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Boycott as an opportunity to export local product to the European market: Turkey as a case Study

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DEDICATION

TO THE PURE SOULS WHO ASCENDED IN SILENCE AND PAIN...

TO THE WOMEN WHOSE COURAGE SHOOK THE EARTH,

TO THE CHILDREN WHOSE LAUGHTER WAS STOLEN TOO SOON,

TO THE ELDERS WHO HELD KEYS TO HOMES NOW BURIED IN RUBBLE,

TO THE MEN WHO STOOD FIRM WHEN THE WORLD TURNED AWAY,

TO EVERY MARTYR OF PALESTINE KNOWN OR UNNAMED

YOUR BLOOD HAS NOT BEEN SHED IN VAIN.

YOU ARE NOT JUST NAMES; YOU ARE THE PULSE OF A CAUSE,

THE ECHO OF TRUTH IN A DEAFENED WORLD.

THIS WORK IS HUMBLY DEDICATED TO YOUR MEMORY

A WHISPER OF LOYALTY TO YOUR ROAR OF SACRIFICE.

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Dedication

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To my little homeland… my sister,
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LIST OF ABBREVIATIONS

Abbreviation	Meaning
AA	Availability and Accessibility
ADA	Automotive Distributors Association
ALGEX	Algerian National Agency for the Promotion of Foreign Trade
ANOVA	Analysis of Variance
APA	Alternative Product Appeal
ARIMA	Autoregressive Integrated Moving Average
ATA Carnet	Admission Temporaire/Temporary Admission Carnet
AVE	Average Variance Extracted
BDS	Boycott, Divestment, Sanctions
BEA	Banque Extérieure d'Algérie
BIC	Bayesian Information Criterion
BP	British Petroleum
CA	Cultural Alignment
CACI	Algerian Chamber of Commerce and Industry
CACQE	Algerian Centre for Quality and Certification
CAGR	Compound Annual Growth Rate
CBRAs	Cross-Border Regulatory Agencies
CMB	Consumer Motivation for Boycott
CMR	Convention on the Contract for the International Carriage of Goods by Road
CSR	Corporate Social Responsibility
DA	Algerian Dinar (currency)
DF	Degrees of Freedom
DSF	Disinfectant Solution Forte
EBCH	Effectiveness of Boycott in Changing Habits
EU	European Union
FOB	Free On Board
FDA	Food and Drug Administration (U.S.)
GDP	Gross Domestic Product
GMP	Good Manufacturing Practices
GTIP	Customs Tariff Statistical Position (Harmonized System Code equivalent)
IATA	International Air Transport Association
ILA	International Longshoremen's Association
IMF	International Monetary Fund
ISO	International Organization for Standardization

Abbreviation	Meaning
ITC	International Trade Centre
KDMF	Key Decision-Making Factors
LC	Letter of Credit
MAPE	Mean Absolute Percentage Error
MAE	Mean Absolute Error
MaxAE	Maximum Absolute Error
MaxAPE	Maximum Absolute Percentage Error
MENA	Middle East and North Africa
MOBIL	Mobil Oil
NLRB	National Labor Relations Board
NOW	National Organization for Women
NVOCC	Non-Vessel Operating Common Carrier
OECD	Organisation for Economic Co-operation and Development
OEC	Observatory of Economic Complexity
OEM	Original Equipment Manufacturing
P. PH	Pharmacy Price
P.V. GR	Wholesale Price
PBH	Pre-Boycott Habits
PC	Price Competitiveness
PESTEL	Political, Economic, Social, Technological, Environmental, and Legal
PPA	Public Price with Tax
PQP	Product Quality Perception
PTA	Preferential Trade Agreement
PUSH	People United to Save Humanity
RMSE	Root Mean Square Error
SARL	Société à Responsabilité Limitée (Limited Liability Company)
Sig	Significance
SPSS	Statistical Package for the Social Sciences
SWIFT	Society for Worldwide Interbank Financial Telecommunication
TAB	Trust in Alternative Products
TCB	Turkish Consumer Behavior
TRY	Turkish Lira (currency)
TURKSTAT	Turkish Statistical Institute
USD	United States Dollar (currency)
VAT	Value Added Tax
WAVAW	Women Against Violence Against Women
WTNA	Willingness To Try New Alternatives

General introduction

General introduction

In an increasingly interconnected and politically sensitive global marketplace, consumer boycotts have emerged as powerful tools through which populations express discontent, shape economic behavior, and challenge international trade dynamics. Boycotts, once considered simple acts of individual or collective refusal to purchase goods, have evolved into highly organized and influential socio-political movements. While traditionally understood as forms of protest that result in negative economic consequences for targeted companies or nations, boycotts also have the potential to generate new and unexpected opportunities. In particular, they can create spaces for alternative markets and local industries to thrive, especially in regions where foreign dominance in consumer goods has overshadowed domestic production. For developing economies like Algeria, such shifts in consumer behavior offer a valuable chance to reposition local products, enhance national industry visibility, and pursue new export strategies. This dissertation explores how boycott movements can serve as strategic openings for the promotion and export of local Algerian products to European markets, using Turkey as a focal point for analysis.

The growing prevalence of boycott campaigns in the Middle East and North Africa (MENA) region, often driven by political, religious, or social motivations, has had ripple effects across various economic sectors. These campaigns are not only reactions to foreign policies or ethical concerns but are also reflections of an increasing awareness among consumers of their power and influence in the global economy. In Algeria, recent calls for the boycott of goods originating from countries associated with colonial history, political tension, or perceived hostility toward Islamic or Arab values, have fueled a renewed interest in local products. This revival of national pride in domestic goods is not limited to ethical consumption but is also tied to broader themes of economic independence and sovereignty.

At the same time, Turkey offers a particularly compelling case study. As a nation that straddles both Europe and Asia geographically and culturally, Turkey maintains strong ties with the European Union, the Arab world, and North Africa. It is a growing consumer market with a complex political identity and a population that is responsive to calls for solidarity with causes in the MENA region. Turkish consumers have historically participated in boycotts aligned with political causes and may show openness to alternative product sources, particularly from culturally or politically aligned countries like Algeria. Moreover, Turkey's role as a trade and logistics hub can act as a gateway for Algerian products to enter wider European markets.

By analyzing these dynamics, this research aims to understand the dual role of boycotts—as both acts of resistance and vehicles of economic opportunity. The central hypothesis is that boycotts, far from being solely negative or disruptive events, can be harnessed strategically to promote national industry, build economic alliances, and open new export pathways. This study contributes to a broader conversation about how developing countries can leverage socio-political movements to create economic value, with a focus on the relationship between Algeria, Turkey, and the European market.

The importance of the study:

The importance of this study lies in its exploration of how consumer boycotts particularly those driven by ethical, or cultural motivations can create unexpected opportunities for local producers to enter and expand in international markets, specifically the European market. By examining Turkey as a case study, the research sheds light on how shifts in consumer sentiment and trade dynamics can be strategically leveraged to boost local production, enhance brand visibility abroad, and reduce dependency on traditional markets. This study contributes valuable insights into alternative export strategies and the broader implications of consumer activism on global trade patterns.

Justification for the choice of subject:

In selecting this research topic, both academic relevance and personal motivation were considered. The following points summarize the key justifications that guided the choice of this study:

- Consumer boycotts have become a key force influencing global trade and market behavior.
- Political and ethical tensions are pushing consumers to reject certain foreign products.
- These boycotts create export opportunities for alternative, culturally aligned suppliers.
- Turkey is a strategic case due to its geopolitical position and strong local market.
- The Turkish market is highly reactive to boycott campaigns and open to alternatives.
- Algeria can fill market gaps through South–South trade partnerships.
- The topic aligns with Algeria’s economic diversification goals beyond hydrocarbons.
- It links consumer behavior with international trade strategy — a rarely explored area.
- The cosmetics and parapharmaceutical sectors offer viable, high-potential exports.
- Personally, the researcher is driven by a desire to promote Algerian products globally.

Methodological Approach:

To carry out this study, we adopted two complementary yet distinct approaches: the theoretical approach and the empirical approach.

The theoretical approach focuses on reviewing the concept of consumer boycotts, export strategies, and international market dynamics. This provided a solid conceptual framework to understand how boycott movements can influence trade flows and potentially create opportunities for local products to penetrate new markets, particularly in Europe.

The empirical approach is based on concrete data collected within a professional and economic context. We gathered empirical data from a specific sample in order to examine the relationship between consumer boycotts and the export potential of local products. After data collection, the dataset was analyzed using **SPSS (Statistical Package for the Social Sciences)** and the **R programming language**, both of which allowed for rigorous statistical analysis and modeling. The results were interpreted to address the research questions and to test the formulated hypotheses.

The findings are presented in a structured report that includes an introduction, a literature review, the methodology, analysis results, and the final conclusions. The report is designed to be clear and concise, incorporating charts, tables, and illustrative examples to effectively communicate the outcomes of the study.

The Previous Studies

The study of Marinette Amirault-Thébault: A conceptual analysis and modeling of the boycott phenomenon:

In her seminal work *"Le boycott: analyse conceptuelle et modélisation"* (1999), Marinette Amirault-Thébault offers a comprehensive conceptual and theoretical framework for understanding the phenomenon of consumer boycotts. Her research, conducted at the Université de la Réunion, systematically explores the motives behind boycott actions, their typologies, and their socio-economic consequences. By constructing a model that links individual motivations to collective behavior, Amirault-Thébault provides a valuable foundation for analyzing how consumer boycotts can serve not only as protest tools but also as catalysts for market shifts and alternative consumption patterns. This thesis serves as a key reference in contextualizing the

present study, which extends the discussion to examine how such boycotts can paradoxically create new opportunities for local producers specifically in the Turkish context to access and grow within the European market[1].

The study of J. G. Klein, N. C. Smith, and A. John: An exploratory analysis of consumer motivations for boycott participation

In their influential article *"Why We Boycott: Consumer Motivations for Boycott Participation"* (2004), Klein, Smith, and John provide an in-depth empirical analysis of the psychological and social drivers that lead consumers to engage in boycott actions. Published in the *Journal of Marketing*, the study identifies key motivational factors including perceived egregiousness of company behavior, efficacy of the boycott, and moral obligation that influence consumer participation. The authors offer a structured framework for understanding how individual values and beliefs translate into collective market behavior. This research is essential to the present study, as it highlights the underlying forces behind boycott movements and supports the argument that such actions can reshape market demand, potentially opening new avenues for local producers such as those in Turkey to position their products in ethically motivated consumer segments within the European market[2].

The study of N. Arrouche: An analysis of support for Algerian companies in export – Scope and limitations

In her article *"Supporting Algerian Companies in Export: Scope and Limitations"* (2017), N. Arrouche examines the mechanisms put in place to assist Algerian enterprises in their efforts to access international markets. Published in the Revue Performance des Entreprises Algériennes, the study highlights the institutional frameworks, support programs, and public initiatives designed to promote exports, while also pointing out the structural and operational limitations that hinder their effectiveness. The author underscores key challenges such as inadequate training, limited market knowledge, and weak coordination among stakeholders. This research provides valuable insight into the broader context of export development and emphasizes the importance of targeted strategies for empowering local businesses to overcome barriers to

[1] Marinette Amirault-Thebault, *The Boycott: Conceptual Analysis and Modeling* (PhD diss., University of La Réunion, 1999).

[2] John G. Klein, N. Craig Smith, and Andrew John, "Why We Boycott: Consumer Motivations for Boycott Participation," *Journal of Marketing* 68, no. 3 (2004): 92–109.

internationalization. It supports the current study by illustrating that, when properly leveraged, external market dynamics such as consumer boycotts can serve as a catalyst for improving export capacity and repositioning local products in strategic markets like Europe[3].

The study of H. Jung and J. Lee: The impact of export controls on international trade – Evidence from the Japan–Korea trade dispute in the semiconductor industry

The study by H. Jung and J. Lee (2021), titled *"The Impact of Export Controls on International Trade: Evidence from the Japan–Korea Trade Dispute in the Semiconductor Industry"*, investigates how government-imposed export controls can significantly disrupt international trade flows and supply chains, using the high-stakes semiconductor trade conflict between Japan and South Korea as a case study. The research analyzes the economic and strategic consequences of Japan's 2019 restrictions on key chemical exports used in South Korean semiconductor production. Through empirical data and trade flow analysis, the authors show how such measures triggered shifts in sourcing strategies, encouraged the search for alternative suppliers, and accelerated domestic substitution policies in Korea. This study is relevant to the present research as it illustrates how trade disruptions whether due to political disputes or boycott-induced market shifts can create opportunities for new exporters to enter and establish themselves in foreign markets, especially when existing supply channels are weakened or restructured.[4]

The study of R. Yahi and A. Menana: An analysis of risk management in foreign trade operations – The case of BEA

The study by R. Yahi and A. Menana (2022), titled *"Risk Management in Foreign Trade Operations: The Case of BEA"*, focuses on identifying and analyzing the various risks associated with international trade transactions and how financial institutions, particularly the Banque Extérieure d'Algérie (BEA), manage these risks. The research examines political, commercial, financial, and logistical uncertainties that can impact cross-border operations and emphasizes the importance of proactive risk assessment and strategic planning in maintaining stability and efficiency in foreign trade. By studying the procedures, tools, and risk mitigation

[3] Arrouche, N. 2017. "Accompagnement des entreprises algériennes à l'export : Portées et limites." *Revue Performance des Entreprises Algériennes* 6, no. 2: 47–60.

[4] Jung, Ha-Joon, and Joonhyung Lee. 2021. *The Impact of Export Controls on International Trade: Evidence from the Japan–Korea Trade Dispute in the Semiconductor Industry*. Journal of International Economics, Volume 131, 103456.

mechanisms employed by BEA, the thesis highlights how effective risk management is critical for supporting local businesses in accessing and sustaining foreign markets. This work is particularly relevant to the present research, as it underlines the necessity of understanding trade risks when exploring new export opportunities especially in the context of shifting consumer preferences due to boycott movements and their potential to open pathways for local products in European markets[5].

The study of Azaz Rahmani and A. Benghida: An analysis of the impact of boycott on the customer-brand relationship – The case of SARL Famili Shop:

The study by Azaz Rahmani and A. Benghida (2023/2024), titled *"The Impact of Boycott on the Customer-Brand Relationship: Case of the Company SARL Famili Shop"*, investigates how consumer boycotts influence the dynamics between brands and their customers. Through an in-depth analysis, the research highlights that in a context marked by rising consumer awareness, intensified competition, and increased access to information through modern communication technologies, companies must go beyond satisfying customer needs they must foster long-term trust and loyalty. The findings confirm that ethical practices significantly influence brand loyalty, that customers who have participated in a boycott are likely to do so again, and that negative perceptions of boycotts reduce the likelihood of switching brands. The authors recommend greater transparency, active listening to customer concerns, investment in value-aligned initiatives, and the development of crisis management strategies. This study provides key insights into the evolving nature of customer-brand relationships during boycott periods and serves as a relevant foundation for examining how such movements may simultaneously create opportunities for local producers to reposition themselves, particularly in markets like Europe[6].

[5] R. Yahi and A. Menana, *Risk Management in Foreign Trade Operations: Case of BEA* (master's thesis, University of Mouloud Mammeri of Tizi-Ouzou, Faculty of Economic, Commercial and Management Sciences, Department of Commercial Sciences, 2022).

[6] O. Azaz Rahmani and A. Benghida, *The Impact of Boycott on the Brand-Customer Relationship: Case of the Company SARL Famili Shop* (master's thesis, École Supérieure de Commerce, Algiers, 2024), ESC Alger.

1.Research Question:

Based on the growing role of consumer boycotts, the observed gap in Turkish imports from Algeria and the changing behavior of consumers toward alternative products, these factors together lead us to pose the following problem:

Can boycott serve as an opportunity to export Algerian local products to the European market (turkey as case study)?

2. Hypotheses:

To guide this research and provide a clear structure for the empirical analysis, a series of hypotheses have been formulated. These hypotheses are divided into two main categories: macroeconomic hypotheses, which examine the influence of economic indicators on export feasibility, and microeconomic hypotheses, which focus on consumer behavior in the context of boycott movements. Together, they provide a comprehensive analytical framework to assess the potential for exporting Algerian products to the Turkish market.

Hypotheses of the macroeconomic analysis

H1: Macroeconomic variables (GDP, inflation, unemployment, and exchange rate) significantly affect the feasibility of exporting Algerian products to the Turkish market.

H1.1: The growth in GDP contributes to enhancing the opportunity for exporting Algerian products to Turkey by expanding the market and increasing demand.

H1.2: High inflation negatively affects the Turkish market's ability to absorb imported products due to reduced purchasing power.

H1.3: A decline in the unemployment rate creates an opportunity to increase demand for imported goods, thereby supporting the export decision.

H1.4: The increase in the Turkish exchange rate (TRY/USD) makes Algerian products more competitive in the Turkish market, enhancing the export decision.

Hypotheses of the microeconomic analysis

H2: The Boycott movements positively influences Turkish consumer behavior and their willingness to try alternative products, especially when these alternatives meet expectations in terms of quality, price, cultural alignment and availability.

H2.1: Turkish consumer are aware of the ongoing boycott

H2.2: Turkish consumer trust alternative products

H2.3: Turkish consumer willinge to try new alternatives in response of boycott.

H2.4.a: Perceived product quality positively influences Turkish consumer behavior.

