A STUDY ON CONSUMER ATTITUDES TOWARD IMPORTED LUXURY GOODS IN TURKEY

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Abstract

The purpose of this research is to provide detailed information on imported luxury goods in Turkey. This study used both interviews and questionnaires. The interview types were unstructured and structured regarding what, where, when, how, and why Turkish consumers buy imported luxury goods. Based on the exploratory study, a scale was developed that measured social and personal buying attitudes toward luxury imported goods. This study presents evidence of reliability and validity for14 items constructed to measure this scale in two separate studies. The data were obtained by self-administered questionnaires (n=303). We provide an interpretation of the results to show the dominant buying behavior of luxury imported goods in the social and personal contexts of Turkish consumers. Based on the results of this study we recommended the direction for marketing practitioners who either are already doing business in luxury goods or are considering entering the Turkish luxury sector. Finally, we provide recommendations for researchers who want to research in the Turkish luxury imported sector.

Keywords: Consumer behavior, Luxuries, Turkey, Social and Personal.

JEL Classification: A12, O13, M31.

TÜRKİYE'DE İTHAL EDİLEN LÜKS MALLARA YÖNELİK TÜKETİCİ TUTUMLARI ÜZERİNE BİR ÇALIŞMA

Öz

Bu çalışmada Türkiye'de ithal edilen lüks mallar hakkında ayrıntılı bilgi sunulması amaçlanmıştır. Bu bağlamda söz konusu amaca ulaşmaya yönelik olarak hem mülakatlar gerçekleştirilmiş hem de anketler kullanılmış olup; mülakatlar Türk tüketicilerin hangi ithal lüks mallarını nerede, ne zaman, nasıl ve neden satın aldıkları konusunda yapılandırılmış ve yapılandırılmamış olmak üzere iki şekilde gerçekleştirilmiştir. Araştırma yöntemine dayanarak, lüks ithal mallara yönelik sosyal ve kişisel satın alma tutumlarını ölçen bir ölçek geliştirilmiştir. Bu bağlamda bu çalışma, iki ayrı şekilde geliştirilen ölçeği değerlendirmek amacıyla oluşturulan 14 madde için güvenilirlik ve geçerlilik kanıtı sunmaktadır. Veriler öz-yönetim anketleri ile elde edilmiş (n=303) ve Türk ithal edilen lüks mallarına ilişkin tüketicilerinin sosyal ve kişisel açıdan baskın satın alma davranışlarını göstermeye yönelik elde edilen sonuçlar yorumlanmıştır. Çalışmadan elde edilen sonuçlara dayanarak, halihazırda lüks mallar sektöründe faaliyet gösteren ya da söz konusu sektöre girmeyi düşünen uygulamacılara yön vermeye çalışılmıştır. Son olarak, Türkiye'de ithal edilen lüks mallar sektöründe inceleme yapmak isteyen araştırmacılara yönelik birtakım tavsiyelerde bulunulmuştur.

Anahtar Kelimeler: Tüketici davranışı, Lüks mallar, Türkiye, Sosyal ve Kişiye Özel.

JEL Sınıflandırması: A12, O13, M31.

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1. Introduction

Luxuries are products of unique high quality, emotionally attractive, and attract the attention of others (Mortelmans, 2005), provide the owners with additional pleasure (Kapferer, 1997) and respond to wants rather than needs. Unlike necessities, individuals purchase luxuries not only for their intrinsic quality but also to confirm their social status (Veblen, 1899). If the confident sensation results in emotional value, it tends to influence purchase intentions of individuals (Wang et al. 2019). The perception of emotional benefits through the experience of shopping is more subjective and personal than functional aspect of shopping (Yu and Sapp).

In recent years, luxury consumption has decreased globally (McKinsey and Company, 2017) as luxury consumers have reached a critical mass. Despite the decline in world luxury consumption, luxury brands are looking for a new address such as Turkey, where luxury consumption products are increasing. Ergun (2021) indicated that Turkish costumers with high income tend to purchase luxury items to demonstrate their prosperity.   Furthermore, luxury consumption will continue its growth trend of the market (Indigo, 2016) as a result, new brands entering the country (Euromonitor International, 2018).

