
It provides good payment opportunities.	378	52	14
After purchasing it provides services and facilities.	378	50	13
It addresses my hobbies.	378	34	9

In Table 2 and Table 3 the answers to the question "What does the brand associate you with?" were presented and analyzed. According to the results of the analysis, majority of the settled foreigners (71%) perceive brand as a quality. Other propositions following the quality were as follows: Value (41%), Satisfaction (38%), Image (34 %), Loyalty (30%) and Professionalism (29%). On the other hand, when analyzing the reasons for preferring certain branded product, it is shown that 65% of the participants have chosen quality as the main reason. Familiarity with branded products and trust were other reasons for preferring one branded product over another with 37 % and 34 % respectively. "It addresses my hobbies" was the least marked answer in terms of brand preference.

Results of frequency analysis to the answer regarding selection of high price branded products or lower price non-branded products were presented in Table 4.

Table 4. Settled Foreigners' Preference of Branded or Non Branded Products

Proposition	f	%
High price branded product	130	35
Lower price non-branded product	238	65
Total	368	100

When analyzing Table 4, 65% of settled foreigners prefer non branded product with lower price than 35% of the participants who stated that they prefer branded and expensive products.

Results of the frequency analysis of the answers regarding tendency of settled foreigners to buy local or foreign originated products were shown in Table 5 and Table 6.

Table 5. Preferred Retail Shops of the Settled Foreigners

Market	N	f	%	Market	n	f	%
Migros	378	258	68	A101	378	91	24
Bim	378	180	48	Azda	378	32	9
Carrefour	378	159	42	Tespo	378	27	7
Kipa	378	133	35	Genpa	378	25	7
Şok	378	131	35	Diasa	378	14	4
Tansaş	378	98	26				

Table 6. Tendencies of Settled Foreigners Towards Domestic and Foreign Originated Products

Products	National Brand			International Brand		
	n	f	%	n	f	%
Biscuit – Chocolate	343	245	71	343	98	29
Fizzy Drinks	323	113	35	323	210	65
Alcohol Drinks	303	141	47	303	162	53
Ice cream	348	214	62	348	134	38
Fast Food	293	149	51	293	144	49
Insurance	279	121	43	279	158	57
Bank	344	243	71	344	101	29
White Goods	333	221	66	333	112	34
Clothes	326	195	60	326	130	40

Majority of the settled foreigners prefer Migros 68% as a place to do shopping. Bim with 48% and Carrefour with 42% are following it. Diasa (4%), Genpa (7%) and Azda (9%) where the least preferred retail shops. On the other hand when analyzing the foreigners' tendency towards local or foreign products local branded products were mostly preferred for the following type of products: Biscuit-Chocolate, Ice Cream, Fast Food, Bank, White Goods and Clothes. Preferences towards the international brand products were shown for the Carbonated Drinks, Alcoholic and Insurance products. Mean values for the answers regarding tendency of settled foreigners to buy local or foreign originated products are shown in Table 7.

Table 7. Trends of Settled Foreigners Towards Domestic and Foreign Branded Products

Statements	n	Mean*
If I want to buy a qualified product, I would rather buy an eminent brand.	377	3,50
I pay attention to where it was produced while I am buying the product.	377	3,27
The quality of the product is more important than where it was produced.	376	3,91
A product gives an idea about the country and the quality of the product.	375	3,42
Turkish products are generally of high quality.	375	3,51
I am in favour of buying foreign originated products or brands.	375	2,98
Turkish brands in Nutrition products are better than foreign ones.	376	3,31
Turkish brands in Clothing are better than foreign ones.	375	3,23
Turkish brands in Gadgets are better than foreign ones.	377	2,74
Out of two brands with the same quality in Nutrition products, I prefer Turkish brand to the other.	378	3,47
Out of two brands with the same quality in Gadgets, I prefer Turkish brand to the other.	377	2,82
Foreigners should buy foreign products instead of Turkish products.	376	2,19
As a foreigner, I always buy foreign originated products or brands.	375	2,37
A real foreigner should always buy the products of a foreign country.	375	2,49
The most correct way is to buy Turkish products while living in Turkey.	376	3,35
One should buy foreign originated products only if it is necessary	376	3,57