H2.4.b: Perceived product quality positively influences Turkish consumers' willingness to try alternative products.

H2.5.a: Competitive pricing positively influences Turkish consumer behavior.

H2.5.b: Competitive pricing positively influences Turkish consumers' willingness to try alternative products.

H2.6.a: Cultural alignment of products positively influences Turkish consumer behavior.

H2.6.b: Cultural alignment of products positively influences Turkish consumers' willingness to try alternative products.

H2.7.a: Availability and accessibility of products positively influence Turkish consumer behavior.

H2.7.b: Availability and accessibility of products positively influence Turkish consumers' willingness to try alternative products.

Sturcture of the dissertation:

The structure of this dissertation is divided into three chapters, each of which is subdivided into three distinct sections.

The first chapter presents a theoretical framework on consumer boycotts and their practical implications. It begins by defining boycotts, tracing their historical background, and identifying their main types and motivations. The second section examines the economic and social impacts of boycotts, both short-term and long-term, supported by real-world examples. It also highlights the significant role of social media in amplifying these movements. The final section explores key factors behind successful boycotts and effective campaign strategies. The chapter emphasizes the growing importance of consumer activism. It sets the stage for understanding how boycotts can create new export opportunities for local products, especially in Turkey.

The second chapter examines the exportation process of Algerian products to Turkey, covering the importance of international trade, key players, and relevant trade policies. It outlines the legal steps, documentation, and customs procedures involved in exporting from Algeria. Finally, it highlights major challenges, including cultural and regulatory barriers, strong market competition, and financial risks like currency fluctuations and payment issues.

The third chapter analyzes the potential for exporting Proderma's Algerian cosmetic products to Turkey. It begins with a presentation of the company and its production capabilities, then outlines a mixed-method research approach combining economic analysis and consumer surveys. The chapter highlights opportunities such as favorable trade agreements, growing

Turkish demand for skincare, and the impact of boycotts. It uses statistical models to forecast key economic indicators and assesses market risks like inflation, exchange rate volatility, and strong local competition. The chapter concludes with strategic recommendations for successful market entry and risk mitigation.

Chapter 01: Boycott- Theoretical framework and practical implications

Chapter 01: Boycott-Theoretical framework and practical implications

Introduction:

Boycotts are one of the most powerful ways people can make their voices heard. They happen when individuals or groups decide to stop buying or supporting certain products or companies to protest something they disagree with. These actions usually come from a desire to stand up for political, social, or ethical beliefs. Boycotts have been used throughout history to push back against injustice and demand change. They come in different forms—some target countries, others focus on specific companies or causes. People join boycotts to support a cause, raise awareness, or put pressure on decision-makers. Sometimes the effects are immediate, while other times they play out over the long term. Whether they work or not depends on many things, like timing, public support, and media attention.

This chapter looks closely at what makes a boycott work and why people get involved. It shares real-world examples of boycotts that actually led to change. It also talks about how social media has completely changed the way these movements grow and spread. Today, a single post or hashtag can spark a global movement. The chapter breaks down the key ingredients that help boycotts succeed. It also looks at the best strategies for planning and running a strong campaign. All of this helps set the stage for looking at Turkey's unique experience and how boycotts there can open doors for local products in Europe.

Section 01: Introduction to boycott

This section explains what a boycott is, where it comes from, its types, and why people choose to participate in it.

1-Définition and historical background of boycott:

1-1-Définition of boycott:

Oxford Learner's Dictionaries:

- Verb: «To refuse to buy, use, or take part in something as a way of protesting.»[7].

Merriam-Webster Dictionary:

- Verb: «To engage in a concerted refusal to have dealings with (a person, a store, an organization, etc.) usually to express disapproval or to force acceptance of certain conditions.»
- Noun: «The practice or an instance of boycotting.»[8].

Cambridge English Dictionary:

- Verb: «To refuse to buy a product or take part in an activity as a way of expressing strong disapproval.»
- Noun: «An act of refusing to buy, use, or take part in something as a way of protesting.»[9].

Britannica Dictionary:

- Verb: «To refuse to buy, use, or participate in (something) as a way of protesting; to stop using the goods or services of (a company, country, etc.) until changes are made.»

[7] Oxford Learner's Dictionaries."Boycott." In *Oxford Learner's Dictionaries*. Accessed February 9, 2025. https://www.oxfordlearnersdictionaries.com/definition/english/boycott.

[8] Merriam-Webster Dictionary. "Boycott." In *Merriam-Webster.com Dictionary*. Accessed February 9, 2025. https://www.merriam-webster.com/dictionary/boycott.

[9] Cambridge Dictionary. "Boycott." In *Cambridge Dictionary Online*. Accessed February 9, 2025. https://dictionary.cambridge.org/dictionary/english/boycott.

- Noun: «An often organized act of boycotting something.»[10].

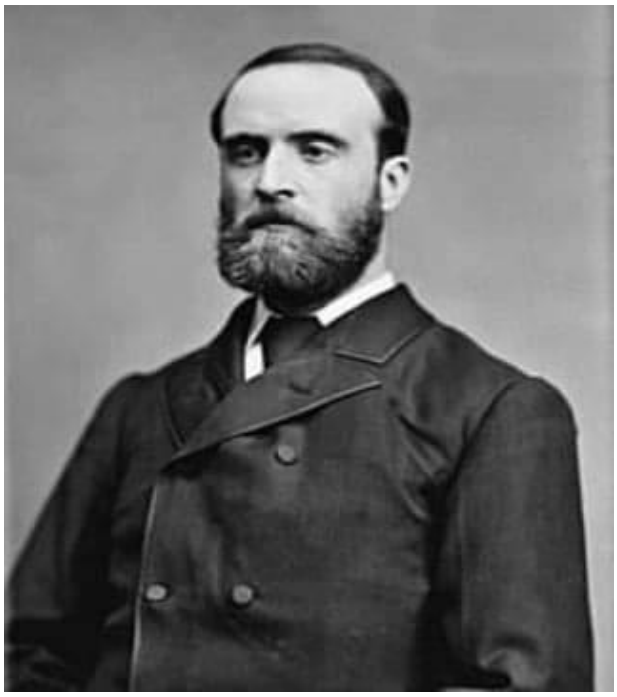
From the totality of these definitions, we can conclude that:

A boycott is when people intentionally stop buying, using, or supporting a product, service, or organization to protest or show disapproval. It's a way to take a stand against certain practices, push for change, or make a political or social statement. Whether done by individuals or groups, the idea is to apply pressure by refusing to participate, hoping to influence decisions, policies, or behaviors. The ultimate goal is to bring about change or get certain demands met.

1-2-Understanding the Concept of Boycott:

The word "boycott" comes from an English land agent, Captain Charles Boycott, who worked in Ireland in 1880. He imposed high rents on farmers, which led to widespread anger. In response, the Irish community refused to work with him or pay the rents, leading to the term "boycott" as we know it today.

Figure1: Charles Cunningham Boycott



[10] Britannica Dictionary. n.d. "Boycott." In *Britannica Dictionary Online*. Accessed February 9, 2025. https://www.britannica.com/dictionary/boycott.

Source: https://cmonionline.com/2022/06/19/on-this-day-the-death-of-charles-cunningham-boycott/ (consulted avril 25,2025)

A boycott is a way for people to take a stand against companies, governments, or individuals by refusing to buy their products or engage with them. It is often used to push for fair treatment of workers, better environmental practices, or ethical business behavior.

Different cultures define boycotts in slightly different ways. In Malay, it means avoiding or cutting off communication with someone. In Arabic, the word "al-Muqāṭa`ah al-iqtiṣādiyyah" refers to stopping all economic or social interactions based on social rules.

Boycotts can take different forms, such as protests, strikes, and public campaigns urging people not to buy certain products. They can target businesses that mistreat workers or governments that violate human rights.

However, boycotts can also have downsides. For example, if a business is boycotted, it might suffer financially, affecting employees and local economies. A related concept is "blacklisting," where a person or company is officially excluded or discriminated against.

A boycott is different from an embargo. While a boycott is voluntary and organized by individuals or groups, an embargo is a legal ban imposed by governments, often in international relations. An embargo can restrict trade with a country, such as banning exports or imports. Unlike a blockade, which is an act of war that forcibly stops supplies from entering a region, an embargo follows legal procedures.

For example, Israel imposed an embargo on Gaza, limiting the entry of goods and aid. While embargoes are legal, blockades are seen as aggressive military actions.

In short, a boycott is a peaceful way for people to push for change, while embargoes and blockades are government-enforced restrictions with wider political implications[11].

2-Types of boycotts:

11 Yunus, A. M., W. M. Y. W. Chik, N. Abd Wahid, K. A. Daud, and M. N. Abd Hamid. "The Concept of Boycott: A General Introduction." *International Journal of Academic Research in Business and Social Sciences* 10, no. 9 (2020): 962-971.

Boycotts happen for different reasons, depending on what people want to change. Here are some common types:

2-1. Economic Boycott:

What is it?

An economic boycott happens when people stop buying from a company or industry because of unfair business practices, low wages, or poor working conditions. The goal is to push companies to treat workers better or operate more ethically.

Examples:

- **Nike Sweatshop Scandal (1990s–2000s):**

  Consumers boycotted Nike after reports that the company was using sweatshops in Asia. In response, Nike improved its labor policies.

Effects:

- Companies can lose money.
- Some businesses may change their policies to win back customers' trust, such as improving wages or working conditions[12].

2-2. Political Boycott:

What is it?

A political boycott happens when people or organizations stop supporting a company, country, or individual because of their political beliefs, policies, or actions. The goal is to push for change by applying economic and social pressure.

Examples:

[12] Friedman, Milton. *Consumer Boycotts: Effecting Change Through the Marketplace and the Media*. New York: Routledge, 1999.

- **Montgomery Bus Boycott (1955–1956):**

After Rosa Parks was arrested for refusing to give up her seat, African Americans in Montgomery, Alabama, stopped using city buses to protest racial segregation. Their efforts led to the desegregation of public transportation.

- **Boycott of Russian Products (2022–present):**

Many Western countries and businesses stopped buying Russian products after Russia invaded Ukraine, aiming to weaken its economy and pressure its government.

Effects:

- Can influence political decisions and policies.
- May lead to economic consequences like trade restrictions or diplomatic tensions[13].

2-3. Social Boycott:

What is it?

A social boycott happens when people stop supporting businesses, individuals, or organizations that are involved in discrimination, injustice, or unethical behavior. These boycotts often focus on human rights, gender equality or racism.

Examples:

- **H&M Boycott (2021):**

Consumers stopped buying from H&M after reports that the company used forced labor from China's Uyghur population.

Effects:

- Companies may change their policies to be more socially responsible.

[13] Smith, N. C. *Morality and the Market: Consumer Pressure for Corporate Accountability*. New York: Routledge, 1990.

- Businesses often try to improve their image by aligning with public values[14].

2-4. Ethical/Environmental Boycott:

What is it?

An ethical or environmental boycott happens when people stop buying products or services because of concerns about the environment, sustainability, or unethical practices like animal testing. The goal is to encourage companies to be more responsible.

Examples:

- **Nestlé Boycott (1977–Present):**

People boycotted Nestlé for aggressively promoting infant formula in developing countries, which led to health risks for babies.

- **Palm Oil Boycott (2010s–Present):**

Many brands faced boycotts for using unsustainable palm oil, which contributes to deforestation and harms wildlife.

Effects:

- Encourages businesses to adopt sustainable and eco-friendly practices.
- Pressures companies to reduce environmental harm and act more ethically[15].

2-5. Religious Boycott:

What is it?

A religious boycott happens when a group refuses to buy from companies or support products that go against their religious beliefs or values.

[14] Klein, J. G., N. C. Smith, and A. John. "Why We Boycott: Consumer Motivations for Boycott Participation." *Journal of Marketing* 68, no. 3 (2004): 92-109.

[15] Soule, Sarah A. *Contestation and Corporate Responsibility*. Cambridge: Cambridge University Press, 2009.

Examples:

- **Starbucks Boycott (2000s–Present):**

Some religious groups stopped buying from Starbucks due to its support for same-sex marriage and other progressive causes.

Effects:

- Companies may change their marketing strategies to avoid upsetting religious groups.
- These boycotts often spark debates about culture, values, and social issues[16].

2-6. Economic Boycotts:

An economic boycott is when people refuse to do business with a company, industry, or country. This can mean refusing to buy or sell products, stopping financial transactions, or even withdrawing money from banks. The goal is to impact profits and push for change.

One of the most powerful forms of economic boycotts is the consumer boycott, where people stop buying certain products or services to protest unfair business practices.

Economic boycotts have become more common in the modern era, especially with globalization. Since the late 1960s and 1970s, people around the world women, consumers, minorities, and the poor have become more aware of their rights. During this time, developing countries also started pushing for a fairer global economy that prioritizes equality over corporate profits.

At the same time, multinational corporations have grown rapidly, and businesses have started paying more attention to social issues, realizing that consumer pressure can affect their success[17].

2-7. Other different Types of Boycotts: States, Businesses, and Consumers:

[16] Friedman, Milton. "Consumer Boycotts in the United States, 1970–1980: Contemporary Events in Historical Perspective." *Journal of Consumer Affairs* 19, no. 1 (1985): p96-117.

[17] World Alliance for Breastfeeding Action. *The Boycott Book*, n.d., p6.

Both the Robert Dictionary and Encyclopaedia Universalis highlight that boycott can happen not just among consumers but also between states and businesses.

A boycott can be initiated by one or more countries, companies (or business unions), or even social movements such as consumer groups, environmental organizations, or minority rights advocates. These actions can target governments, corporations, or specific products.

The chart below provides an overview of these different types of boycotts, along with some real-world examples.

Table1: Boycotts by States, Companies, and Consumers

	Target					
Boycott Organizer	state		Company		product	
	one	several	One	several	one	several
State : One Several	1			2		3
Company (or union of C): One Several			4	5		
Movement of individuals: One Several	6	7		8	9	

Source : Marinette Amirault-Thebault. Le boycott : analyse conceptuelle et modélisation. Gestion et management. Université de la Réunion, 1999. Français. P 42

Examples of Boycotts :

1. **1905** – China boycotted American trade.
2. **1945** – Arab League member states boycotted companies trading with Israel.

3. **1966** – United Nations member states boycotted various products going to and from Rhodesia.
4. **(Undated)** – A consumer cooperative was boycotted by the federation of tobacco and cigarette retailers.
5. **(Undated)** – Edouard Leclerc shopping centers were boycotted by branded product manufacturers and retail trade unions.
6. **1995** – The International Peace Bureau boycotted French products.
7. **1995** – Greenpeace launched a boycott against Shell.
8. **1997** – Shell, Mobil, and BP were boycotted in Turkey by all trade unions and environmental movements.
9. **1973** – American consumer groups boycotted meat in the United States.[18]

3- Motivations behind boycott:

People join boycotts for different reasons, including wanting to create change, improve their image, or avoid personal inconvenience. Here are the main motivations:

1. **The Desire to Make a Difference**

Some people boycott because they believe their actions can push companies or industries to change. They want to send a message that certain practices, like unfair labor conditions or environmental harm, are unacceptable.

2. **The Need for Self-Enhancement**

Others participate in boycotts because it makes them feel good or look responsible. They want to be seen as ethical consumers or part of a larger movement advocating for social change.

3. **Concerns About Negative Consequences**

Some people hesitate to boycott because they worry about the impact on workers, businesses, or the economy. They might believe that a boycott could do more harm than good.

4. **The Personal Cost of Boycotting**

[18] Marinette Amirault-Thebault. op.cit, p42

Many consumers choose not to boycott simply because they don’t want to give up the products or services they enjoy, especially if there are no good alternatives.

5. **Consumer Power and Public Policy**

Boycotts are a way for consumers to use their purchasing choices to support companies that align with their values. This idea follows the principles of capitalism, where consumers "vote" with their wallets. However, there is still little research on what truly motivates people to join or avoid boycotts, despite its importance for businesses, policymakers, and advocacy groups.

According to Friedman (1985), a boycott is an organized effort to pressure companies by encouraging people to stop buying certain products. Many boycotts are led by NGOs protesting corporate actions, often focusing on ethical and social issues like environmental protection and human rights[19].

Understanding these basics helps us see how boycotts can influence consumer behavior and create shifts in the market.

[19] **Klein, J. G., Smith, N. C., & John, A. (2004).** op.cit

Section 02: Economic and social impacts of boycotts

Boycotts constitute a powerful form of collective action, capable of shaping economic systems and influencing social dynamics through deliberate consumer and labor resistance. Throughout history, such movements have acted as tools to contest perceived injustices, using economic leverage to unsettle markets and social mobilization to alter public opinion. Their effects range from immediate disruptions to long-term transformations, impacting actors from corporations to entire nations. This section delves into the diverse outcomes of boycotts, examining their short- and long-term effects, notable instances of success, and the crucial role of modern communication technologies in broadening their reach and effectiveness. Through this exploration, a clearer picture is formed of how boycotts operate as catalysts for change within both economic and societal frameworks.

1. Short-Term and Long-Term Effects of Boycotts

Boycotts initiate a series of economic and social consequences that manifest across distinct temporal phases, affecting individuals, corporations, and nation-states. These impacts have the potential to disrupt established market structures and create opportunities for alternative suppliers, providing a framework for analyzing how Algerian products might penetrate the European market, drawing parallels with Turkey's strategic adaptations.