This study is focused on understanding the determinants and consequences of attitudes toward imported luxury goods in Turkey. Therefore, the primary purpose of this study is to identify Turkish consumers' attitudes toward imported luxury goods. The study identifies various aspects of imported luxury goods in Turkey. Thus, it provides direction for managers who want to export luxury products in Turkey. Furthermore, we develop a scale to measure the social and personal aspects of consumer attitude toward imported luxury goods. Few studies have concentrated on adequately measuring social and personal aspects of consumer attitude toward imported luxury.

2. The Imported Luxury Goods Concept in Turkey

The increasing economic interdependence of national economies and advanced technology across the world experiences a rapid cross-border movement of goods, services, and capital (Guicciardi, 2011). This globalization promotes the development of the luxury goods industry. The market for luxuries is not only tied to the economic interdependence of cultures and individual differences are also important for the market for luxuries (Wiedmann, Hennigs and Siebels,2007).

The phenomenon of globalization is having effects on Turkish social life with the process of integrating the market for luxuries and the consumer's individual preference in buying luxury goods. Therefore, relationships among the globalization and economic situation of the country and Luxury Consumer Goods in Turkey are discussed. Then, the relationships among social factors, personal factors, and luxury consumption behavior in Turkey were identified.

2.1. The Globalization and Economics of Luxury Consumer Goods in Turkey

Rapid social change in present-day Turkey, which has yet to enter the consumer society in the Western sense, along with global dynamics has brought about a change in the traditional values of Turkey. Widespread use of mass media spread the process across a wide area and the impact is much more intense and faster (Altan, 2002).

The rapidly increasing luxury shopping centers transformed individuals 'leisure time into consumption action. People who spend their time in luxury shopping centers feel the Western feeling (Orcan, 2004). Naturally, it has become a habit to buy luxury brands with credit cards from fancy stores.

Turkey has more freedom of individual rights than other Muslim countries. With the conservative party in power for the past 15years, the lifestyle has changed in the country. This change also brings a new consumption pattern prevailing, fashion, and tourism (Kilicbay and Birnak, 2002). As the economic situation of certain Islamic families improves, their lifestyle adapts itself to more modern ways. The wealthy class in Islamic states differentiate themselves from lower social status, altering their purchasing behavior. This purchasing behavior can be seen in Islamic countries as well as secularist ones on both luxury goods in niche markets (Yetiser and Genc, 2015). Tourists from Arab countries have high purchasing power and positively affect the growth of the luxury market. In addition to the Middle East and North Africa, Russian tourists visiting the southern coasts also show interest in luxury brands (Deloitte, 2018). In particular, organized fashion festivals/weeks have become a shopping destination for foreigners in Turkey. In line with celebrities becoming more and more visible especially with social media, the young generation is getting more imported luxury goods. There are two types of the luxury market segment. The first segment is based on very rich people. The second is based on an affluent middle class (Lu, 2008; Zhan and He, 2012). Like other countries, Turkey also has two segments for luxury goods.

In recent years, very rich people have bought real estate abroad. Among the ones who make real estate investments abroad, Turkish citizens have risen to fourth place in the world. Rich Turks buy homes abroad for political and security reasons (Takan, 2017). Starting in the 1980s, liberalization has changed the habits of the middle class (Laciner, 2013). The middle class in Turkey makes the country attractive for international firms. This class likes possessing sophisticated knowledge of fashion and brands and living in modern apartments (Uner and Gungordu,2016). The understanding of luxury consumption in Turkey can also be analyzed in terms of social and personal factors.

2.2.   Social Factors, Personal Factors, and Luxury Consumption

Personal and social have the most effect on the consumer decision-making process (Kardes, Cline and Cronley, 2011). Social needs come from a desire for social recognition (Solomon, 2004). Personal needs begin by identifying what I need. Personal social factors directly influence behavioral intentions, which are the strongest predictors of actual behavior. All other factors influence behavioral intentions indirectly (Tsai, Chen, and Chien, 2012).