*1=I strongly disagree 5=I strongly agree

In order to identify the dimensions of the settled foreigners' tendency towards the local or foreign branded products, exploratory factor analysis was used in the research. Results are shown in Table 8. In the first step, KMO (Kaiser-Meyer-Olkin) test was used in order to explore whether factor analysis can be conducted or not. The value of this test was 0,709. This value shows the adequacy of the sample size. The result of Barlett Sphericity Test showed that there is relationship between variables which is one of

the prerequisites for factor analysis ($p=0,000$). 16 propositions measuring settled foreigners' tendency towards the local or foreign branded products were included in the factor analysis. After removing two propositions with communality value below 0,5 total three factors with eigenvalue more than 1 and explaining 51% of total variance were detected.

Dimensions	Factor loads	Mean	Explained Variance Rate (%)	Eigenvalues	Reliability
Factor 1: LOCAL PRODUCTS					
		3,20	21,78	3,26	,763
Turkish brands in Clothing are better than foreign ones.	,715				
Turkish brands in Gadgets are better than foreign ones.	,689				
Turkish brands in Nutrition products are better than foreign ones.	,685				
Out of two brands with the same quality in Gadgets, I prefer Turkish brand to the other one.	,664				
Out of two brands with the same quality in Nutrition products, I prefer Turkish brand to the other one.	,653				
Turkish products are generally of high quality.	,553				
The most correct way is to buy Turkish products while living in Turkey.	,543				
Factor 2: FOREIGN ORIGINATED PRODUCTS					
		2,50	15,43	2,04	,673
As a foreigner, I always buy foreign originated products or brands.	,818				
Foreigners should buy foreign products instead of Turkish products.	,717				
A real foreigner should always buy the products of a foreign country.	,706				
I am in favour of buying foreign originated products or brands.	,548				
Factor 3: QUALITY AND BRANDED PRODUCTS					
		3,39	13,79	1,83	,674
I pay attention to where it was produced while I am buying the product.	,835				
If I want to buy a qualified product, I would rather buy an eminent brand.	,798				
A product gives an idea about the country and the quality of the product.	,618				
KMO = 0,709; Bartlett Sphericity Test = 1265,561 ($p < 0,01$)					

First factor, named as "Local Products", consists of 7 items and explains 21,78% of total variance. Variables creating this factor are explaining that local clothing, gadget and nutrition products are better than foreign ones, that most of them is qualitative and that one should always buy local products. Second factor is explaining 15,43% of total variance, consists of 4 variables and it is named "Foreign Originated Products". Statements included under this dimension are those stating that foreigner should always prefer and buy foreign products instead of local ones. Third factor named as "Quality and Branded Products" is explaining 13,79% of total variance and consist of three statements addressing the importance of the origin of products, its reputation and quality.

On all three factors found in the research the reliability analysis was conducted and following Cronbach Alpha coefficients were obtained: Local products – 0,763, Foreign originated products – 0,673 and Quality and branded products – 0,674). Mean value for the three factors were 3,20, 2,50 and 3,39 respectively for all three factors.

Testing the Hypothesis of the Research

Hypothesis 1: Settled foreigners' preferences towards local and foreign products differentiate by nationality.

To test if there is significant difference between nationalities regarding tendency of settled foreign towards local and foreign originated products one way ANOVA analysis was used. Results of the conducted analysis showed that there is statistically significant difference between Local products dimension ($p=,013<0,05$) and Quality and Branded Products ($p=,016<0,05$) presented in Table 9. To find from which dimension this difference comes from, in the next step Sheffe analysis was conducted. According to the results of the research tendency, of the Middle East settled foreigners towards Local Products (3,36) were higher than European settled foreigners (3,15). Opposite was in case of Quality and Foreign Branded Products where European settled foreigners (3,49) showed higher value than tendency of Middle East settled foreigners (3,25).