1.1. Short-Term Effects:

- Boycotts immediately enhance the agency of individuals by enabling collective resistance against organizations, fostering a sense of empowerment among participants. Successful campaigns in the initial stages may generate enthusiasm or a sense of retribution among supporters. However, those compelled to participate due to social pressures may experience dissatisfaction or alienation in the near term. Economically, corporations encounter immediate pressure, often necessitating prompt policy adjustments to mitigate consumer backlash[20].

[20] - Qionglei Yu, Richard McManus, Dorothy A. Yen and Xiang (Robert) Li , " Tourism boycotts and animosity: A study of seven events", Annals of Tourism Research Volume 80, January 2020, 102792, p 03.

- Boycotts exert significant economic and political influence in the immediate term, compelling individuals, firms, or governments to implement rapid behavioral or policy changes[21].
- Upon identifying unethical corporate practices, boycotts can swiftly impose financial penalties and reputational setbacks on firms, creating immediate market turbulence[22].
- The Gaza-related boycotts inflicted immediate economic setrain on companies such as Starbucks and McDonald's, evidenced by sharp reductions in customer traffic and sales in regions like Egypt and Jordan following actions perceived as supportive of Israel. Starbucks experienced a prompt decline in stock value amid a union dispute, while McDonald's recorded significant sales losses in specific markets[23].
- Boycotts precipitate immediate declines in stock prices following their announcement, accompanied by substantial sales reductions—such as a 40% drop in U.S. exports to Saudi Arabia in 2002 and a 45%–65% decrease for fast-food outlets in the Middle East[24].
- Boycotts induce immediate financial setbacks, with examples including 26% earnings decline for Bud Light, an $11 billion market value loss for Starbucks, and McDonald's first sales miss in four years in 2023. Employment instability also emerges swiftly, as observed in Egypt, where workers faced adverse effects[25].
- The Arab League boycott imposed modest immediate costs, such as an additional $20,000 annually in transportation expenses for one firm, alongside operational delays due to compliance requirements[26].

[21] - Mohamed Buheji, Dunya Ahmed, " KEEPING THE BOYCOTT MOMENTUM- FROM 'WAR ON GAZA' TILL 'FREE-PALESTINE' ", International Journal of Management (IJM), Volume 14, Issue 7, Nov-Dec 2023, p 211.

[22] -- Mohamed Buheji, Dunya Ahmed, op.cit, p 213.

[23] - ibid, p 215.

[24] - SALEH AL SHEBIL, ABDUL A RASHEED, HUSSAM AL-SHAMMARI, "Coping with boycotts: An analysis and framework," JOURNAL OF MANAGEMENT & ORGANIZATION, Volume 17, Issue 3, May 2011, p 386-387.

[25] - HÅVARD SANDLAND KRISTENSEN, MARIT GARLI LANGEDAL, "The why, what, and how of Brand Boycott Reasons, Outcomes and Responding Strategies," Master's thesis, Faculty of Business and Law, Department of Economics and Finance, University of Agder, 2024, P60-63.

[26] - U.S. International Trade Commission. Effects of the Arab League Boycott of Israel on U.S. Businesses. Investigation No. 332-349. Publication 2827. Washington, DC: U.S. International Trade Commission, November 1994, p 25-26.

1.2. Long-Term Effects:

- In the longer term, the boycott exerted minimal impact on corporate profits, with only a small fraction of firms reporting effects in 1992–1993[27].
- Over time, reputational damage proves more enduring, as evidenced by Bud Light's loss of market leadership and the rise of local brands in regions like Malaysia[28].
- In the long term, some firms adapt their practices or recover financially, while others experience negligible sustained losses. Consumers may encounter elevated prices and reduced product variety, fostering demand for local alternatives[29].
- Over an extended timeframe, these boycotts, propelled by the BDS movement, may alter consumer preferences, although the financial consequences remain ambiguous due to external variables[30].
- Over time, sustained consumer pressure encourages corporations to prioritize social and environmental accountability, fundamentally altering global operational practices[31].
- In the longer term, boycotts heighten public awareness of critical issues and may reshape societal norms and collective action, though their economic toll often diminishes over time. The most persistent impact is frequently observed in reputational damage to targeted entities, altering market perceptions and facilitating opportunities for substitutes[32].
- Over an extended period, boycotts can erode corporate performance through sustained declines in sales, damage to brand reputation, and weakened stakeholder relationships. For nations, prolonged pressure may precipitate shifts in governmental policy or stance[33].

Boycotts produce immediate economic disruptions, including declines in sales and stock values, alongside social effects such as empowerment or discontent among participants. In the

[27] - ibid p 25-26

[28] - HÅVARD SANDLAND KRISTENSEN, MARIT GARLI LANGEDAL, op.cit

[29] - SALEH AL SHEBIL, ABDUL A RASHEED, HUSSAM AL-SHAMMARI, op.cit

[30] - Mohamed Buheji, Dunya Ahmed, op.cit p 215.

[31] -ibid p 213.

[32] -ibid p 211.

[33] - Qionglei Yu, Richard McManus, Dorothy A. Yen and Xiang (Robert) Li, op.cit, p 03.

long term, their influence shifts toward reputational degradation and potential transformations in consumer behavior and market structures, with varying degrees of financial persistence depending on contextual factors.

2. Examples of Successful Boycotts and Their Outcomes:

Boycotts have proven to be effective mechanisms for instigating change by harnessing collective consumer and labor power against targeted entities, yielding significant economic and social consequences. The following examples elaborate on instances where boycotts achieved tangible success, altering market landscapes and societal perceptions through sustained action.

2.1. The Russian Trade Boycott of 1980-1981

The Soviet invasion of Afghanistan in December 1979 prompted a multifaceted boycott response in the United States. President Jimmy Carter, leveraging the Export Administration Act of 1979, instituted an embargo in January 1980 that curtailed grain and high-technology exports to the Soviet Union, though it spared imports and the remaining 3.5 million metric tons of grain committed under a 1975 bilateral agreement. Concurrently, the International Longshoremen's Association (ILA), led by Thomas Gleason, escalated the effort on January 9th, 1980, by directing its members to refuse handling any cargo to or from the Soviet Union and to deny services to Soviet vessels in U.S. ports. This directive, broader than the governmental embargo, stemmed from union members' outrage over Soviet actions, framed as a political protest rather than a policy-setting endeavor. The ILA's actions disrupted not only the agreed grain shipments but also other exempted commodities, causing severe port congestion due to excessive grain accumulation and inadequate storage facilities along the Great Lakes, Atlantic, and Gulf Coast ports. Economically, this boycott amplified the embargo's impact, halting Soviet trade flows and imposing immediate logistical challenges. Socially, it underscored the potency of labor solidarity in amplifying governmental measures, though it provoked contention, with the Carter administration criticizing the union for overstepping foreign policy bounds. Legal challenges ensued, with the National Labor Relations Board (NLRB) deeming the boycott an illegal secondary action, yet judicial outcomes varied courts in Texas and Massachusetts denied injunctions, while Georgia granted one, reflecting the complex interplay of labor rights and commerce. Ultimately, the boycott's success

lay in its disruption of Soviet trade and its demonstration of collective labor influence, despite its eventual cessation following legal and negotiation pressures[34].

2.2. Gandhi's Salt Boycott (Salt Satyagraha)

Initiated in March 1930, the Salt Satyagraha emerged as a cornerstone of India's nonviolent resistance against British colonial rule, targeting the oppressive salt monopoly and tax imposed since Britain's occupation. Mahatma Gandhi, advocating Satyagraha—peaceful civil disobedience—launched the Salt March on March 12, 1930, leading 78 followers from his Sabarmati ashram on a 240-mile trek to Dandi, where they illegally produced salt from seawater on April 6, 1930. This act defied British laws prohibiting independent salt production, igniting a nationwide boycott of British salt and goods. As millions joined, producing salt along coastal regions, the movement disrupted British economic control, significantly reducing salt revenue and weakening the monopoly's grip. The British response involved mass arrests, including Gandhi's detention on May 5, 1930, yet the boycott persisted, drawing extensive global press coverage that spotlighted India's independence struggle. Economically, it inflicted measurable losses on British authorities, undermining their fiscal stability in India. Socially, it mobilized unprecedented Indian participation across classes, fostering a unified resistance that heightened national consciousness and international solidarity. The Salt Satyagraha's success lay in its dual impact: it economically pressured the colonial regime while socially galvanizing a movement that amplified global calls for Indian self-rule, marking a pivotal step toward independence[35].

2.3. The WAVAW Boycotts

In 1976, Women Against Violence Against Women (WAVAW), a California-based group, launched a boycott against Warner Communications for album covers depicting violence against women, catalyzed by the Rolling Stones' 1976 *Black and Blue* campaign featuring a bound and gagged woman with the caption, "I'm black and blue all over from the Rolling Stones, and I love it." WAVAW, constrained by limited resources, focused on the music industry after identifying numerous offensive covers across Warner subsidiaries (Electra, Warner, and Atlantic Records). At the 1976 California NOW convention, WAVAW's slide show of these images spurred a boycott call, endorsed by attendees, targeting Warner as the

[34] - Gerald L. Jr. Maatman, "Protest Boycotts and Federal Labor Laws: The Russian Trade Boycott," Northwestern Journal of International Law & Business, Volume 3, Issue 1 Spring, Spring 1981, p 227-235.

[35] - Mohamed Buheji, Dunya Ahmed, op.cit, p 208.

industry's largest player. The campaign employed slide show presentations at various gatherings, followed by immediate letter-writing drives with supplied materials, a tactic inspired by the United Farm Workers. This strategy spurred a robust letter campaign and expanded WAVAW's reach, growing from a single group to over 20 chapters by 1978. High-profile media coverage, including televised events on Los Angeles' Sunset Strip, intensified pressure, culminating in Warner's 1979 capitulation. The company pledged to eliminate violent imagery from its advertising and funded a WAVAW-led sensitivity training day for its executives. Economically, the boycott compelled Warner to alter its marketing practices, reflecting consumer influence over corporate behavior. Socially, it advanced feminist discourse on media portrayals, enhancing awareness and organizational capacity to combat gender-based violence representations[36].

2.4. The Danish Brands Boycott

Triggered in January 2006 by *Jyllands-Posten*'s 2005 republication of 12 Prophet Mohammed cartoons, including one with a bomb-laden turban, this boycott was propelled by Muslim clerics like Yusuf Al Qaradawi, who urged a rejection of Danish goods from mosque platforms across Arab states. The newspaper's refusal to apologize, citing freedom of speech, intensified the backlash. Danish exporters faced immediate repercussions, with market share dropping from 17% in January 2006 to below 1% by February, particularly affecting firms like Arla Foods, a dairy giant with decades of regional presence. Arla reported daily losses of £1 million, furloughing 170 employees in Denmark and 800 at its Riyadh facility due to plummeting sales. Lasting until August 2006, when Al Qaradawi called it off, the boycott inflicted a year-long economic toll, costing Danish firms dearly and exposing the fragility of country-of-origin branding in politically charged contexts. Economically, it slashed Danish export revenues and disrupted operations, while socially, it underscored the mobilizing power of religious sentiment, shifting consumer loyalty and reinforcing negative stereotyping's impact on purchasing decisions. Its success lay in its rapid, widespread execution and sustained financial damage to a targeted nation's commerce[37].

2.5. The Apartheid Boycott

[36] - Monroe Friedman, "Consumer Boycotts: Effecting Change Through the Marketplace and the Media," Routledge, New York and London, 1999, p 153-155.

[37] - Omar Al Serhan, "The Impact of Religiously Motivated Boycotts on Brand Loyalty among Transnational Consumers," doctoral thesis, Cardiff Metropolitan University, 2016, p 15-16.

Spanning from the 1960s to the early 1990s, the international boycott against South Africa's apartheid regime aimed to dismantle racial segregation through economic, cultural, and political isolation. Economic sanctions targeted exports like gold, diamonds, and agricultural goods, with nations and organizations imposing trade restrictions. Divestment campaigns in the U.S. and Europe pressured universities, governments, and banks to withdraw investments and loans from South Africa, exacerbating financial strain. Culturally, South Africa's exclusion from the Olympics, FIFA World Cup, and cricket and rugby events sports integral to its identity deepened isolation, while artists and academics shunned collaboration. United Nations resolutions furthered diplomatic downgrades. Economically, these measures contributed to a 1980s recession, with sanctions and internal resistance eroding fiscal stability. Socially, the boycott elevated global awareness of apartheid's injustices, bolstering anti-apartheid solidarity and pressuring the government. Its success materialized in 1990 when President F.W. de Klerk initiated reforms, releasing Nelson Mandela and enabling 1994's democratic elections, ending apartheid. Despite critiques of uneven participation and harm to ordinary citizens, the boycott's sustained pressure was instrumental in achieving systemic political and social change[38].

2.6. The France-Turkey Boycott (2020)

In October 2020, Turkish President Recep Tayyip Erdogan called for a boycott of French goods amid escalating tensions over French President Emmanuel Macron's defense of Prophet Mohammed cartoons, deemed offensive by many Muslims. With a €14 billion annual trade volume, the boycott targeted France's role as Turkey's sixth-largest export market and Turkey's as France's 12th-largest supplier. French automotive brands like Renault and PSA, with significant production in Turkey (e.g., Renault's Bursa plant producing 400,000 cars yearly), faced consumer backlash, while luxury firms like Louis Vuitton encountered resistance. Parallel campaigns in Qatar, Kuwait, and Saudi Arabia saw supermarkets remove French products like yogurt and water, amplifying the economic ripple. The boycott's immediate success was evident in its contribution to the Turkish lira's drop past 8 per dollar, raising French import costs and curbing sales, though France refrained from retaliation. Socially, it heightened political friction, reinforcing Muslim solidarity against perceived cultural insensitivity. While

[38] - Mohamed Buheji, Dunya Ahmed, op.cit, p 212.

not fully severing trade—given local production's employment stakes—its impact underscored the leverage of state-led consumer action in bilateral economic relations[39].

Successful boycotts consistently disrupt economic stability by targeting trade and revenue streams, as seen in immediate losses across these cases. Over time, they catalyze social shifts, amplifying awareness and altering norms or policies. Their outcomes highlight the interplay of collective action and market influence in achieving tangible change.

3. The Role of social media in amplifying boycott Movements:

Social media has emerged as a transformative tool in the facilitation and expansion of boycott movements, enabling rapid dissemination of information and mobilization of participants across diverse demographics. By providing platforms for expression, organization, and influence, it amplifies the reach and impact of consumer-driven campaigns, reshaping the dynamics of collective action

3.1. Social Media as a Catalyst for Boycott Participation

The advent of social media has significantly enhanced the capacity of consumers to engage in boycott movements by offering an accessible and expansive platform for communication and coordination. Consumers leverage these networks to broadcast their grievances and rally support, reaching vast audiences with minimal cost and effort. Research highlights that the increased prevalence of internet usage has fueled a global surge in boycott campaigns, providing an efficient conduit for sharing boycott-related content and galvanizing collective action. For instance, the 2018 backlash against H&M, sparked by an advertisement featuring a black male model in a hoodie labeled "coolest monkey in the forest," exemplifies this phenomenon. The controversy erupted on social media, where outrage spread rapidly, prompting worldwide protests and compelling company officials to issue a public apology in response to the intense criticism. Beyond mere dissemination, social media fosters two-way communication, enabling organizers to motivate participation through direct engagement. Studies indicate that social ties influence individual decisions to join product boycotts, while national-level social networks amplify collective intent. Furthermore, the pressure to conform within online communities drives users to share boycott content, reinforcing participation through social validation. The perceived efficacy of these actions further encourages

[39] - Ashutosh Pandey, "Boycott Call Tests France-Turkey Trade Relations," DW, October 27th, 2020, https://www.dw.com/en/boycott-call-tests-france-turkey-trade-relations/a-55411445, accessed 25/02/2025 18:15.

engagement, as individuals are more likely to contribute when they believe their efforts will yield results, a belief often reinforced by visible online momentum. This interconnectedness underscores social media's role in not only initiating but also sustaining boycott campaigns, transforming individual dissent into a potent collective force[40].

3.2. The 2018 Boycott Campaign in Morocco

Launched on April 20, 2018, the Moroccan boycott campaign, encapsulated by the hashtag "Khelih Irib" ("let it spoil"), illustrates social media's pivotal role in amplifying consumer resistance against economic grievances. Targeting three dominant firms Sidi Ali (mineral water), Centrale Danone (milk), and Afriquia (gasoline) the campaign protested exorbitant prices and market monopolization, notably linked to Afriquia's owner, Aziz Akhannouch, Morocco's Minister of Agriculture and Fisheries. Social media platforms, particularly Facebook and Twitter, became the primary arenas for mobilization, with users posting comparative images and videos highlighting the disparity between Moroccan prices and those in countries with higher wages yet lower costs. A survey by *L'Economiste* revealed that 57% of 3,575 predominantly middle-class Moroccans participated, bolstered by Facebook pages with over 2 million followers endorsing the effort. The campaign transcended mere product rejection, aiming to unite citizens against broader issues like poverty, unemployment, corruption, and the intertwining of political power and business interests. Facebook emerged as the dominant platform in Morocco, where corporate pages often outshine official websites, overshadowing Twitter's supplementary role. This digital activism heightened public awareness and sustained pressure, with boycotters exploiting social media's immediacy to demand systemic change. The campaign's success in engaging a significant portion of the population and amplifying dissent underscores how social media can transform localized frustrations into a nationwide movement, leveraging its reach to challenge entrenched economic structures[41].