References such as groups, family, role, and status are the important social factors influencing individuals' buying decisions (Perreau, 2014). For example, the key determinant for wine *purchasing i*n *Turkey* has become the *reference group* (Kacan, 2016). Luxury goods are desired if a person seeks social approval. The "Showtime "phase living in Turkey is seen as luxury items economic status symbol (Deloitte 2018). Lately, having a house in a rich country for the rich people in Turkey is a matter of prestige. For example, luxury accessories, bags, and footwear are considered the most important accessories for women, as they are a symbol of status and economic power (Luxury society, 2014).

Exchanging luxury gifts also have a social and personal dimension of value perception regardless of their countries of origin (Hennigs, Wiedmann, and Klarmann, 2012) There are many special occasions in Turkey to give gifts because of Islam, Western, and their traditions. Gift habits from the West to Turkish culture are as follows: Christmas, birthday, wedding anniversary, Valentine's Day, Mother's Day, Father's Day. Gift-giving in Islam is encouraged. Islam was also institutionalized food giving in all three of the major Muslim holidays. Lately, people are now adding new non-food traditions of gift-giving (Tamara, 2018).

Gifts are given according to "Turkish own traditions: deaths, marriages, new home purchases, away from the road and newborn. Weddings are the most abundant gift. Recently, luxury branded gifts at weddings have become very popular. Wedding gifts are meant to honor the gift giver. In fact, in some regions, the type of gifts and who has been given preannounced during the wedding (Tezcan, 1989). People give gifts to others within the same class; they expect a return of equal or greater value (Eroz, 1982). The functions of the gift can be listed as follows: reinforcing friendships, declaring status, maintaining the status, and helping (Guvenc, 1984).

Individual motivation may lead to spending a large amount of their income on luxury goods for enhancing confidence, charisma, self-esteem, happiness. Consumers buy luxury products to raise self-worth (Hudders, 2015). Traditionally, Turkish men spend on luxury watches, accessories, and writing instruments. Recently, they have spent on skincare products and other products for their looks (Euromonitor International, 2018).

Higher levels of education and increasing female employment have increased the demand for luxury goods. This changing attitude has increased brand awareness. Increased demand for luxuries has invited major international luxury brands such as Prada, Hermès, Louis Vuitton, Gucci, Burberry, Christian Louboutin, Tod's, Ralph Lauren, Armani, and Chanel (Luxury society, 2014). Children can take advantage of parents' brand awareness and the improving economic situation, which has luxury goods and services.

3. Methodology

Three studies have been carried out to achieve this research purpose. This study embraced both qualitative and quantitative dimensions that were completed in three studies. The methodology is organized as follows. Study 1 started with an exploratory inquiry, with the purpose to generate insight into luxury consumers in Turkey. The purpose of study 2 is to generate insight into luxury in Turkey and estimate the dimensionality of the consumer attitude toward imported luxury goods scale. Goal 3 of this study was to identify the validity of the scale. To reach the purpose of the research this basic questioning technique was used (Zahaf, 2009; DeLoach et al., 2012; Iqbal et al., 2012, Walley and Li, 2015):

1. To identify what luxury imported goods Turkish consumers buy.
2. To identify when Turkish consumers buy luxury imported goods.
3. To identify where Turkish consumers, buy luxury imported goods.
4. To identify how Turkish consumers buy luxury imported goods.
5. To identify, why Turkish consumers buy luxury imported goods.
6. To develop a scale of why consumers, buy luxury imported goods.

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3.1. Study 1

The primary goal of study 1 was to obtain detailed data from Turkish consumers on where, why, when, and how the purchased item generation for a scale to assess social and personal buying attitude of luxury imported goods of imported luxury items.