Table 9. Difference Between Nationality of Settled Foreigners and Factor Dimensions

Factor Dimensions	Nationality (Mean)			F	η^2	p
	Europe	Middle East	America			
Domestic Products	3,15	3,36	3,07	4,391	,021	,013*
Foreign Products	2,47	2,53	2,58	,425	,003	,654
Quality and Branded Products	3,49	3,22	3,25	4,159	,028	,016*

* $p<0,05$

In order to define the size of the effect of nationality variable eta square value (η^2) was examined. Going beyond whether the independent variable has the effect on dependent variable or not, eta square value allows the researcher to see the level of variable influence (Antalyalı, 2010:146). According to Cetin (Cetin et al, 2012) and relying on Ellis (2010) and Pallant (2005), eta square values between 0 and 1 can be taken and if this value is less than 0,01 the effect of independent variable upon dependent one is weak, between 0,06 and 0,14 the effect of independent variable on dependent variable is at medium level and if it is 0,14 and above this effect can be considered as strong. In this case according to eta square values (local products = ,021 and qualitative and branded products= ,028), even though there is statistically significant difference between nationality of the settled foreigners and local products and qualitative and branded products, it can be said that nationality variable is not in the significant position.

Hypothesis 2: Settled foreigners' preferences towards local and foreign products differentiate by gender.

In this study t-test was used to examine whether there is a significant difference between trends of settled foreigners towards local and foreign originated products and gender. As a result of the analysis, Domestic Products ($p=,046<0,05$) dimension showed statistically significant difference (Table 9). According to this, female settled foreigners (3,26) showed higher trends towards branded products than male settled foreigners (3,12). According to the eta square value of identified domestic products dimension ($,013$) it can be said that gender has limited influence on domestic products dimension. In other dimensions (Foreign Products and Branded Products) statistically significant difference was not found.

Table 10. Difference Between Gender of Settled Foreigners and Factor Dimensions

Factor Dimension	Male		Female		η^2	p
	Mean	S.D.	Mean	S.D.		
Domestic Products	3,12	,644	3,26	,710	,013	,046*
Foreign Products	2,50	,773	2,50	,832	,000	,983
Quality and Branded Products	3,38	,823	3,39	,877	,000	,936

* $p<0,05$

Hypothesis 3: Settled foreigners' preferences towards local and foreign products differentiate by the income level.

One-way ANOVA analysis was used to test whether there is a significant difference between trends of settled foreigners towards local and foreign originated products and income level. The analysis results showed that there was not homogeneity of group variances in Domestic Products and Foreign Products dimension. Therefore prerequisites for the one-way ANOVA test were not fulfilled. After removing these two dimensions from the model, Welch test was conducted. According to the results of the analysis, the statistically significant difference between Domestic products ($p=0,010<0,05$) and Qualitative and Branded Products ($p=0,005<0,05$) was detected (Table 10). According to this tendency of settled foreigners whose income is 750 EUR and less towards products (3,39) was higher than of those whose income is 2251EUR and higher (3,05). On the other hand, in qualitative and branded products dimension it was found that trends of settled foreigners with income level of 2251EUR and higher (3,80) towards products were higher than those of other groups(750 € and les = 3,35; between 751-1500 € =3,30; between 1501-2250 € =3,29).

According to eta square values of the identified statistically different dimensions, (domestic products = ,035 qualitative and branded products= ,038) effect of income level was close to the medium level strength. Statistically significant difference was not found in the Foreign Products dimension.

Table 11. Difference Between Income of Settled Foreigners Through Factor Dimensions

Factor Dimensions	Income levels (Mean)				F	η ²	p
	€ 750 and less	751- 1500 €	1501- 2250 €	€ 2251 and above			
Domestic Products	3,39	3,24	3,09	3,05	3,838	,035	,010*
Foreign Products	2,43	2,41	2,57	2,54	2,47	,009	,526
Quality and Branded Products	3,35	3,30	3,29	3,80	4,350	,038	,005*

Hypothesis 4: Settled foreigners' preferences towards local and foreign products differentiate by marital status.

Once more one-way ANOVA test was conducted in order to test whether there is a significant difference between settled foreigners' trends towards local and foreign originated products and their marital status. Results of the analyses showed that only Domestic Products dimension showed statistically significant difference (Table 11). Trends of single settled foreigners in the Domestic Products dimension (3,39) showed higher value compared to married settled foreigners (3,10). According to eta square value of significant domestic products dimension (,049), marital status variable has medium effect on domestic products dimension. As for the foreign products and quality and branded products dimension, statistically significant difference was not detected.