Social media amplifies boycott movements by enabling rapid information sharing and broad mobilization, as evidenced by its role in sparking and sustaining campaigns. It enhances

[40] - Ibrahim Avci, "Factors Influencing the Boycott Intentions of Turkish Consumers amid the Israel-Palestine Conflict," Revista Brasileira de Gestão de Negócios 26, no. 4 (2024): e20240035, p 4-5.

[41] - Echine Ayyad, "Social Media and Social Mobility: Exploring the Role of Social Networks in the 2018 Boycott Campaign in Morocco," Journal of Cyberspace Studies, Volume 3, No. 1, January 2019, p 65-66.

participation through social pressure and perceived efficacy, transforming individual actions into collective impact. This dynamic underscore its significance as a modern tool for economic and social influence.

Boycotts generate both short-term economic disturbances and lasting changes in market dynamics and reputational standing, as evidenced by their historical achievements and time-based impacts. Prominent cases highlight their ability to influence economic stability and reshape societal values through focused collective efforts. The role of social media significantly strengthens these initiatives, expanding their visibility and participation, thereby reinforcing boycotts as effective tools for driving change.

Section 03: Exploring the dynamics of consumer boycotts

Consumer boycotts represent a significant phenomenon in contemporary society, intertwining economic action with social and ethical expression. As global connectivity and digital platforms amplify their reach, boycotts have transcended traditional boundaries to become powerful mechanisms for influencing corporate behavior and raising awareness of pressing issues. This chapter, Exploring the dynamics of consumer boycotts, delves into the multifaceted nature of these movements, examining their importance, the factors that determine their success, and the strategies that render them effective. By synthesizing insights from recent research, it seeks to unpack the interplay between consumer motivations, corporate responses, and digital ecosystems, offering a holistic understanding of how boycotts shape and are shaped by the modern marketplace. In doing so, it highlights both the opportunities they present for activism and the challenges they pose in terms of ethics and efficacy.

1. The importance of boycotts

Boycotts hold significant importance as mechanisms for influencing corporate behavior and societal norms, extending their impact across economic, social, and ethical domains. Beyond their immediate effects on target firms, boycotts serve as tools for raising awareness, mobilizing collective action, and pressuring entities to align with consumer expectations, thereby contributing to broader structural change. Their relevance has grown amidst evolving technological landscapes, legal frameworks, and shifting consumer ethics, positioning them as dynamic instruments within market and social systems. This section explores the multifaceted significance of boycotts, emphasizing their capacity to reshape corporate strategies, enhance public consciousness, and drive ethical accountability.

1.1. Economic influence and corporate response

Boycotts exert considerable economic pressure on target firms, compelling them to reconsider policies and practices in response to consumer dissent. Their increasing frequency and sophistication, driven by technological advancements, amplify their potential to disrupt market dynamics, a trend Garrett identifies as a key factor in their rising prominence. Marketing strategists have historically overlooked these movements, yet recent legal validations of boycotts as legitimate protests underscore their growing influence on corporate strategy. Pruitt and Friedman’s time-series analysis of 21 boycott announcements revealed a statistically

significant decline in stock prices, with an average market value loss exceeding $120 million, demonstrating their capacity to erode shareholder wealth. Similarly, the Bremmer boycott highlighted by Klein, Smith, and John resulted in lost sales and damaged brand image as consumers switched to competitors' products, illustrating how boycotts threaten competitive advantage[42]. Beyond financial impact, boycotts like the Namyang Dairy case in South Korea not only reduced sales but also imprinted a lasting negative reputation, signaling to firms the need to address consumer demands as part of broader social responsibility rather than mere dissatisfaction[43]. This economic leverage underscores boycotts importance as catalysts for corporate accountability and strategic realignment.

1.2. Social awareness and ethical transformation

Boycotts play a pivotal role in elevating public awareness and fostering ethical transformation, bridging individual consumer actions with collective societal goals. Smith's analysis suggests that consumer pressure through boycotts has been instrumental in pushing corporations toward corporate social responsibility (CSR) practices, contributing to societal improvement by exposing and addressing misconduct. This shift reflects a broader perception of boycotts as ethical acts, evolving from tools for resolving personal economic grievances such as price or safety issues to mechanisms confronting corporate immorality on a comprehensive scale[44]. Research by Allam et al. reinforces this, showing boycotts effectively highlight contemporary issues, engaging diverse groups like workers and students motivated by ethical concerns, though their ethical legitimacy depends on substantiated negative societal impacts. While not universally deemed the most potent protest form often rivaled by demonstrations or direct brand engagement their moderate influence via social media amplifies awareness, encouraging consumers to reject implicated brands and driving actionable change[45]. This dual role in awareness and ethics highlights boycotts' significance as instruments of social progress.

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[42] - Areeg Barakat, Faten Moussa, "Using the Expectancy Theory Framework to Explain the Motivation to Participate in a Consumer," Journal of Marketing Development and Competitiveness Vol. 11(3) 2017, p 33.

[43] - Jeon Hyang-ran, Seo Jung-hee, "소비자 불매운동에 대한 인식유형과 참여의도와의 관련성"; "The Relationship Between Types of Perception of Consumer Boycotts and the Intention to Participate" Fam. Environ. Res. Vol. 53, No. 2, April 2015, p 144.

[44] - Areeg Barakat, Faten Moussa, op.cit

[45] - Allam, Kyla R. et al., "Unmasking Consumer Behavior: A Deep Dive into Brand Boycotts in the Social Media Age – Exploring Filipino Demographic Variances, Perceptual Constructs, and Activist Actions," International Journal of Current Science Research and Review, Volume 07, Issue 05, May 2024, p 2566-2567.

1.3. Mobilization and collective action

The importance of boycotts is further evident in their capacity to mobilize collective action, harnessing consumer involvement to influence both corporate and societal outcomes. The advent of ethical consumerism and heightened interest in consumption ethics have repositioned boycotts as voluntary acts of citizen responsibility, addressing structural societal issues rather than mere economic rationality. This evolution, rooted in the efforts of civic groups and pioneering consumers, now encompasses a wide range of unethical corporate behaviors, fostering a proactive consumer base[46]. Allam et al. emphasize the synergy between social media, workers, and students, noting that effective digital strategies enhance mobilization, raise awareness, and pressure companies to respond, with success contingent on thorough research and strategic tactics. This interconnectedness strengthens boycott messages, linking consumer participation to diverse societal concerns, thereby amplifying their collective impact[47]. By galvanizing communities, boycotts affirm their critical role in driving coordinated efforts for change, reinforcing their strategic and social relevance.

2. Factors influencing boycott success

The success of boycott campaigns is determined by an intricate blend of factors that extend beyond conventional economic assessments, integrating behavioral, organizational, and strategic elements essential to their effectiveness. While traditional research has often prioritized economic indicators and a restricted set of boycott categories, a more holistic perspective embraces the variety of boycott types and underscores the importance of behavioral science in analyzing the actions of organizers, participants, and targets. Instrumentality theory, rooted in organizational psychology, provides a systematic framework for this inquiry by distinguishing the effort required to implement a boycott (execution criterion), the anticipated outcomes of that effort (consequence criterion), and the perceived value or valence of those outcomes. This theory suggests that boycott success relies on participants' dedication to the cause, the practicality of execution strategies, and the likelihood of achieving defined objectives, offering a particularly relevant lens for instrumental boycotts focused on concrete achievements rather than mere protest.

2.1. Execution factors for Media-Oriented boycotts

[46] - Jeon Hyang-ran, Seo Jung-hee, op.cit

[47] - Allam, Kyla R. et al., op.cit

Media-oriented boycotts, designed to influence targets through publicity rather than direct market intervention, depend on execution strategies that optimize news coverage to damage reputations. Success requires announcements from credible, well-known entities — Jesse Jackson's PUSH boycott calls and Cesar Chavez's United Farm Workers campaigns in the 1970s and 1980s leveraged their public recognition to ensure media attention. Targeting prominent firms amplifies this impact; the late 1970s Ohio tomato pickers' boycott shifted focus to Campbell Soup Company due to its national stature, and Nestlé's prominence drove its selection in the infant formula boycott despite broader industry culpability. Legitimate, uncomplicated grievances enhance media appeal — environmental causes often outshine self-interested labor disputes, while simplicity aligns with journalistic constraints. Dramatic tactics, such as Chavez's 1988 hunger strike for the grape boycott, supported by celebrity fasts, or the Campbell boycott's 1983 march from Toledo to Camden, provide compelling media hooks. These factors enable media-oriented boycotts to exert pressure with minimal resources, a critical advantage given the frequent lack of organizational capacity for sustained marketplace efforts, making this type prevalent among modern campaigns[48].

2.2. Consequence factors for Media-Oriented boycotts

The ability of media-oriented boycotts to achieve their goals hinges on how targets respond to media exposure, governed by several key variables. Widespread, prominent coverage increases compliance likelihood, as sustained negative publicity threatens reputational standing. Image-conscious firms, especially in retail, are more likely to yield due to their reliance on consumer perception. The perceived threat of escalation into a marketplace boycott heightens this effect, a 1966 Denver supermarket boycott's rapid expansion to 100 communities exemplifies this potential. Inflexible target policies can impede success, as seen in the 1970s Farah and Coors boycotts, where leadership resistance delayed concessions. Realistic demands improve outcomes; the cosmetics industry's $4 million investment in alternative testing by 1989 followed feasible requests, unlike unviable test bans. A target's counteraction capacity, such as Peugeot's 1988 rebuttal to crash-worthiness claims, can reduce efficacy[49]. Garrett's framework identifies high image pressure, when coverage tarnishes perception, and low policy

[48]- Monroe Friedman, op.cit, p 24-26.

[49] - ibid, p 26-28.

commitment as key facilitators of success, complementing instrumentality's focus on achievable consequences[50].

2.3. Execution factors for Marketplace-Oriented boycotts

Marketplace-oriented boycotts, which target consumer purchasing behavior directly, require execution strategies that facilitate widespread participation and sustained economic impact. Products must be easily identifiable—United Farm Workers' lettuce boycotts faced challenges distinguishing union from non-union produce. Limiting brand targets simplifies compliance; the 1988 infant formula boycott's dozens of Nestlé and American Home Products brands (e.g., Nescafé, Advil) overwhelmed participants. Timing avoids competing campaigns to prevent cognitive overload, as peace activists targeting weapons and toys concurrently illustrate. Acceptable substitutes, accessible, affordable, and palatable, are vital; gasoline boycotts benefit from alternatives, unlike coffee or meat boycotts resisted by taste preferences. Public visibility of non-compliance, as in the mid-1980s Dearborn boycott, leverages social stigma, unlike discreet mail-order purchases[51]. McCune emphasizes substitute availability as critical lack thereof hinders participation while a broad consumer base amplifies reach, aligning with instrumentality's focus on executable strategies[52].

2.4. Consequence factors for Marketplace-Oriented boycotts

Marketplace boycott outcomes depend on economic disruption and target responsiveness, building on media-oriented factors with sales, specific considerations. Significant reductions in buyers, units sold, revenue, or profits drive concessions, with greater impact increasing compliance likelihood. Large firms with diverse portfolios may endure losses, while smaller entities with limited products are more vulnerable. Long time horizons, such as a sports team boycott at season's start, exert more pressure than late-season efforts [53]. Pruitt and Friedman note stock price drops post-announcement as evidence of economic impact. Garrett's framework highlights high economic pressure when sales decline and low policy commitment as facilitators, while high commitment entrenches resistance. These factors, alongside image sensitivity and counteraction capacity, define success beyond financial damage, requiring

[50] - Areeg Barakat, Faten Moussa, op.cit, p 35.

[51] - Monroe Friedman, op.cit, p 28-30.

[52] - Areeg Barakat, Faten Moussa, op.cit, p 36.

[53] - Monroe Friedman, op.cit, p 30-31.

policy change, a complexity Pruitt and Friedman describe as uniquely tied to each target's behavior [54].

3. Strategies for effective boycott campaigns

Consumer boycott campaigns have emerged as a potent tool for expressing dissent and driving social change in the digital era, leveraging social media to achieve rapid dissemination and widespread mobilization. To be effective, these campaigns must employ deliberate strategies that capitalize on digital platform dynamics, target corporate vulnerabilities, and anchor participation in shared ethical values. These strategies are informed by analyses of boycott impacts and corporate responses documented in recent literature.

First, amplifying digital reach through social media is a cornerstone of successful boycott campaigns. Research shows that hashtag-driven campaigns, such as #BoycottIsrael or #FreePalestine, can reach millions of consumers within hours, generating significant sales impacts[55]. For instance, the BDS movement has effectively utilized social media to propagate boycott messages against Israel-affiliated companies, intensifying public pressure and enhancing campaign reach[56]. Studies also highlight that visual platform accelerate participation among younger demographics, while text-based platforms enable coordination [57].

Second, targeting corporate financial and reputational vulnerabilities enhances boycott effectiveness. Evidence indicates that politically motivated boycotts can reduce sales and affect stock values[58]. In Indonesia, boycotts led to a notable decline in Unilever's stock value, underscoring reputation as a critical pressure point[59]. Effective campaigns can thus prioritize companies with fragile reputations, amplifying their leverage.

Third, mobilizing participation through ethical and social values sustains campaign momentum. Research reveals that boycotts tied to broader social values achieve higher

[54] - Areeg Barakat, Faten Moussa, op.cit, p 35-36.

[55] - Herry Mulyono, Benediktus Rolando, "Consumer Boycott Movements: Impact on Brand Reputation and Business Performance in the Digital Age," Multidisciplinary Reviews Vol. 8, March 26th, 2025, p 15.

[56] - Amelia Yeza Pradhipta, Lingga Yonita, Sarah Ayu Putri Novaria, "Crisis Communication Strategy in the Face of Consumer Boycott: Exploring the Boycott Case of Israel-affiliated Companies and Brands," Advances in Social Science, Education and Humanities Research Vol. 894, 2024, p 147.

[57] - Herry Mulyono, Benediktus Rolando, op.cit

[58] - Ibid, p 12.

[59] - Amelia Yeza Pradhipta, Lingga Yonita, Sarah Ayu Putri Novaria, op.cit, p 142.

engagement [60]. In the Philippines, students and workers become powerful forces when driven by ethical concerns [61]Digital influencers can further increase participation due to their perceived authenticity[62].

However, these strategies must be underpinned by ethical clarity and rigorous research, as boycotts may falter without substantiation [63].

The exploration of consumer boycotts reveals a dynamic landscape where digital tools, ethical convictions, and strategic execution converge to challenge corporate power and drive societal change. This chapter has demonstrated that boycotts are not merely acts of refusal but complex movements that amplify voices, expose vulnerabilities, and demand accountability. Their importance lies in their capacity to bridge individual action with collective impact, while their success hinges on factors such as cultural resonance, digital amplification, and targeted pressure. Effective strategies, rooted in robust research and ethical grounding, further enhance their potential to achieve tangible outcomes. Yet, the evidence also underscores the need for balance between leveraging rapid mobilization and ensuring credibility, between pressuring corporations and navigating unintended consequences. Ultimately, consumer boycotts reflect an evolving dialogue between consumers and corporations, mediated by technology and values, with implications that extend far beyond the marketplace.

[60] - Herry Mulyono, Benediktus Rolando,op.cit p 15.

[61] - Kyla R. Allam et al., op.cit.

[62] - Herry Mulyono, Benediktus Rolando op.cit p 17.

[63] - Kyla R. Allam et al. op.cit, p 2567.

Conclusion:

Boycotts serve as a powerful tool for consumers to express their values and drive change. They are motivated by ethical, political, or social concerns and can have significant impacts. The success of a boycott depends on factors like timing, strategy, and public support. Social media has amplified these movements, enabling quick global mobilization. Understanding the dynamics of boycotts reveals their potential for both social and economic influence. Effective boycotts not only protest but can also reshape markets. Overall, boycotts remain an important form of consumer activism.

Chapter 02: Exportation-process, strategies and challenges

Introduction:

In an increasingly globalized economy, the ability of domestic producers to access foreign markets is both a strategic necessity and a significant growth opportunity. Exportation serves as a vital engine for economic development, enabling businesses to diversify their markets, increase competitiveness, and benefit from economies of scale. This chapter delves into the essential mechanisms and strategic considerations involved in exporting products across borders. The first section presents a general overview of exportation within the context of international trade, exploring its role, main actors, and the regulatory frameworks that shape trade flows. The second section outlines the practical steps involved in the export process, including legal, regulatory, and procedural aspects. Finally, the chapter concludes with an in-depth analysis of the challenges encountered when entering a foreign market, such as cultural differences, competitive pressures, and financial constraints. Understanding these elements is crucial for evaluating how global events, such as consumer-driven boycotts, can open new pathways for local products to thrive in alternative markets.

Section01: overview of international trade exportation

This section provides a general overview of international trade with a focus on exportation. It defines the concept, highlights its importance in the global economy, identifies the key actors involved, and examines trade agreements and policies shaping Algeria–Turkey export relations.

1. Definition and importance of exportation in global trade

1.1. Definition of exportation

Merriam-Webster Dictionary

Exportation (noun):

«The act of exporting;»

«Something exported.»