To obtain detailed data from Turkish consumers on where, why, when, and how they purchase imported luxury goods, an in-depth inquiry was conducted in the form of an interpretive analysis of consumer experiences with luxury. The interviews were conducted at luxury stores in three main shopping centers in Izmir in December, 2019. Sixty Turkish consumers were interviewed (See Table 1). Study 1 took the form of semi-structured in-depth interviews. On average, an interview lasted around 60 to 90 minutes. The interviews were carried out in Turkish by three specialists in marketing. We wished to tape-record interviews. The participants did not want the interview tape-recorded. We took notes of all interviews. The goal of the interview provided the various relations of consumers with imported luxury goods; to achieve this, the researchers used a progressive approach. They were asked the name of recent purchases of imported luxury goods (not more than three) "Where do you buy it?" When, why, and what do you buy imported luxury goods. We asked also their opinion about imported luxury goods and so forth. This interview was conducted in a metropolitan city, but care was taken to differentiate the participants from the age, education, and income group (Table 1).

Table 1. Sample Profile

Gender: n
Male: 20
Female: 40
Age (years): n
16–24: 6
25–33: 11
34–42: 12
43–51: 10
52–60: 11
61–69: 7
>69: 3
Education: n
Primary school: 3
Middle school: 3
High school: 12
Bachelor: 33
Master: 8
Doctorate: 1
Income (Turkish Liras): n
≤2000:1
2001–4000: 10
4001–6000: 25
6001–8000: 6
8001–10000: 6
10001–12000: 5
120001–14000: 4
>14000: 3
Occupation: n
Government agency: 15
Foreign-owned: 7
Enterprise
Private enterprise: 30
Student: 8

3.1.1. Results and Discussion

The first goal of the study was to obtain detailed data from Turkish consumers for item generation for a scale. We took 200 pages of notes. Based on the exploratory study, we developed a Turkish questionnaire with Likert items that use a five-point scale (*strongly disagree* to *strongly agree*). Twenty-five items of the questionnaire were submitted to a panel of seven expert judges to assess content validity and completeness. The judges included two professors of psychology, a professor of marketing, two marketing managers of a company, two salespersons. These judges were given written materials describing the concept of imported luxury goods. The items were checked by the judges to clarify and reduce redundancy as well as to make sure they reflected the definition of emotional climate in an organization. The judges were asked to indicate their opinions using a 5-point rating scale with anchors 1: Strongly disagree and 5: Strongly agree Absolutely for each item. To measure the agreement among raters, an intraclass correlation coefficient was calculated. The overall average interrater reliability coefficient was .94. They agree that15 of the 25 items were suitable for research. The survey questions were designed in Turkish and then translated into English and back to Turkish by different translators to ensure accuracy in the meanings of terms.

3.2. Study 2

Study 2 had two goals:(a) Provide insight into consumer attitudes for marketing practitioners of the imported luxury market in Turkey, (b) assess reliability and validity of consumer attitudes toward imported luxury goods scale.

There were three parts to this survey. The first part contained items related to demographic information. In the second section, there were items related to buying attitudes. The third section was designed to test "consumer attitude toward imported luxury goods scale. The survey was designed for the popup for a website. This website has 3000 members from different regions of Turkey. A self-administered online questionnaire was employed to capture information on the imported luxury market in February 2020. The cutoff date for data collection was 4 weeks. 303 members of the website participated in this study. *Of these 65% were women and 35% were men. Their ages ranged from 20 to 66 years (M age = 45.0 years, SD = 2.9 years).*

3.2.1. Results and Discussion

In this section, why, what, where, and when do Turkish customers purchase imported luxury goods. These questions were answered in this section.

3.2.1.1. What Imported Luxury Goods Do Turkish Consumers Buy?

The first goal of this study was to provide insight into consumer attitudes for marketing practitioners who imported into the luxury market in Turkey. The respondents were asked for three imported luxury products they commonly purchased. As shown in Table 2, most respondents reported that they bought dresses, cosmetics, bags, perfumes, care products, jewelry, wine, glasses, watches, electronic goods.