Table 12. Difference Between Marital Status Of Settled Foreigners Through Factor Dimensions

Factor Dimensions	Marital Status(Mean)			F	η ²	p
	Married	Single	Divorced			
Domestic Product	3,10	3,39	3,16	7,747	,049	,001*
Foreign Products	2,45	2,61	2,41	1,664	,010	,191
Quality and Branded Products	3,41	3,35	3,39	,184	,000	,832

* p<0,05

CONCLUSION

Nowadays, in the situations of the fierce competition on the market, firms have to pace with continuous development and changes. To succeed in this kind of environment businesses should know their targeted markets very well and understand their behavior. This is indeed a very hard job, as consumer's behavior and decision making process is a complex structure affected by many factors (Aysuna, 2006). With rigorous marketing studies conducted regularly, customer's decision making behavior and preference reasons can be revealed. In this context, this study tried to discover what are the trends of settled foreigners toward local and foreign branded products are and try to define the reason for these trends.

Majority of settled foreigners are perceiving brand as a quality. As already mentioned in the study, the main reason why settled foreigners prefer branded products is their quality. Other preference reasons revealed by the study are the recognition of branded products and trust in these products. On the other hand it can be said that settled foreigners are price-sensitive and that majority of them chooses cheaper

products without brands. Settled foreigners generally prefer Migros supermarket for their daily shopping while Bim and Carrefour are following it. Diasa, Genpa and Tespo are the least chosen markets among settled foreigners in Antalya region.

In this research, the participant revealed that settled foreigners are showing more preference towards domestic than foreign originated products. Besides this, they stated that product's quality and brand is important for them. Nelson and Mcleod (2005) state the country origin of the sensitivity of different product categories according to gender. For instance, most men desire to learn electronics and sporting goods in country of origin, while women wonder clothing and shoes about origin of the products. Kayral (2008), Ellialtı (2009), Arı (2007) and Aysuna (2006) have also revealed that consumers tend to buy quality and branded products in their studies. The results of this research are consistent with those of Johanson et al (1985) and Ettenson (1988) where they emphasized that country-of-origin may not have such a significant effect, particularly if a multi-attribute approach was not used. In these cases, cues such as price and quality may have a stronger effect on consumer product evaluation and potential purchase behavior than information about country-of-origin.

Still in order to provide higher preference of domestic products the marketers should work more on creating positive image of Turkey in the eyes of settled foreigners. Only in this way will the perception of domestic product quality in the eye of the customer increase and influence on the customers to prefer domestic products more than foreign branded products.

In testing the hypothesis of the research it was discovered that single settled foreigners and those with lower income prefer more domestic products while those of the higher income prefer more quality and branded products. On the other hand, it was founded that female prefer more domestic products than male. With respect to nationalities, it can be said that foreigners coming from Middle East prefer more domestic products than those coming from Europe, as latter group rather choose quality and branded products.

According to literature review, survey conducted and data analysis resulting from this survey following recommendations are derived:

- Apart from demographic variables of settled foreigners it may be useful to examine other concepts and variables that may affect foreigners purchasing intentions such as conservatism, collectivism, openness to innovation and models of social acceptance, religion, help etc.
- Research was limited only to one region. Research conducted on bigger sample size and among settled foreigners participants living in different regions and towns will be more effective in terms of generalization.
- Results of this research are regarding some industries especially the food industry. Therefore, in the future research, brands from different sectors may be included as well.

According to Enfal (2009), ethnocentrism is a social phenomenon that can be shortly explained as an active sense and belief that nation's own culture is at the greater level than those of other ethnic groups. Ethnocentric is judging those from other ethnic groups according to values and culture of its own group. Besides giving a sense of belonging to a certain group, ethnic nationalism also causes motivation of honor when being inside this group opposite to sense of humiliation when being outside of it. This creates the view similar to those of racism (Ari, 2007: 2). In this study it was found that there is a very small ethnocentrism tendency among settled foreigners when choosing a product.

In the high competitive environment, those firms that have the knowledge about ethnocentrism tendencies, placing products on the domestic and foreign markets and effective marketing mix enables them to reach competitive advantage more easily and quickly. Due to the increased number of settled foreigners in tourism places such as Antalya and Fethiye, consideration for their demands and meeting them with the right product and at the right time, might be recommended to firm owners and beneficial for the overall success of their marketing activities. Examining brand choices and purchase intentions of settled foreigners in one region may be also beneficial in terms of having insight into behavioural patterns of the tourist that are coming for a holiday to the regarding regions.

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