«The act of sending goods or services to another country for sale.»[64].

Cambridge Dictionary

Exportation (noun):

«The act of sending goods to another country for sale. »

«Exportation of rice has increased this year. »[65].

Oxford Learner's Dictionary

Exportation (noun):

«The act of selling and sending goods to another country. »

«The government encourages the exportation of agricultural products. »[66].

Collins English Dictionary

Exportation (noun):

[64] Merriam-Webster. "Exportation." *Merriam-Webster.com Dictionary*. Accessed March 24, 2025. https://www.merriam-webster.com/dictionary/exportation.
[65] Cambridge University Press. "Exportation." *Cambridge Dictionary*. Accessed March 24, 2025. https://dictionary.cambridge.org/dictionary/english/exportation.
[66] Oxford University Press. "Exportation." *Oxford Learner's Dictionaries*. Accessed March 24, 2025. https://www.oxfordlearnersdictionaries.com/definition/english/exportation.

«The act or process of exporting goods or services to another country.»

«Exportation of minerals is key to the country's economy.»[67].

Dictionary.com

Exportation (noun):

«The act of exporting; the sending of commodities out of a country, typically for trade or sale.»

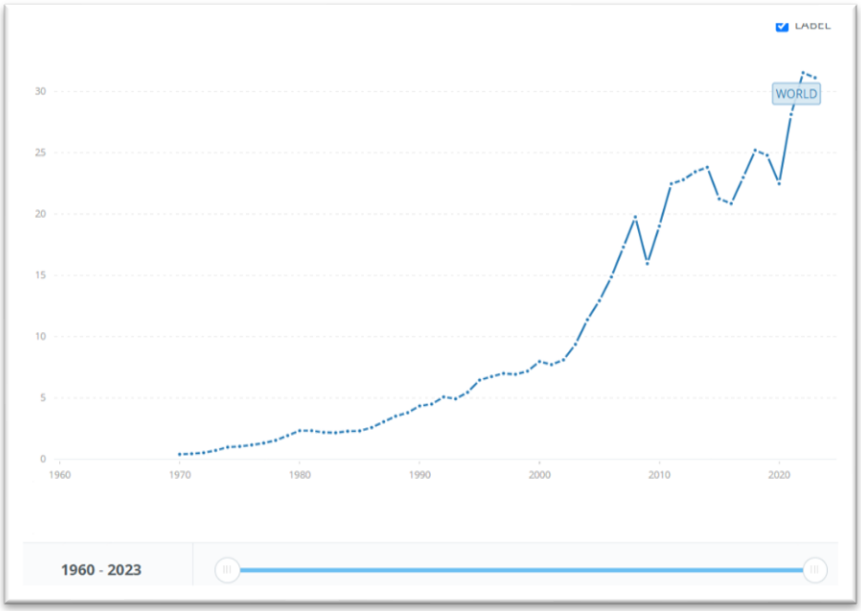
«The country relies heavily on the exportation of oil.»[68].

Exports refer to the goods and services manufactured within a country and then sold to consumers or businesses located abroad. Together with imports, they form the foundation of international trade. Rather than limiting economic activities to domestic boundaries, nations actively pursue global markets to expand their commercial reach, increase income, and take advantage of broader trade opportunities[69]. This general explanation introduces the concept of exports and highlights their role in the global economy.

To illustrate the scale of global export activity, in 2022, countries around the world exported about $31.34 trillion in goods, with China contributing $3.7 trillion, making it the top exporter[70]. This statistical context emphasizes the significance of exports in the current global economic landscape.

Figure2: Exports of goods and services (current US$)

[67]HarperCollins Publishers. "Exportation." *Collins English Dictionary*. Accessed March 24, 2025. https://www.collinsdictionary.com/dictionary/english/exportation.
[68]Dictionary.com, LLC. "Exportation." *Dictionary.com*. Accessed March 24, 2025. https://www.dictionary.com/browse/exportation.
[69]Investopedia. "Export." 2024. Accessed February 16, 2025. https://www.investopedia.com/terms/e/export.asp.
[70] World Bank. 2025. "Exports of Goods and Services (Current US$) [Data set]." *World Development Indicators*. Accessed April 15, 2025, 14:33. https://data.worldbank.org/indicator/NE.EXP.GNFS.CD?end=2023&most_recent_value_desc=true&start=1960&view=chart.



Source: World Bank. (2025). **Exports of goods and services (current US$)** [Data set]. World Development Indicators.https://data.worldbank.org/indicator/NE.EXP.GNFS.CD?end=2023&most_recent_value_desc=true&start=1960&view=chart consulted on 15/04/2025 at 14:33

Another definition provides a concise explanation: «Exports are domestically produced goods and services sold abroad. They represent a major source of national income and are central to understanding the dynamics of international trade flows»[71]This definition highlights both the economic importance of exports and their relevance in analyzing trade patterns.

Further elaborating on the process, one definition states: Exports refer to goods and services delivered to individuals or entities outside the country. These transactions involve the transfer of economic ownership from a resident to a non-resident party[72]. This version focuses on the legal and economic framework of export transactions, underlining the ownership shift as a key criterion.

[71] Krugman, Paul R., and Maurice Obstfeld. *International Economics: Theory and Policy*. 11th ed. Boston: Pearson, 2018, p42.

[72] World Bank. "International Trade Glossary." *World Bank Data Topics*. Accessed March 21, 2025. https://datatopics.worldbank.org.

Finally, another precise explanation affirms that: Exports refer to the exchange of goods and services from individuals or entities within a country to those located abroad. These transactions are officially recorded when the ownership of the goods or services shifts from the resident to the non-resident party.[73] This definition builds upon the previous one by emphasizing the moment of official recording in economic data.

From the totality of these definitions, we can conclude that:

Exportation refers to the formal process through which goods or services produced within the domestic territory of a country are transferred to a foreign market, typically in exchange for economic value. This process encompasses not only the physical movement of products across international borders but also the regulatory, financial, and legal frameworks that govern international trade. Exportation is a critical component of a nation's balance of payments and serves as a key indicator of economic performance, international competitiveness, and integration into the global economy.

1.2. Importance of exportation:

Economic Growth:

When countries engage in international trade, they open up opportunities to boost their revenues and overall economic growth. Companies that export their products tend to grow more rapidly and generate more employment compared to those that operate only within their local markets.[74]Building on this, one key indicator of strong export activity is a trade surplus. A trade surplus occurs when a country exports more than it imports, often indicating that domestic industries are performing well. This positive trade balance typically contributes to job creation and economic stability.[75] In order to understand the broader implications of export-led development, it is important to examine how such outcomes are influenced by national policies. To assess how exports influence economic growth in countries with an established industrial sector, this study explores the hypothesis that policies promoting exports yield stronger growth outcomes compared to those focused on import substitution. The rationale is that export-

[73] International Monetary Fund. *Balance of Payments Manual*. 6th ed. Washington, DC: IMF, 2009.

[74] U.S. Department of Commerce. "Why Export?" 2024. Accessed February 16, 2025. https://www.trade.gov/why-export.

[75] Kramer, Laura. "How Importing and Exporting Impacts the Economy." *Investopedia*. December 20, 2024. Accessed April 14, 2025. https://www.investopedia.com/articles/investing/100813/interesting-facts-about-imports-and-exports.asp.

oriented strategies by offering comparable incentives for both domestic and international sales encourage the efficient use of resources based on comparative advantage. These policies also support better capacity utilization, enable firms to benefit from economies of scale, drive technological progress through global competition, and in labor-abundant countries, help boost employment levels.[76] Considering these mechanisms, the broader role of exports in economic development becomes even more apparent. Export growth plays a significant role in driving a country's overall economic development. It enables the generation of foreign exchange, which can help reinforce the national economy. Additionally, expanding exports allows businesses to increase their sales and revenues. Beyond the economic benefits, exports also serve as a means to foster stronger international economic ties[77].

Diversification*:*

By participating in export activities, countries and businesses can reach multiple markets, which helps minimize reliance on the local market and lowers the risk associated with economic fluctuations[78]. This diversification not only strengthens economic resilience but also lays the groundwork for more strategic forms of growth. Structural economic development models suggest that for long-term, sustainable growth, countries need to shift from relying mainly on primary goods exports to expanding their production and export of manufactured products.[79]

Enhanced Competitiveness:

Access to international markets pushes companies to raise the quality of their products and improve their efficiency in order to meet global requirements, which in turn strengthens their overall competitiveness[80]. This improvement in competitiveness not only benefits individual firms but also contributes to broader economic gains.

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[76] Balassa, Béla. *Export Incentives and Export Performance in Developing Countries: A Comparative Analysis*. World Bank Staff Working. Washington, DC: World Bank, 1977, p248.

[77] Amazon Seller Services Private Limited. "What Is Export: Process, Types and Importance." *Amazon Global Selling*. January 23, 2023. Accessed April 15, 2025, 15:54. https://sell.amazon.in/grow-your-business/amazon-global-selling/blogs/what-is-export.

[78] Federal Reserve Bank of St. Louis. "International Trade: Benefits and Risks." 2024. Accessed February 16, 2025. https://www.stlouisfed.org/open-vault/2024/mar/international-trade-benefits-risks.

[79] Hesse, Heiko. *Export Diversification and Economic Growth*. P12. Washington, DC: Commission on Growth and Development, 2008.

[80] U.S. Department of Commerce. "Strategic Reasons to Export." 2024. Accessed February 16, 2025. https://www.trade.gov/strategic-reasons-export.

Export activities create opportunities for economies to increase production levels, generate more jobs, lower production costs per unit, and raise overall income. These higher earnings support investments in human capital, infrastructure, and technology, which are essential for strengthening and improving a country's comparative advantage in the long run[81].

Figure3: Export competitiveness scores by country

COUNTRY (alphabetical order)	2020 SCORE	CHANGE SINCE 2010	CHANGE SINCE 2000
Algeria	0.2	0.2 ▲	-0.4 ▼
Botswana	3.4	-7.7 ▼	-3.2 ▼
Burundi	2.8	0.6 ▲	2.6 ▲
Cameroon	5.9	-0.6 ▼	0.8 ▲
Cabo Verde	5.3	-11.1 ▼	-3.4 ▼
Congo Rep	18.9	-34.7 ▼	2.9 ▲
Côte d'Ivoire	7.0	-8.6 ▼	-7.8 ▼
Egypt	10.0	-4.4 ▼	6.9 ▲
Eswatini	100.0	0.0 ●	0.0 ●
Ethiopia	0.0	-1.5 ▼	-1.0 ▼
Gabon	14.5	-1.4 ▼	-1.7 ▼
Gambia	0.3	-7.1 ▼	-0.6 ▼
Ghana	3.8	-3.8 ▼	-8.4 ▼
Kenya	4.7	-6.2 ▼	-3.2 ▼
Madagascar	13.1	-4.4 ▼	-2.1 ▼
Malawi	2.1	-7.1 ▼	-9.8 ▼
Mauritius	25.8	-17.1 ▼	-45.7 ▼
Morocco	41.1	11.4 ▲	15.1 ▲
Mozambique	5.4	-1.3 ▼	3.4 ▲
Namibia	14.4	-12.8 ▼	3.7 ▲
Niger	0.8	-2.2 ▼	-5.4 ▼
Nigeria	1.2	-1.0 ▼	1.2 ▲
Rwanda	7.8	6.2 ▲	7.6 ▲
Senegal	9.2	-0.8 ▼	1.6 ▲
South Africa	24.5	1.0 ▲	5.7 ▲
Tanzania	2.7	-3.3 ▼	1.5 ▲
Tunisia	70.6	0.0 ●	21.6 ▲
Uganda	4.9	-1.6 ▼	3.9 ▲
Zambia	10.2	1.6 ▲	-1.8 ▼
Zimbabwe	4.2	-4.7 ▼	-11.7 ▼

Source: African Center for Economic Transformation. (2023). African Transformation Index 2023: Export competitiveness. ACET page01.

2. Key players in the export process:

A. Exporter:

The Exporter of Record is the legally recognized party responsible for managing the export of goods from a country. In many situations, this role is fulfilled by the shipper, who may also be the owner of the goods. The exporter can vary depending on the context—for instance, it could be a customer sending products back to a manufacturer for replacement or upgrade, such as outdated technological equipment. Alternatively, it may be a supplier shipping new goods to

[81] African Center for Economic Transformation. *African Transformation Index 2023: Export Competitiveness*. ACET, 2023, p01.

a client. In cases where the Exporter of Record is not the actual owner of the goods, the role may be carried out by an authorized third-party service provider with expertise in export procedures[82].

Exporter of Record's responsibilities :

The responsibilities of the Exporter of Record are crucial to ensuring a smooth, legal, and compliant export process:[83]

- ❖ The Exporter of Record is legally responsible for complying with all customs procedures required for exporting goods from a country.
- ❖ This includes:

- Obtaining necessary documentation (e.g., export licenses and permits).
- Providing accurate and detailed descriptions and declared values of the goods being exported.

- ❖ If there is a breach of compliance—whether due to negligence or deliberate violation—the Exporter of Record may face:

- Financial penalties
- Criminal liability
- Or both

- ❖ Even if the Exporter of Record is aware of a violation and does not act to resolve or report it, they are held equally responsible.
- ❖ The Exporter of Record is also accountable if:

- The goods do not arrive at the intended destination.
- Delivery is delayed or fails, resulting in financial consequences for the recipient.

[82] Mouse & Bear Solutions. "Exporter of Record – What, Who & Why?" *Mouse & Bear Solutions*. December 9, 2019. Accessed April 15, 2025, 15:57. https://www.mouseandbear.com/blog/exporter-of-record-eor-what-who-and-why.htm.

[83] Mouse & Bear Solutions. "Exporter of Record – What, Who & Why?" *Mouse & Bear Solutions*. December 9, 2019. Accessed April 15, 2025, 15:57. https://www.mouseandbear.com/blog/exporter-of-record-eor-what-who-and-why.htm.

- ❖ When a forwarding agent is involved, the Exporter of Record must provide all necessary shipment information to that agent.

B. Freight forwarder:

A freight forwarder traditionally serves as a key intermediary between the shipper or importer and the transportation carrier. Broadly speaking, a freight forwarder—also known as a forwarding agent or a non-vessel operating common carrier (NVOCC)—is an individual or company that facilitates the logistics of moving goods from the manufacturer or producer to the end user, market, or final distribution point. This service is provided on behalf of individuals or corporations. Freight forwarders typically coordinate with one or more carriers to ensure that shipments reach their destination efficiently. Their role essentially bridges the gap between the shipper or importer and the airline or maritime transport operator[84].

Services Offered by a Freight Forwarder:

A freight forwarder delivers a variety of services to its clients:

- Air and sea freight export handling
- Air and sea freight import coordination
- Reliable, professional service with door-to-door delivery solutions[85].

C. Customs and Regulatory Agencies:

Governments establish laws and regulations to oversee international trade, and it is the responsibility of businesses to adhere to them. These legal frameworks also define the roles, powers, and resources granted to authorities in order to support and enforce compliance. From these laws, specific regulatory procedures are developed, which guide the daily operations of trade and the duties of officials. These procedures can be viewed as structured interactions between government authorities and businesses, where each party is expected to carry out its designated responsibilities[86].

[84] Sarker, S. M. A. N. "Freight Forwarding Industry: Function, Economic Role and Future Market in Bangladesh." *Bangladesh Maritime Journal* 1, no. 1 (2017): p93.

[85] Ibid, p94

[86] World Customs Organization. *Single Window Compendium: Volume 1 – Part II: The World Customs Organization's Contribution to the Development of Single Window*. 2nd ed., 2017, p06.

As part of these procedures, customs authorities and other cross-border regulatory agencies (CBRAs) closely monitor the supply chain from a regulatory perspective.Customs authorities and other cross-border regulatory agencies (CBRAs) monitor the supply chain from a regulatory perspective. They require the submission of specific data mainly to ensure compliance with legal and reporting obligations during the processes of export, import, and transit.[87]

D. Importer of Record

In simple terms, the Importer of Record is the individual or entity legally responsible for bringing goods into a country. This role is usually filled by the owner of the goods, although other parties involved in the shipment can also assume the responsibility of being the Importer of Record[88].

Responsibilities of an Importer of Record

The Importer of Record is primarily responsible for ensuring that all legal, customs, and compliance requirements are met for the products being imported, as well as for the destination country. Their duties also include:

- Determining the value of the shipment
- Classifying the product under the correct category
- Paying any import duties and additional taxes that may apply
- Filing all necessary documentation
- Ensuring that compliance regulations are met for the imported goods[89].

Additionally, the Importer of Record serves as the main point of contact with customs authorities and must be ready to communicate with them as needed.

E. Distributor:

[87] World Trade Organization. *Transport and Logistics Services (Section 5)*. In *Services Trade for Development: The WTO Services Trade Policy Toolbox*, 2022, p20,

[88] Jade International. "Understanding the Roles of Importer of Record and Exporter of Record." *LinkedIn*. Accessed April 15, 2025, 20:16. https://www.linkedin.com/pulse/understanding-roles-importer-record-exporter-jadeintl-vxwne/.

[89] Jade International. "Understanding the Roles of Importer of Record and Exporter of Record." *LinkedIn*. Accessed April 15, 2025, 20:16. https://www.linkedin.com/pulse/understanding-roles-importer-record-exporter-jadeintl-vxwne/.