Table 2. Imported Luxury Goods

1	Bags	51%
2	Dresses	49%
3	Cosmetics	42%
4	Perfumes	41%
5	Care Products	35%
6	Jewelry	28%
7	Wine	25%
8	Glasses	20%
9	Watches	19%
10	Electronic Goods	10%

The bags and the clothes were in the top place. The reason could be that politicians and their families have been in public with imported luxury bags and dresses. Electronic goods were in the last place. Walley and Li (2015) researched the perception of luxury brands in China. They found that automobiles, handbags, and watches were cited as the most commonly purchased luxury goods.

3.2.1.2. What Luxury Brands Do Turkish Consumers Buy?

Respondents were also asked three luxury brand names they purchased. Table 3 shows that Turkish consumers prefer imported luxury goods. Besides the quality of imported luxuries, good advertising of foreign companies may be more effective than domestic companies. This causes low domestic brand awareness. Turkish customers love foreign brand names (Bayuk and Guzeller, 2011). According to Dogerlioglu-Demir and Tansuhaj (2011), global brands in Turkey were more attractive and reliable than domestic brands. The high number of respondents indicated that Gucci products were the most highly desired among luxury consumers in Turkey with Chanel being the next most desirable brand.

Table 3. Luxury Brands

1	Gucci	28.40%
2	Chanel	25.20%
3	Lancôme	16.60%
4	Louis Vuitton	11.30%
5	Hermès	9.00%
6	Apple	5.00%
7	Armani	1.30%
8	Dior	1.20%
9	Rolex	1.10%
10	Lamborghini	1.00%

3.2.1.3. When Do Turkish Consumers Purchase Imported Luxury Goods?

Respondents were also asked when they usually purchase luxury imported goods. Indeed, more than80% of respondents indicated they purchased imported luxury goods during a promotion or no special time (See Table 4). This means that Turkish consumers are influenced by marketing factors rather than tradition when they purchased luxury imported goods.

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Table4. Time luxury goods purchased

1	No special time	41.00%
2	Promotion	40.00%
3	During routine shopping trips	16.20%
4	For birthdays	8.60%
5	For new year	5.60%
6	During festivals	4.30%
7	Religious holidays	1.70%

3.2.1.4. Where Do Turkish Consumers Purchase Imported Luxury Goods?

Respondents were also asked where they usually purchase luxury imported goods. More than half of the respondents with 52.8% stated that they purchased luxury imported goods from department stores and online (Table 5). The reason may be that brand stores selling imported luxury goods are usually in Istanbul. Or they preferred to buy imported luxury goods from department stores, online and other countries.

Table 5. The Preferred Location of Luxury Good Purchase

1	Department store	52.80%
2	Online	46.20%
3	Brand store	28.70%
4	In a foreign country (by someone on your behalf)	10.90%
5	In a foreign country	9.60%

3.2.1.5. Who or What Influences Turkish Consumers to Purchase Imported Luxury Goods?

Respondents were asked to indicate who or what influenced the purchase of imported luxury goods. 35% of imported luxury consumers in Turkey stated that their purchasing decisions were affected by their friends (Table 6). Turkish cultures on Hofstede's individualism versus collectivism dimension of culture, Turkey represents collectivism, where the interests of the group prevail over the interests of the individual (Hofstede, 1984).27% of respondents indicated that their purchasing decisions were influenced by family. This may be due to customers buying the luxury brand for social reasons. Family members can influence individual consumers' buying behavior. A family influences an individual to acquire values, develop, and shape personality. A family creates first perceptions about brands or products and consumer habits (Kotler and Armstrong,2010). These results indicate that luxury consumers in Turkey were also influenced by Internet advertising (33percent of respondents) and TV advertising (24% of respondents). The reason may be that Turkish customers are market-driven.

Table 6. Who or What Influences the Purchase of Imported Luxury Goods?

1	Friends	-35%
2	Internet advertising	-33%
3	Parents	-27%
4	TV advertising	-24%
5	Colleagues	-5.3%
6	Famous people	-4%
7	Shop assistant	-3%

3.2.1.6. Why Do Turkish Consumers Buy Luxury Goods?

In study 1, we developed 15 items on why Turkish consumers buy luxury goods based on our interviews. The reasons why respondents purchase imported luxury goods are presented in Table7. Respondents indicated different reasons.

The most common reasons were quality, excellent design, and financial status. 35 % of respondents indicated they purchased imported luxury goods because they have high quality.

Significant proportions cited (24.1 percent) that they purchased luxury goods because they are better than local luxury goods and have consistent excellent design. 16.5% of respondents indicated that they purchased them because others think that they are rich.

Table 7. Why Do Turkish Consumers Buy Imported Luxury Goods? *

Item no	ITEMS	Strongly disagree	Disagree	Neither agrees	Agree		Mean
1	I purchase imported luxury goods because they have a more high-status appeal.	(34.7)	(35)	(15.2)	(11.9)	(3.3)	2.1
2	I purchase imported luxury gifts for my friends whom I want to impress.	(43.9)	(35)	(11.6)	(6.9)	(2.6)	1.9
3	I purchase imported luxury gifts for my friends because they gave me imported luxury gifts.	(22.4)	(29.7)	(24.8)	(15.2)	(7.9)	1.8
4	I purchase imported luxury goods to give me social approval by the upper class.	(41.6)	(35.6)	(11.2)	(9.2)	(2.3)	2
5	I purchase imported luxury goods because others think that I am rich.	(37)	(26.4)	(15.8)	(16.5)	(4.3)	2.3
6	I purchase imported luxury goods because others envy me.	(38)	(33.3)	(15.5)	(8.6)	(4.6)	2.1
7	I purchase imported luxury good because my friends buy them.	(41.9)	(37)	(11.6)	(6.6)	(3)	1.9
8	I purchase imported luxury imported goods because they give a feeling of happiness as soon as I have them.	(31.4)	(31)	(17.2)	(14.2)	(6.3)	2.3
9	I purchase imported luxury brands because they have consistently high quality.	(21.1)	(16.8)	(11.9)	(35)	(15.2)	3.1
10	I purchase imported luxury imported because owning them symbolizes a successful life for me.	(38.9)	(37.6)	(10.9)	(9.6)	(3)	2
11	I purchase imported luxury goods because they are innovative and give some new feeling.	(27.1)	(28.1)	(17.5)	(21.1)	(6.3)	2.5
12	I purchase imported luxury goods because they are better than local luxury goods.	(21.5)	(20.8)	(21.5)	(24.1)	(12.2)	2.9
13	I purchase imported luxury goods because I think these products are not harmful to my health.	(22.4)	(29.7)	(24.8)	(15.2)	(7.9)	2.7
14	I purchase imported luxury brands because they have consistent excellent designs.	(21.8)	(20.8)	(24.4)	(24.1)	(8.9)	2.9

*Numbers in parentheses indicate the percentage

Participants tend to purchase imported luxury goods for personal reasons rather than social reasons.

3.2.1.7. Consumer Attitudes Toward Imported Luxury Goods Scale

The purpose of developing this scale is to measure why customers are buying imported luxury goods. This scale may help the marketer to discover the factors that support or decrease the imported luxury demand. We conducted an in-depth inquiry on consumer experiences with imported luxury goods in study 1. Based on the exploratory study, we developed a questionnaire with Likert items that use a five-point scale (strongly disagree to strongly agree) (Table 7). In this part, the validity and reliability of the 14 items were proven in the following.

We started the exploratory factor analysis with the reliability of the scale, the purpose of which is item generation for a scale to assess consumer attitudes toward imported luxury goods. First, we looked at the value of the Kaiser–Meyer–Olkin (KMO) test to measure sampling was enough for factor analysis. The results show that (KMO) was.80, exceeding the.60 required value for factor analysis (Tabachnick and Fidell, 2001). Bartlett's test indicated that the correlations, when taken collectively, were significant at the $p < .001$ levels (Approx. Chi-Square: 2088.213). The scree test showed that there may be a two-factor solution. The items loading on the first unrotated factor are presented in Table 8. As can be seen in Table 8, the smallest loading is 59. As it appears in Table 8, all the loadings were higher than.50, which is the recommended value (Hair *et al*. 2009).