The distributor plays a key role in the trading relationship, as they often represent multiple manufacturers. Through their experience, overseas distributors develop a clear understanding of what is expected from them, as well as what they can expect from manufacturers. These mutual expectations make the task of exporters more complex, as they must work to ensure high performance from their overseas distributors.[90]

Distributors typically buy your export products and resell them at a higher price to make a profit[91].

3. Trade argements and policies affecting Algeria-Turkey trade relations

Turkey's strategic interests drive it to strengthen its presence in Africa, with Algeria serving as a key gateway to the continent. Both nations are actively working to deepen their economic and political ties in pursuit of mutual benefits. For Algeria, this partnership represents an opportunity to bolster its economic standing on the international stage. Meanwhile, Turkey aims to expand its influence in North Africa and reassert its regional role. A major objective for Turkey in this cooperation is to access Algeria's abundant natural resources, particularly its oil reserves[92].

The Turkish researcher and political analyst, Rassoul Tosun, explained in an interview with *Ultra Algeria* the key reasons behind Turkey's growing success in expanding its presence across Africa. According to Tosun, one of the main factors contributing to the positive reception of Turkey by African nations lies in the perception that Turkey, unlike many Western powers, does not carry a colonial legacy in the collective African memory. He emphasized that Ankara's foreign policy is built on mutual respect and shared interests, guided by the principle of "win-win" cooperation. This approach has fostered a favorable image of Turkey among African states. Regarding Turkish-Algerian relations, Tosun pointed out that Turkey assigns particular

[90] Rosson, P. J., and I. D. Ford. "Manufacturer–Overseas Distributor Relations and Export Performance." *Journal of International Business Studies* 13, no. 2 (1982), p58,

[91]Export-U. "Agents and Distributors." *Export-U.com*. Accessed April 15, 2025, 23:08. https://erd.export-u.com/articles-2/trading-partners/agents-and-distributors-2/#:~:text=Distributors%20generally%20purchase%20and%20resell,collect%20payments%20from%20the%20customers.

[92] Bouhosh, A. *The Political History of Algeria: From the Beginning to 1962*. Beirut: Dar Al-Arab Islamic, first edition, 1997, p212.

importance to its partnership with Algeria due to deep-rooted religious, cultural, and historical connections[93].

The potential for developing trade and industry between the two countries is significant. Algeria holds the top position among Turkey's economic partners in Africa. The Turkish government aims to increase the volume of trade between the two nations from $1.5 billion to $5 billion as a first step, with a long-term goal of reaching $10 billion by 2030. Algeria is currently the fourth largest supplier of natural gas to Turkey, after Iran, Russia, and Azerbaijan. Turkey, in its strategy to diversify energy sources, sees Algeria as a reliable and stable partner. In 2014, an agreement was reached to increase Algerian gas exports to Turkey by 50%, covering a ten-year period. By 2018, Turkey had imported approximately 14 billion cubic meters of natural gas from Algeria, with 8 billion cubic meters being directly consumed by the Turkish market[94].

Algeria, for its part, is working to attract more Turkish direct investment in order to reduce its trade deficit with Turkey before the ratification of a trade agreement between the two states. This includes opening six new areas for investment and raising tariffs on certain goods and services[95].

Tourism serves as another indicator of the growing ties between the two countries. In 2017, around 200,000 Algerians visited Turkey for tourism, and this number rose to 300,000 in 2018[96]. Educational exchange has also gained momentum. Turkish scholarship programs are increasingly attracting Algerian students. In 2017, the Algerian Student Union in Turkey estimated that around 400 Algerian students were studying there a number comparable to that of German students, and even higher than the number of American students, which stood at approximately 250. This figure is particularly noteworthy considering that at the beginning of

[93] Gabriel, H. "Algeria and Turkey ... Political Momentum to Deepen a 16-Year-Old Strategic Partnership (Framework)." *Anadolu Agency*. 2021. Accessed February 5, 2023. https://www.aa.com.tr.
[94] Lachmoth, A. "Turkish-Algerian Relations from the Historical Dimension to the Geopolitical Dimension." *Ultra Algeria*. n.d. Accessed February 5, 2023. https://ultraalgeria.ULTrasawt.com.
[95] Lachmoth, A. "Turkish-Algerian Relations from the Historical Dimension to the Geopolitical Dimension." *Ultra Algeria*. n.d. Accessed February 5, 2023. https://ultraalgeria.ULTrasawt.com.
[96] Haviland, William A. *Kültürel Antropoloji*. Translated by Hüsamettin İnaç and Seda Çiftçi. Istanbul: Kaknüs Yayınları, 2002.

the 2000s, Turkey was largely absent from the list of preferred destinations for Algerian students, apart from a few enrolled in language programs[97].

In conclusion, understanding the export process and related trade policies helps clarify the dynamics of Algeria-Turkey trade. This knowledge is key to identifying opportunities and challenges for Algerian products in international markets.

[97]Al-Warghi, J. "Turkish-Algerian Relations from a Strategic Perspective." *TRT Arabi*. n.d. Accessed May 3, 2023. https://www.trtarabi.com/opinion.

Section 02: Export Process for Algerian Local Products

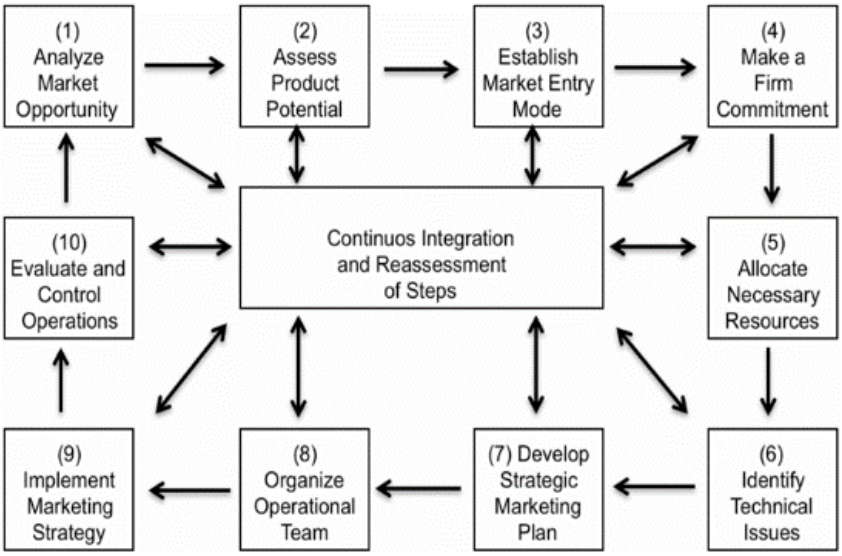
Exporting local products is a strategic approach for Algeria to diversify its economy and lessen reliance on oil. This section outlines three primary components: the procedural steps for exporting, the necessary documentation and customs procedures, and the legal framework governing exports. It elucidates how Algeria facilitates exports while implementing regulations to safeguard its citizens. The outlined steps assist businesses in planning and thriving in international markets. Proper documentation and customs processes ensure seamless trade with other nations. The legal framework balances free trade with national interests, enhancing Algeria's competitiveness on the global stage.

1. Steps in the Export Process

Exporting local products to international markets is a multifaceted endeavor that transforms domestic goods into globally traded commodities, connecting producers with distant consumers through a meticulously planned sequence of actions. This process is a deliberate and strategic progression requiring foresight, adaptability, and a comprehensive understanding of both the products offered and the targeted markets. Whether dealing with agricultural produce, manufactured goods, or artisanal items, exporters must navigate a series of interconnected steps to ensure their products succeed beyond national borders. Each phase builds upon the previous one, establishing a robust framework that mitigates risks, maximizes opportunities, and aligns operational capabilities with international expectations. This section provides an in-depth exploration of the ten critical steps in the export process, examining their complexities, practical implications, and broader significance, drawing from established trade literature to offer a comprehensive guide for producers entering the global market.

The following figure presents a thematic depiction of the essential steps in the export process, summarizing the sequence detailed in this section:

Figure 4: key steps for success in the export markets



Source: John R. Darling, Hannu T. Seristö, "Key Steps for Success in the Export Markets: A New Paradigm for Strategic Decision Making," European Business Review, 2004.

1.1. Analyzing Market Opportunities

The export process begins with a thorough evaluation of potential international markets. This involves examining economic indicators like GDP growth, trade balances, and inflation rates, as well as understanding legal frameworks such as import tariffs and sanitary regulations. Cultural factors, including dietary habits and aesthetic preferences, also play a crucial role. For instance, a rising demand for organic foods in certain regions may present opportunities for natural agricultural products.

Additionally, assessing market size, demographics, purchasing power, and growth trends is essential. Competitor analysis helps identify market gaps and areas for differentiation. By leveraging trade journals, import-export statistics, and consumer reviews, exporters can gain valuable insights to inform their strategies[98]. The process is resource-intensive, often involving collaboration with market research firms, government trade agencies, or online databases, yet it's indispensable. Missteps here overlooking a regulatory ban or underestimating competition

[98] - Robert E. Stevens, Philip K. Sherwood, J. Paul Dunn, David L. Loudon, "Market Opportunity Analysis: Text and Cases," Routledge: Taylor & Francis Group, 2012, p7- 8.

a doom an export venture before it begins, making this step a painstaking but essential exercise in strategic foresight.

1.2. Assessing Product Potential

Once markets are identified, exporters focus on evaluating which products are most likely to succeed internationally. This involves analyzing customer needs in target regions, understanding their pain points, and aligning the product to address these needs. For example, a food product may cater to demands for convenience or health, while a handcrafted item could appeal to consumers seeking authenticity or uniqueness[99].Exporters must compare market needs with current offerings, identifying gaps in quality, price, or innovation. This helps determine if the product undercuts, outshines, or complements existing options. Additionally, evaluating production feasibility is crucial. Can the supply chain handle consistent output while maintaining quality? For perishable goods, factors like shelf life and packaging are essential. Scalability is also important; small-batch products may work for niche markets, but production must scale if demand increases[100]. This stage includes testing the product through samples or trade fairs to assess market reception and refine it. The goal is to highlight the product's unique value and ensure it appeals to foreign buyers, making the investment worthwhile.

1.3. Establish Market Entry Mode

Choosing the method of delivering products internationally is a key decision. Direct export offers more control over pricing, branding, and relationships, ideal for larger firms. Indirect export uses intermediaries, reducing risk and complexity, making it suitable for smaller companies. The decision depends on factors such as product type, market proximity, and the company's resources. Alternative options include partnerships like joint ventures or licensing, which help navigate local regulations and cultures[101]. Exporters should consider the long-term impact of their entry mode whether it supports growth and brand development. This decision

[99] - Product Arts, *Assessing Product Opportunities*, accessed 25-03-2025 at 06:10, https://www.product-arts.com/attachments/article/23/Assessing_Product_Opportunities.pdf.

[100] -Product Arts, *Assessing Product Opportunities*, accessed 25-03-2025 at 06:10, https://www.product-arts.com/attachments/article/23/Assessing_Product_Opportunities.pdf

[101] - Susanna Rintamäki, "Challenges of the Export Process – Case Olvi Plc.," Business Economics and Tourism, 2013, p 12-14.

evolves with experience, requiring continuous reassessment to maximize reach and profitability in a changing global market.

1.4. Make a firm commitment

Exporting requires a strong commitment from leadership, treating international markets as a core growth driver rather than an experiment. Companies must prioritize export goals with the same focus as domestic ones, viewing challenges like currency fluctuations and shipping delays as manageable obstacles. This commitment is shown through actions such as staff training, building relationships with distributors, and adjusting production to meet export needs. By doing so, companies position themselves for long-term global success.

1.5. Allocate necessary resources

Exporting requires careful allocation of financial, human, and logistical resources. Financially, exporters must plan for costs such as packaging upgrades, certifications, and shipping fees while ensuring a realistic return on investment. Human resources are vital, requiring skilled personnel like export managers and logistics coordinators to handle trade complexities. Logistical support, including warehouses, transport fleets, and cold storage, must align with export volumes and schedules[102]. External resources like government grants and trade associations, along with seasonal production, can ease costs and optimize efficiency. Proper planning is vital to balance resources and avoid financial strain or delays.

1.6. Identify technical issues

Technical challenges, especially language barriers, can disrupt export plans. Precise trade terms across languages like French and English are crucial to avoid misunderstandings in contracts and customs filings[103]. Logistical issues, like poor infrastructure and port congestion, can delay shipments, especially perishables, requiring reliable transport. Regulatory compliance adds further complexity, with exporters needing certifications and navigating varying customs rules by destination[104]. Technology solutions like tracking systems and digital

[102] - John R. Darling, Hannu T. Seristö, “Key Steps for Success in the Export Markets: A New Paradigm for Strategic Decision Making,” European Business Review, 2004, p 35-37.

[103] - John R. Darling, Hannu T. Seristö, op.cit, p 38.

[104] - Thangamani.T, Kamaraj.M, “Analysis of Export Problems in International Market for Indian Electrical Equipment Industry at Power Distribution Sector,” Journal of Business Studies Vol. 4, No. 1, 2017, p 65-66.

platforms can help, but they require investment and training. Addressing these challenges early through feasibility studies or pilot runs prevents costly disruptions and maintains trust and profitability.

1.7. Develop strategic marketing plan

A strong marketing strategy is essential for positioning products in foreign markets, requiring exporters to create a tailored plan that appeals to international consumers. This includes designing a marketing mix focused on product features, pricing, distribution, and promotion, emphasizing unique qualities like quality, heritage, or affordability[105]. For example, highlighting eco-friendly production appeals to sustainability-focused buyers, while competitive pricing targets cost-sensitive regions.

Promotional tactics include trade fairs, digital campaigns, and influencer partnerships to increase visibility[106]. Distribution requires strategic planning—choosing between wholesalers, retailers, or online platforms while continuous research ensures adaptation to market changes[107]. This step turns products into distinct brands, securing a niche in global markets through strategic creativity.

1.8. Organize operational team

Executing an export strategy requires a well-coordinated team. Internally, production, finance, and logistics staff ensure product quality, manage budgets, and handle shipping. Externally, freight forwarders manage transport, while trade consultants ensure regulatory compliance. Clear roles and training across the team ensure smooth collaboration and alignment with international standards[108]. A well-orchestrated team turns plans into action, minimizing errors and delays through synchronized effort.

1.9. Implement marketing strategy

[105] - Bazarova Fayyoza, “The Role of Marketing Strategies in the Development of the Export Potential of the Republic of Uzbekistan (Empirical Studies and Lessons from Korean Experience),” International Journal of Economics, Commerce & Management Vol. VIII, Issue 2, February 2020, p 533.

[106] - Robert Alexandriysky, “Export Marketing Plan: Step-by-Step Guide,” Pristina: United Nations Development Programme Kosovo, n.d., p 32.

[107] - Bazarova Fayyoza, op.cit, p 534.

[108] - John R. Darling, Hannu T. Seristö, op.cit, p 40-42.

Putting the marketing strategy into action means launching campaigns, shipping products, or attending trade shows. This step tests real-world logistics and market response, offering insights to improve pricing, promotion, or delivery. Early results—good or bad—guide necessary adjustments[109]. Exporters must stay agile, using feedback to adapt quickly. This builds momentum and lays the groundwork for lasting success in the market.

1.10. Evaluate and control operations

The export journey ends—and restarts—with regular evaluation. Exporters review market analysis, product results, and financial returns using key metrics like sales, profit, and customer feedback. Issues prompt adjustments, such as price changes or quality improvements. Control tools like audits, tracking, and surveys help spot problems early and keep operations on course[110]. This step is ongoing, it keeps exports strong and ready for change.

The 10-step process helps producers take local products global. It combines planning, action, and teamwork to face challenges. With good marketing, smooth execution, and constant review, exporters can grow and succeed in global trade.

2. Legal and regulatory requirements for exporting from Algeria:

Exporting from Algeria follows a legal framework that balances open trade with national interests. Ordinance 03-04 of 2003 sets the main rules, helping businesses export while protecting the economy, public health, and culture. It reflects Algeria's move toward a market-based system to grow non-oil exports. These laws aim to support exporters and ensure international standards are met.

2.1. Freedom of export as a foundational principle

Algeria's export policy is based on the principle of free trade, introduced by Ordinance 03-04, which replaced the old state-controlled system under Law 88-29. Article 2 confirms that product exports are allowed freely, a stance reinforced by Law 15-15 in 2015[111]. Algeria's export policy

[109] - John R. Darling, Hannu T. Seristö, op.cit, p 42.

[110] - Fred R. David, "Strategic Management: Concepts and Cases," 30th ed, Pearson Education, Upper Saddle River, New Jersey, 2011, p 286-287.

[111] - جحا نبيل، جلال عبد القادر، "قراءة في أحكام الأمر 03-04 المعدل و المتمم، المتعلق بالقواعد العامة المطبقة على عمليات استيراد البضائع و تصديرها"، مجلة الجغرافيا الاقتصادية، المجلد 02، العدد 01، 2025، ص 191.

emphasizes free trade, a shift formalized by Ordinance 03-04, which moved away from the older state-controlled system under Law 88-29. Article 2 of the ordinance states that exports are conducted freely, a stance reinforced by Law 15-15 in 2015. Additionally, the repeal of Article 95 of the 2003 Finance Law removed capital and residency restrictions, encouraging greater private sector involvement in exports[112]. These reforms aimed to give Algerian exporters more freedom and independence in global trade. However, this freedom has limits. Article 2 of Ordinance 03-04 states that exports are banned if they harm public order, national security, health, the environment, or cultural heritage[113]. These strict rules reflect Algeria's aim to protect its society and resources while growing its economy. Exporters must follow them carefully.