Table 8. Factor Loadings for 14 Items in Consumer Attitudes toward Imported Luxury Goods Scale
($N = 303$)

Item no	Unrotated Factor	Rotated Factor Varimax Rotation	
	Total Scale	Social reason	Personal reason
s3	0.64	0.8	
s7	0.63	0.79	
s4	0.59	0.75	
s2	0.57	0.75	
s6	0.58	0.73	
s1	0.57	0.72	
s5	0.52	0.7	
S10	0.54	0.6	
p12	0.69		0.83
p9	0.64		0.79
p14	0.59		0.76
p11	0.61		0.73
p13	0.54		0.72
p8	0.5		0.59

The two-factor solution for the sample explained 58.7% of the total variance in scores. Factor 1, with 32.4% of the variance, was labeled social reason and comprised eight items. Factor 2, with 26.3% of the variance, was called personal, comprising six items.

Table 9 presents the correlations among factors. Cronbach's alpha was computed as an estimate of internal consistency reliability of the 14-item questionnaire ($\alpha = .89$). Regarding its subscales' reliabilities, coefficient alphas were factor 1.88 and factor 2.85.

The results indicated the internal consistency of consumer attitudes toward imported luxury goods and its subscales were adequate.

Confirmatory factor analysis (CFA) was conducted with the maximum-likelihood approach to check whether the data fitted the model. The results of the CFA demonstrated that the data fit with the two-factor model (χ^2 = 243.45; df =64; p=.01).

Table9. Means, Standard Deviations, Scale Reliability, and Correlations
(N=303)

Factors	MD	SD	Pearson r*		
			1	2	3
1.Total scale (14 items)	2.3	0.7	(.89,0)		
2. Social (8 items)	2.0	0.8	.86,7 (.88,9)		
3. Personal (6 items)	3.0	1.1	.87, 3	.51,9 (.85,7)	

*All correlations subscales, p <.001. Numbers in parentheses indicate scale reliability.

3.3.   Study 3

The goal of this study was to identify the validity of a criterion by comparing an imported luxury customer with other customers. In selecting respondents for study 3, we asked the participants in study 1 to send the questionnaire to their acquaintances who often buy imported luxury customers. They send (with cc us) 400 emails to their acquaintances who often buy imported luxury customers. 198 of them participated in this survey. Of these,120 were women and 68 were men. Their ages ranged from 22 to 68 years (M age = 46.0 years, SD = 2.8 years).

3.3.1.   Method

Exploratory factor analysis was performed again. Principal-component factor analysis with Varimax rotation was applied. The two-factor solution for this sample explained64.2% of the variance in consumer attitudes toward imported luxury goods. Score Factor 1 (8 items) with 34.7% of the variance. Factor 2 (4items) (Table 10) accounted for29.5% of the variance. Cronbach's alpha for the scale was.913. Table 11 presents the correlations among factors. Cronbach's alpha was computed as an estimate of internal consistency reliability of the 14-item questionnaire. Regarding its subscales' reliabilities, coefficient alphas were factor 1: .911 and factor 2: .867. The results indicated the internal consistency of consumer attitudes toward imported luxury goods and its subscales were adequate. The results also show that (KMO) was.90, Bartlett's test indicated that the correlations, when taken collectively, were significant at the p <.001 level (Approx. Chi-Square:1680.277). CFA was conducted with CF to check whether the data agreed with the model. The results of the CFA demonstrated that the data fit with the two-factor model (χ^2 =177.25; df =64; p=.01).