2.2. Procedural requirements for structured compliance

To put export freedom into practice, Algerian law requires exporters—both individuals and companies—to register in the Commercial Registry. This ensures legal oversight, combats informal trade, and boosts the credibility of Algeria's export sector. Public institutions, however, are exempt, as their exports serve public goals, not profit. Exporters must also follow foreign exchange regulations, such as Regulations 94-11 and 91-03, which mandate using authorized banks and repatriating foreign earnings. This helps maintain currency reserves and support economic stability. Additionally, Ordinance 03-04 allows for export licenses to manage trade flows and protect the economy[114]. These licenses are used selectively to manage domestic supply or meet international trade obligations. They reflect the government's role in maintaining economic stability and ensuring exports support national growth without increasing dependency on imports.

2.3. Export Licenses as a Controlled Exception

Although export freedom is the norm, Article 6 of Ordinance 03-04 (prior to amendments) allows for export licenses to fulfill domestic measures or meet Algeria's international commitments. This controlled exception ensures trade freedom does not compromise economic

[112] - د. اللحياني ليلى، "رخص استيراد البضائع و تصديرها في ظل دستورية مبدأ حرية الاستثمار في الجزائر"، دفاتر البحوث العلمية، العدد الحادي العشر، ديسمبر 2017، ص 74.

[113] - جحا نبيل ، جلال عبد القادر ، op.cit 191.

[114] - جحا نبيل، جلال عبد القادر، op.cit، ص 192.

interests, enabling the state to prevent domestic shortages or comply with trade agreements[115]. This mechanism is vital in an economy dependent on hydrocarbons, aiming to develop non-hydrocarbon sectors. The licensing system helps regulate exports to protect local production, aligning trade flows with development goals while respecting the principle of investment freedom within legal bounds.

2.4. Technical and Safety Oversight Mechanisms

Ensuring the quality and safety of exported goods is vital to both protecting international consumers and maintaining Algeria's trade reputation. Under Article 3 of Ordinance 03-04, authorities can impose special measures on products that pose risks to human, animal, or plant health, the environment, or cultural heritage. These products are subject to enhanced controls, including thorough technical inspections, to ensure compliance with destination market standards[116]. Algeria's regulatory framework ensures product compliance with international standards, reducing the risk of export rejections. This oversight helps maintain product reliability and competitiveness, key for expanding the country's non-hydrocarbon exports.

2.5. Incentives and Institutional Support for Export Promotion

Algeria has implemented several incentives to boost non-hydrocarbon exports, crucial for economic diversification. The 2021 Finance Law offers income tax exemptions for individuals exporting goods or services that generate foreign currency, encouraging private sector involvement. It also grants VAT exemptions for exporters of traditional silver jewelry to promote Algeria's cultural heritage and competitiveness in global markets. Additionally, Article 117 simplifies export procedures, allowing goods to clear customs upon declaration, even amid disputes, reducing delays and costs[117]. These measures collectively demonstrate Algeria's proactive approach to removing financial and logistical barriers, fostering an environment conducive to export growth.

Institutional support is strong, with the National Consultative Council for Export Promotion playing a key role in Algeria's export strategy. Established by Ordinance 03-04 and formalized through Executive Decree 04-173, the Council includes top officials from key ministries and

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[115] - د. اللحياني ليلى، op.cit، ص 75-76.
[116] - جحا نبيل، جلال عبد القادر،op.cit.
[117] - ورشة لفائدة المؤسسات المصدرة، الوكالة الوطنية لترقية التجارة الخارجيةALGEX ، تم الدخول في 11 أفريل 2025 على الساعة 20:05، https://www.algex.dz/2017-03-19-08-13-36/item/1562-2021

export associations. It is responsible for defining export goals, evaluating promotion programs, and suggesting measures to boost non-hydrocarbon exports[118]. The Council focuses on improving market access, competitiveness, national heritage, and eliminating barriers in free zones to ensure Algeria's export policies are strategic and adaptable.

The Algerian National Agency for the Promotion of Foreign Trade (ALGEX) supports exporters through workshops, guidance, and financial aid[119]. The Special Export Promotion Fund (Account 153-302) provides subsidies for exporters, covering up to 80% of costs for trade fairs, 50% for branding, transport, and intellectual property protection, and 10% for market studies, product quality, export diagnostics, and SME support. It also funds training, research, and awards for top exporters[120]. These incentives aim to reduce barriers, boost competitiveness, and foster innovation among Algerian exporters.

Algeria's export regulations balance trade freedom with national interests. Ordinance 03-04 promotes exports while ensuring quality and fiscal stability through oversight, tax exemptions, and subsidies. Exporters must navigate these rules to foster economic diversification and expand global presence.

3. Documentation and customs procedures

3.1. Export documentation

Algeria's export of products like Deglet Nour dates, olive oil, and handicrafts relies on key documentation to connect producers with international markets and ensure compliance with regulations. This part explores the essential commercial, banking, and shipping documents that support Algeria's export operations.

3.1.1. Commercial documents

Commercial documents are key to Algeria's export process, detailing transactions and ensuring compliance with regulations. The export invoice is central, listing goods, quantities, and trade terms. It must be domiciled with a bank unless the transaction is under 100,000

[118] - جحا نبيل، جلال عبد القادر، op.cit, ص194-195.
[119] - ورشة لفائدة المؤسسات المصدرة، الوكالة الوطنية لترقية التجارة الخارجيةALGEX ، تم الدخول في 11 أفريل 2025 على الساعة 20:05، https://www.algex.dz/2017-03-19-08-13-36/item/1562-2021
[120] - صدروا مع ألجيكس، الوكالة الوطنية لترقية التجارة الخارجيةALGEX ، تم الدخول في 11 أفريل 2025 على الساعة 19:40، https://www.algex.dz/صدروا-مع-ألجيكس/item/600-2020-10-22-14-09-17

Algerian dinars FOB. The certificate of origin, especially for the EU and other trade agreements, confirms product origin and offers tariff benefits. Certificates like EUR1, issued by Algerian customs, facilitate preferential market access. The certificate of conformity ensures compliance with international standards, and for agricultural products, additional documents like phytosanitary and sanitary veterinary certificates guarantee health safety[121].

3.1.2. Banking documents and payment mechanisms

Algerian export transactions rely on banking documents to ensure secure payments, in line with Bank of Algeria Regulation No. 07-01 of 2007. The SWIFT transfer is a common method, offering speed and security but exposing exporters to currency fluctuations. Documentary collection, where payment or acceptance of a bill of exchange is required before releasing shipping documents, provides some control but limited protection. The letter of credit offers greater security by guaranteeing payment upon document presentation, suitable for high-value exports, though it is more expensive. Advance payment is another option but can strain long-term relationships due to its rigidity[122].

3.1.3. Shipping documents

The international shipment of Algerian goods requires key transport documents to ensure smooth customs clearance and secure handling. The bill of lading is essential for sea exports, acting as proof of shipment and contract. Air freight uses the air waybill under IATA standards, while road exports to countries like Tunisia require the CMR consignment note. A detailed packing list supports these documents by itemizing contents, aiding inspections. Insurance ranging from basic to all-risk policies protects shipments like dates and handicrafts from loss or damage during transit[123].

3.1.4. Practical implications for algerian exporters

For Algerian exporters, documentation is a dynamic process influenced by national policies and global trade demands. While digital tools promoted by agencies like ALGEX streamline submissions, even minor errors—like an incomplete phytosanitary certificate—can delay

[121] - Guide Pratique de l'Exportateur Algérien, ALGEX, 2021, p 57-60.

[122] - ibid, p 63-64.

[123] - Guide Pratique de l'Exportateur Algérien, ALGEX, 2021, p 60-61.

shipments and damage buyer confidence[124]. Mastering export documents is essential for benefiting from Algeria's trade agreements with the EU or Arab League, where precise certification ensures tariff advantages. Exporters must stay updated, work with institutions like CACQE or CACI, and invest in training to avoid costly errors and boost competitiveness.

3.2. Customs procedures

Customs procedures in Algeria ensure compliance with trade laws, protect national interests, and enable global market access. This section summarizes the main documents and steps involved in exporting local products like dates and olive oil.

3.2.1. Key customs documents

Algeria's customs process starts with the customs declaration, a required document specifying export type (e.g., permanent or temporary), product details, value, and destination. Accuracy is crucial to avoid delays or penalties. For temporary exports like trade fair samples, the ATA carnet issued by the CACI simplifies procedures by suspending duties and taxes in 72 countries for up to 12 months. It applies to non-commercial goods that must return unchanged, with fees of 15,000 DZD plus 1% of the declared value and 17% VAT[125]. These documents are not mere formalities; they are the legal bedrock that aligns Algerian exports with global trade norms.

3.2.2. Procedural steps in customs clearance

Algeria's customs clearance process begins with the exporter submitting a detailed declaration about the shipment covering origin, value, and product type. This legal step ensures compliance with trade regulations and aligns exports like dates from Biskra with international standards. At Algerian exit points like ports, borders, and airports, customs officials inspect goods such as olive oil or handicrafts to confirm they match declarations. Export duties are assessed, though many are exempt under trade deals. Payments follow national financial protocols, aligning with Algeria's trade commitments.

3.2.3. Challenges and strategic considerations

[124] - Guide Pratique de l'Exportateur Algérien, ALGEX, 2021, p 59.
[125] - Guide Pratique de l'Exportateur Algérien, ALGEX, 2021, p 62.

Algerian customs procedures face logistical challenges such as delays at ports like Bejaia due to infrastructure bottlenecks or documentation errors that can impede the timely export of perishables like dates[126]. Digitalization in Algeria's customs system offers opportunities to streamline processing and reduce paperwork, helping to modernize the export framework. Compliance with international trade agreements, such as those with the EU or Tunisia, necessitates precise product classification and valuation for exporters to benefit from tariff reductions. This evolving system requires exporters to embrace technological solutions and expertise to navigate customs efficiently and ensure Algeria's goods meet international standards, thereby boosting the nation's export potential.

This section showed how exporting from Algeria needs careful steps, proper documents, and clear laws. The export process helps businesses prepare and act to reach foreign markets. Documents and customs make sure trade follows rules and runs smoothly. Laws allow exporting freely but protect the country's interests. Together, these parts support Algeria's goal to grow its economy. They show how exporting can build a stronger future for the nation.

[126] - أسامة غزلاني، "دور رقمنة قطاع الجمارك في تسهيل عمليات التجارة الخارجية الجزائرية: اقتراح إطار عمل لرقمنة الجمارك الجزائرية بالاعتماد على التجارب الدولية"، رسالة دكتوراه، جامعة 8 ماي 1945 قالمة، 2024/2023، ص 46.

Section 03: Challenges in exporting to turkey

This section highlights the key obstacles to exporting to Turkey, including cultural differences, regulations, strong competition, and financial constraints. These challenges must be addressed to ensure successful market entry and growth.

1. Cultural and regulatory barriers:

Achieving success in any prospective venture within Turkey's dynamic economy requires a solid understanding of the local culture, social norms, business etiquette, and the Turkish approach to conducting business[127].

1.1. Cultural and barriers

1.1.1. Business Etiquette and Communication

1.1.1.1. Formality and Respect:

Respect and hospitality are deeply rooted values in Turkish culture. When engaging with local individuals, it is important to keep the following in mind:

-Courtesy: Employ respectful language and use proper titles when addressing others such as 'Bey' for men and 'Hanım' for women paired with their first names.[128]
-Personal Boundaries: While Turkish people are known for their warmth and friendliness, it is advisable to be mindful of personal space, particularly in formal environments.[129]

-Hierarchy: Turkish business culture places significant importance on hierarchy, which is evident in the formal tone of professional interactions. Using titles such as *Müdür* for a Director is common practice and signifies respect. Business meetings are typically well-organized, featuring structured agendas and formal presentations.[130]

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[127]BusinessCulture.org. "Business Culture in Turkey." Accessed April 18, 2025, 19:05. https://businessculture.org/southern-europe/business-culture-in-turkey/.

[128] Magnificent Travel. "Customs and Etiquette in Turkey Explained." Accessed April 18, 2025, 18:54. https://www.magnificenttravel.com/en/blog/turkey/customs-in-turkey-a-comprehensive-guide-to-navigating-cultural-norms-1/.

[129] Magnificent Travel. "Customs and Etiquette in Turkey Explained." Accessed April 18, 2025, 18:54. https://www.magnificenttravel.com/en/blog/turkey/customs-in-turkey-a-comprehensive-guide-to-navigating-cultural-norms-1/.

[130]Rivermate. "Cultural Considerations in Turkey." Accessed April 18, 2025, 18:57. https://www.rivermate.com/guides/turkey/cultural-considerations.

-Indirect Communication: Communication in Turkey can often be indirect, especially when it comes to refusing proposals or delivering criticism.[131]

-Developing Relationships: In Turkish business culture, establishing personal trust and strong connections is highly valued. Before initiating formal business discussions, it is important to invest time in getting to know your counterparts. Engaging in casual conversations about family, interests, or common experiences helps lay the groundwork for mutual trust and cooperation[132].

1.1.2. Language Barrier

One of the main challenges faced by foreigners in Turkish professional environments is the language barrier, which can significantly hinder effective communication—an essential aspect of daily life and business interaction. Although the extent of communication difficulties may differ depending on the workplace, anyone planning to work and reside in Turkey for a prolonged period is strongly encouraged to learn the Turkish language, as it greatly facilitates integration and enhances professional opportunities[133].

This issue of language is not unique to Turkish business environments, as recent research in this field primarily highlights the challenges posed by linguistic diversity, often viewing it as an obstacle to efficiency and a hindrance to conducting international business, largely due to communication difficulties[134].

Furthermore, language barriers extend beyond challenges in verbal communication; difficulties in interpreting written documents, handling administrative forms, and relying on interpreters can also present significant obstacles, particularly for patients[135].

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[131]BusinessCulture.org. "Business Culture in Turkey." Accessed April 18, 2025, 19:05. https://businessculture.org/southern-europe/business-culture-in-turkey/.

[132] FO Consultancy. "Understanding Turkey's Business Etiquette: Dos and Don'ts." April 16, 2024. Accessed April 18, 2025, 19:20. https://www.fo-consultancy.com/turkeys-business-etiquette/.

[133] Ashifa, K. M. "Perceived Language Barriers among Foreign Nationals in Turkey." *Journal of Language and Linguistic Studies* 17, no. 2 (2021): p1115.

[134]Jonsen, K., M. L. Maznevski, and S. C. Schneider. "Diversity and Its Not So Diverse Literature: An International Perspective." *International Journal of Cross Cultural Management* 11, no. 1 (2011): 35–62.

[135] Cheng, I. H., A. Drillich, and P. Schattner. "Refugee Experiences of General Practice in Countries of Resettlement: A Literature Review." *The British Journal of General Practice* 65, no. 632 (2015): e171–e176.

1.1.3. Cultural and Religious Values

1.1.3.1. Islamic Influence:

Although Turkey was established as a secular republic in 1923 distinguishing it from countries like Saudi Arabia or Pakistan Islam remains deeply rooted in Turkish culture. Nearly all Turkish children are registered as Muslim at birth, unless their parents follow a different faith, resulting in a population that is predominantly Muslim (99%), though varying widely in the degree of religious observance within families and individuals. Regardless of their personal level of religious practice, Turks generally approach religion with a sense of reverence and propriety. During our conversation with Fatih Özkan from the Süleymaniye Mosque Cultural Information Center, we discussed key considerations for those visiting Turkey, allowing travelers to demonstrate similar respect while experiencing the country's religious practices[136].

1.1.3.2. Holidays:

- **Official Holidays:**

  -**January 1:** New Year's Day

- **National Holidays:**

  -**April 23:** National Sovereignty and Children's Day (commemorating the founding of the Turkish Grand National Assembly in 1920)

  -**May 1:** Labour and Solidarity Day (celebrated since 2009)

  -**May 19:** Atatürk Commemoration and Youth & Sports Day (marking Atatürk's arrival in Samsun in 1919 and the start of the War of Independence)

  -**July 15:** Democracy and Freedom Day (observed since the 2016 coup attempt)

  -**August 30:** Victory Day (celebrating the victory over invading forces in 1922)

[136] Terry, R. "How Strict Is Islam in Turkey? Essential Tips for Travelers." *World Nomads*, February 22, 2021. Accessed April 18, 2025, 22:36. https://www.worldnomads.com/travel-safety/middle-east/turkey/how-strict-is-islam-in-turkey.

-October 29: Republic Day (anniversary of the declaration of the Turkish Republic in 1923)

- **Religious Holidays:**

-Ramazan Bayramı: A three-day celebration marking the end of Ramadan, during which sweets are traditionally eaten. Known as *Şeker Bayramı* (Sweets Festival) because it's customary to offer candies to visitors.

-Kurban Bayramı: A four-day festival in which sacrificial sheep or cows are slaughtered, and their meat is distributed to the less fortunate.

The dates for these religious holidays shift annually based on the Islamic lunar calendar[137].