Table 10. Consumer Attitudes toward Imported Luxury Goods Scale
(N = 303)

Item no	Unrotated Factor	Rotated Factor Varimax Rotation	
	Total Scale	Social reason	Personal reason
S3	740	0.851	
S2	686	0.810	
S7	675	0.808	
S4	657	0.786	
S1	660	0.78	
S6	666	0.779	
S5	662	0.776	

Item no	Unrotated Factor	Rotated Factor Varimax Rotation	
	Total Scale	Social reason	Personal reason
S10	584	0.693	
P14	655		0.809
P12	653		0.805
P9	672		0.805
P11	608		0.729
P13	533		0.681
P8	536		0.652

Table11. Means, Standard Deviations, Scale Reliability, and Correlations
(N=198)

Factors	*MD*	*SD*	_Pearson r*_ 1 2 3
1.Total scale	2.8	0.88	(91.3)
2. Social	3.6	1.1	.86,4 (.91,1)
3. Personal	2.2	0.92	.85, 2*, .47,3* (.86,7)

For all correlation subscales, *p* <.001. Numbers in parentheses indicate scale reliability.

Using Student's *t*-tests, the results indicated that Luxury store customers scored significantly higher on the imported luxury consumption scale and its subscales than other customers. Cohen suggested that d=0.2 be considered a "small" effect size, 0.5 represents a "medium" effect size and 0.8 a "large" effect size. As seen in the table, Cohen's d for imported luxury consumption scale and Personal subscale are 0.7 and 0.8, respectively, which represent a medium *effect* size. Cohen's *d* for the "Social reason" subscale is 1.7, which represents a large effect size.

Table 12. Comparison between Imported Luxury Customers (*N* = 198) and Customers (N=303). Means, Standard Deviations, *T*-Test Comparisons, Effect Sizes (*N* =303)

Factor	Imported luxury costumers MSD	Customer MSD	Comparison *t* Cohen's *d*
1.Total scale	2.80.8	2.30.7	53.10.7
2. Social	3.61.1	2.00.8	43.11.7
3. Personal	2.2.92	3.01.1	48.30.8

p <.001, two-tailed; *df* = 302

4. General Discussion

Our research focused on where, what, how, when, and why Turkish customers purchase imported luxury goods. The findings can be applied to optimize the market of international luxury goods in Turkey. Table 3 shows that Turkish customers prefer imported luxury brands rather than domestic luxury brands. Table 7 indicated why Turkish customers purchased imported luxury goods. When asked about imported luxury goods, most consumers cited design and great quality, better than local luxury goods, and innovation. Studies show that the appeal of luxury is primarily personal reasons. However, the key components of luxury goods are to recognize their value by others. Most of the respondents disagreed with purchasing luxury goods for the social aspect. The reason may be that consumers from collectivist cultures are likely to be more susceptible to value expressive social influences (Bagozzi and Lee, 2002). Another reason could be that consumer attributes of imported luxury goods are not valued by others anymore. Consumers may identify imported luxury goods by embracing a style aesthetic, quality and other factors that contradict their attitudes. The result indicated that they tend to purchase imported luxury goods for personal reasons rather than social reasons.

To measure consumer attitudes toward imported luxury goods, a reliable and valid scale was also developed. "Consumer attitudes toward imported luxury goods scale" may be used to measure what influences consumer attitudes toward imported luxury goods, with the personal and social consciousness of purchasing luxury goods. Data were obtained with two different samples. In Studies2 and3, the results suggested that the two-factor model fits the data, including 14items.

Scales based on these factors showed internal consistencies that ranged from alpha =.85to.91. These two factors of consumer attitudes toward imported luxury goods were labeled social reasons (8 items) and personal reasons (6 items).

Several limitations should be noted in this study. First, the use of self-reporting instruments may not capture a valid reflection of actual behavior, and some underreporting may have occurred. Another limitation of the study is that it involved a small sample size, which raises a question about its representativeness. Additional demographics such as age, income levels, and occupation should also be explored. Specifically, consumers of higher income levels and family structures should be examined as their lifestyles may result in luxury consumption behaviors divergent from those of this study.

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