1.1.4. Negotiation Style:

While Turkish culture is relatively uniform, Turkish businesspeople, particularly among the younger generations, are generally accustomed to interacting and conducting business with individuals from various cultural backgrounds. However, this familiarity does not always equate to an open-minded approach. During negotiations, it's important to recognize that many may prefer things to be done according to their customs. Turkish business practices can be influenced by both European and Asian/Arabic traditions. The population tends to be highly patriotic and nationalistic, and the pride in their country means that criticism of Turkish ways may be met with strong resistance. Furthermore, it is essential to remember that Turkey is an Islamic country, and any disrespect toward the religion can have serious repercussions. Many Turkish businesses are dominated by a few influential families or groups, so it's crucial to identify these key players early in the negotiation process. Failing to do so may result in wasted time without progress.[138]

1.1.5. Consumer Preferences and Trends

Consumer preferences in Turkey are constantly shifting, influenced by urbanization, globalization, and evolving lifestyles. Trends focusing on health and wellness, sustainability, and experiential consumption are becoming increasingly popular among Turkish consumers.

[137] Sansal, B. "Turkish Holidays." *All About Turkey*. Accessed April 18, 2025, 23:17. https://www.allaboutturkey.com/holidays.html.

[138] Katz, L. "Negotiating International Business – Turkey." Mt. San Antonio College, March 2008.

Companies that keep up with these trends and adjust their products or services to meet these changing demands can seize new opportunities in the market[139].

1.1.6. Nationalism and Local Preferences:

Numerous studies have highlighted that a consumer's sense of identity and cultural background significantly influence their perception of brands in the market, as these factors shape how each brand is viewed individually[140].

In this context, the concept of nationalism and self-identity encompasses various factors. This study examined several of these, including traditional and personal cultural orientation, brand social value, and national identity. All of these factors have been shown to have a significant connection with local brand loyalty. In other words, the stronger consumers' attachment to these elements, the more likely they are to show loyalty to local brands.[141]

This connection between individual identity and brand loyalty also extends to the broader relationship between business brands and a nation's brand. In this regard, the lack of globally recognized products has a detrimental effect on Turkey's national brand.[142]

Conclusion: Navigating Turkish Culture for Successful Business Relationships

Gaining respect from the people of Turkey requires a deep understanding of their culture and adherence to proper etiquette. As a predominantly Muslim country, religion significantly influences daily life and shapes the values and ideals of its people. By respecting and acknowledging these cultural and religious aspects, you can avoid misunderstandings and demonstrate respect for Turkish beliefs. This understanding not only helps in building strong business relationships but also fosters the development of lasting and fruitful connections for the future[143].

1.2. Regulatory barriers:

[139] FO Consultancy. "Turkish Consumer Behavior: Insights and Strategies for Market Penetration." April 1, 2024. Accessed April 19, 2025, 21:10. https://www.fo-consultancy.com/turkish-consumer-behavior/.

[140]Murshed, N. A. "Nationalism Role on Local Brands Preference: Evidences from Turkey Clothes Market." *International Journal of Science and Research (IJSR)* 8, no. 11 (2019):p02.

[141] Ibid, p76

[142] Yildiz, B. *Building a Strong Nation Brand: Case of Turkey*. Master's thesis, Bahcesehir University, Istanbul, 2017.

[143]BusinessCulture.org. "Business Culture in Turkey." Accessed April 18, 2025, 19:05. https://businessculture.org/southern-europe/business-culture-in-turkey/.

Exporting to Turkey involves following specific procedures and regulations. This summary outlines eligible exporters, key steps, and required documentation[144].

1.2.1. Who Can Be Exported To in Turkey

Exports can be made to any legal or natural person in Turkey who has been assigned a tax identification number**.**

1.2.2. Export Procedure to Turkey

Once the seller and buyer have officially agreed on the product, a summary declaration must be submitted for goods brought into the Turkish customs territory.

For goods subject to a customs regime, customs procedures must be completed within 45 days if arriving by sea, and within 20 days for other means of transport after submitting the summary declaration.

Customs duties arising from the import of the goods are calculated according to the Customs Tariff Statistical Position (GTIP) and are notified to the liable party**.**

1.2.3. Required Permits and Documents for Export to Turkey

Each type and nature of export product is subject to specific rules. Certain goods may require permits or ministerial approval. It is necessary to investigate whether any restrictions apply to the entry of the exported goods into the country, such as bans, licenses, quotas, specialized customs procedures**,** and whether documents like compliance with standards, surveillance certificates, control certificates, health certificates, analysis reports, CE certificates, etc., are required by the customs authorities.

2. Competition from local and international products in turkey:

Turkey possesses a robust domestic manufacturing sector, with local brands enjoying a competitive edge primarily through lower production costs, which allows them to offer more affordable prices. However, as analyst Murat Tufan from EkoTurk highlights, the rising prices

[144]T.C. Ticaret Bakanlığı. "İthalat – Sıkça Sorulan Sorular." January 20, 2025. https://ticaret.gov.tr/gumruk-islemleri/sikca-sorulan-sorular/ticari/ithalat.

of Turkish goods have started to erode their competitive advantage in international markets, making it harder for them to maintain their previous position globally[145].

2.1. Established Distribution Networks and Retail Partnerships:

Istanbul and the Marmara region serve as the primary distribution hub of Turkey. The Port of Istanbul is the country's largest entry point for imported goods, and most distribution channels and company headquarters are concentrated in this area. Distributors operate across various cities nationwide. In specific sectors such as medical technologies, cities like Ankara and Izmir act as key centers, with distribution networks that extend throughout the entire country.[146]

The following table presents the ten leading supermarket chains, along with the total number of stores each operated as of the dates specified. The last column shows the number of new store openings recorded over the course of the year.[147]

Figure 5 : Store Count Comparison of Retail Chains in Turkey (2015–2016)

	Oct 30, 2016	Oct 30, 2015	Difference (new stores)
A 101 (National Discount)	6273	5582	691
BİM (National Discount)	5475	4904	571
Şok (National Discount)	3766	2680	1086
Ekomini (National Discount)	1560	1353	207
Migros (International)	1509	1252	257
Carrefoursa Super (International)	406	404	2
UCZ (Istanbul Discount)	390	390	0
Hakmar Express (Istanbul Disc.)	374	313	61
UCZ Sistem (National Discount)	303	292	11
Carrefoursa Mini (International)	221	227	-6

Source : Atalaysun, M., & Sawatzki, K. (2016, December 13). *Retail foods – Turkey* (GAIN Report No. TR6057). U.S. Department of Agriculture, Foreign Agricultural Service.

2.2. Cultural Insight and Key Domestic Brands:

[145] Xinhua. "Roundup: Türkiye Loses Export Competitiveness Due to Rising Costs, Low Exchange Rate: Experts." *Xinhua News*, July 14, 2024. Accessed April 22, 2025, 14:27. https://english.news.cn/20240714/45c134a193b4476c9c6ed00f19f8a6c6/c.html.

[146] International Trade Administration. "Turkey – Distribution & Sales Channels." U.S. Department of Commerce, January 7, 2024. Accessed April 22, 2025, 18:15. https://www.trade.gov/country-commercial-guides/turkey-distribution-sales-channels.

[147] Atalaysun, M., and K. Sawatzki. "Retail Foods – Turkey (GAIN Report No. TR6057)." U.S. Department of Agriculture, Foreign Agricultural Service, December 13, 2016.

Local companies benefit from a deep understanding of Turkish consumer habits and cultural preferences. Notable examples include prominent food brands such as Ülker, Eti, Torku, Tat, and Pınar; in the cosmetics and beauty sector, brands like Hunca, Eyüp Sabri Tuncer, Pastel, Farmasi, and Bee Beauty stand out; while LC Waikiki, Koton, and Mavi lead in fashion and accessories[148].

2.3. Global competition in the turkish market:

Turkey offers attractive growth potential for international brands, thanks to its strategic geographic position, vibrant consumer market, and favorable conditions for business expansion[149].

Examples of key international players:

Food: Nestlé, Unilever, Mondelez, Barilla.

Beauty: L'Oréal, Maybelline, Garnier, Korean brands like Innisfree, Missha.

Fashion: Zara, H&M, Bershka, Sephora (for cosmetics).

Table 2: Comparison Between Local and International Brands in the Turkish Market

Aspect	Local Brands	International Brands
Pricing	Competitive, often cheaper	Usually higher, but seen as premium
Distribution	Strong local retail and supermarket reach	Focus on malls, online, and premium stores
Consumer Trust	High for traditional/local foods	High for cosmetics & lifestyle products
Marketing	Focused on Turkish identity & nostalgia	Focus on global image, trendiness

Source: Developed by the students

[148] Ozbilek, K. "Effective Marketing Strategies for Entering the Türkiye Market." *Turkish Business World*, December 28, 2024. Accessed April 22, 2025, 18:55. https://trbusinessworld.com/en/2024/12/28/effective-marketing-strategies-for-entering-the-turkiye-market/.

[149] Ozbilek, K. "Effective Marketing Strategies for Entering the Türkiye Market." *Turkish Business World*, December 28, 2024. Accessed April 22, 2025, 18:55. https://trbusinessworld.com/en/2024/12/28/effective-marketing-strategies-for-entering-the-turkiye-market/.

2.4. Factors That Influence Competition:

2.4.1. Price consciousness:

Price sensitivity refers to the extent to which consumers prioritize finding lower prices when making purchasing decisions. Highly price-sensitive consumers are more likely to compare prices across different stores and actively seek out the best deals[150].

2.4.2. Domestic-foreign product sensitivity:

Consumer perceptions of local versus foreign products also significantly influence how prices are evaluated. This sensitivity can shape purchasing behavior and impact brand preferences, ultimately affecting consumer choices in the marketplace[151].

2.4.3. Quality and Packaging:

Data from the Automotive Distributors Association (ADA) in 2016 indicated that Turkish consumers place strong importance on the quality and trustworthiness of the products they purchase, highlighting their preference for well-made and dependable goods[152].

Packaging has become a key element in contemporary marketing strategies, playing a vital role in attracting consumers and conveying brand value[153].

A general interpretation of the findings suggests that Turkish consumers place significant value on the protective, informative, and communicative roles of packaging. It not only safeguards the product from physical and mechanical damage but also helps maintain its overall quality[154].

2.4.4. Brand Loyalty:

[150] Bruce, A. L., and B. Abhijit. "The Effects of Discount Level, Price Consciousness and Sale Proneness on Consumers' Price Perception and Behavioral Intention." *Journal of Business Research* 55 (2002): 775–83.

[151] Kurtuluş, K., and A. Okumuş. "Consumers' Price Perceptions as a Segmentation Criteria: An Emerging Market Case." *İstanbul Üniversitesi İşletme Fakültesi Dergisi* 39, no. 1 (2010): p24.

[152] Akin, M. "The Impacts of Brand Personality on Brand Loyalty: A Research on Automobile Brands in Turkey." *International Journal of Marketing Studies* 9, no. 2 (2017):p135.

[153] Deliya, M. "Consumer Behavior Towards the New Packaging of FMCG Product." *Abhinav National Monthly Referred Journal of Research in Commerce and Management* 1, no. 11 (2012): p199.

[154] Şener, A., B. Kinacı, and N. Doğan. "The Influence of Packaging Elements on the Consumer Purchase Decision." *International Journal of Multidisciplinary Thought* 5, no. 2 (2015): p94.

Brands play a vital role in shaping consumer loyalty and influencing purchasing decisions within the marketing process. Companies use branding as a strategic tool to build lasting connections with their customers. From the consumer's perspective, a brand offers quick insights into both the product and the company behind it. It conveys a specific image and personality, which helps shape how consumers perceive and ultimately choose product[155].

2.4.5. Digital & Social Media:

Given these changes, companies are increasingly compelled to integrate social media into their communication strategies and brand development efforts, making social media marketing an essential component of their overall marketing approach[156].

Today, Turkey has rapidly advanced in the realm of social media and has emerged as one of the leading countries in this digital landscape, rivaling even the most developed nations[157].

International and local brands alike compete heavily on platforms like Instagram and Trendyol (Turkey's equivalent of Amazon).

3. Financial challenges to export to turkey:

While exporting to Turkey presents valuable opportunities, it also involves specific financial risks that exporters must carefully consider. Among the most critical are currency fluctuations and the choice of payment methods[158].

3.1. Exchange rate volatility (Currency Risk):

Turkey's highly volatile exchange rate environment poses considerable challenges for foreign exporters. When the Turkish lira is expected to appreciate, it tends to reduce the country's export competitiveness, discouraging investment and trade. Conversely, unexpected depreciation may temporarily support exports, but it often leads to declines in real output,

[155] Perreault, W. D., J. P. E. Cannon, and J. McCarthy. *Basic Marketing*. Translated by Asım Günal Önce. Ankara: Nobel Publication and Press, 2013.

[156] Gunelius, S. *30 Minute Social Media Marketing: Step by Step Techniques to Spread the Words about your Business*. New York: McGraw-Hill, 2011, p13–23.

[157] Çiçek, M., and I. Eren-Erdogmus. "Social Media Marketing: Exploring the User Typology in Turkey." *International Journal of Technology Marketing* 8, no. 3 (2013): p259.

[158] Kandil, M., H. Berument, and N. N. Dincer. "The Effects of Exchange Rate Fluctuations on Economic Activity in Turkey." *Journal of Asian Economics* 18, no. 3 (2007): p484.

consumer spending, and investment. These exchange rate shocks have delayed and uneven effects, contributing to overall market uncertainty. In addition, frequent structural changes and ongoing inflation add to the complexity, making Turkey a financially unstable and unpredictable market for exporters[159].

3.2. Payment methods and associated risks:

Trade finance plays a crucial role in facilitating international commerce, with over 90% of global transactions supported by various forms of trade financing, most commonly on a short-term basis.[160]

Turkey encounters notable financial difficulties concerning payment methods and export-related risks. The global financial crisis of 2008–2009 further restricted access to cost-effective trade financing, prompting banks to reduce credit availability while raising borrowing costs. As a result, many Turkish companies particularly small and emerging exporters face limited financing options, making them more exposed in international trade. These challenges underscore the importance of strengthening financial infrastructure and developing risk management solutions to support export growth and diversification[161].

Table 3: Comparison of Export Payment Methods and Their Risk Levels

Method	Risk Level	Notes
Advance Payment	Low for you	Best option, but some buyers may resist it.
Letter of Credit (LC)	Moderate	Offers security for both sides but involves bank fees and complex paperwork.
Open Account	High	You ship first, then wait for payment—high risk unless trust is established.

[159] Kandil, M., Berument, H., & Dincer, N. N. op.cit, p484

[160] Auboin, Marc. "Boosting Trade Finance in Developing Countries: What Link with the WTO?" WTO Staff Working Paper ERSD No. 2007-04, 2007.

[161] Türkcan, K. "Evolving Patterns of Payment Methods in Turkish Foreign Trade." *World Journal of Applied Economics* 2, no. 1 (2016): p22.

Method	Risk Level	Notes
Documentary Collection	Moderate	Less secure than LCs, but cheaper. Payment is made against shipping documents.

Source: Developed by the students

In conclusion, overcoming cultural, competitive, and financial challenges is crucial for Algerian exporters aiming to succeed in the Turkish market. Addressing these barriers can enhance their chances of long-term integration and expansion.

Conclusion:

Exportation is a multifaceted endeavor that goes beyond merely shipping goods across borders; it requires a deep understanding of international trade dynamics, compliance with regulatory frameworks, and the agility to navigate market-specific challenges. This chapter has shown how the export process unfolds, from strategic planning and documentation to dealing with logistical and financial complexities. It also highlighted the importance of aligning products with the expectations of foreign consumers and adapting to the competitive landscape. In contexts where geopolitical shifts or consumer movements disrupt traditional trade patterns, local producers can seize new opportunities provided they are equipped with the right knowledge and strategies. These foundational insights set the stage for examining how specific external factors, such as boycotts, may serve as catalysts for expanding into alternative international markets.

Chapter 03: Market Research

(Empirical study)

Introduction

This final chapter of our thesis is dedicated to the empirical investigation, where we bring theory into practice. After establishing a comprehensive theoretical foundation in the previous chapters, we now focus on the real-world application of those concepts through a rigorous field study. This chapter serves as the cornerstone that links all parts of our research by validating or challenging our assumptions with tangible data. It represents the culmination of our academic effort, where abstract ideas meet concrete evidence.

The empirical study is particularly crucial for evaluating how Algerian skincare products specifically those by the company Proderma can find their place in the Turkish market, especially in the context of changing consumer behaviors influenced by boycott movements. Through this lens, we examine not only market dynamics but also the relevance of creativity, innovation, and product differentiation in driving export success.

To achieve this, we conducted a detailed survey targeting Turkish consumers, aiming to analyze their openness to alternatives and their purchasing motivations in a politically and economically complex context. This chapter is structured around several key elements: an overview of the host company (Proderma), the research methodology, a description of the selected sample, and the design of the questionnaire. We then outline our data analysis techniques and measurement tools, leading to a thorough presentation of the survey results.

The methodology adopted is primarily quantitative, qualitative, exploration, enabling us to capture patterns and correlations between consumer attitudes and key product attributes such as price, quality, cultural alignment, and availability. These variables are essential in assessing the potential success of Algerian exports in a competitive market like Turkey. The following sections will delve into each component of our empirical process and conclude with an interpretation of the findings, thus answering our central research question and testing our hypotheses.

Section 01: General presentation of the host organization and methodological approach

2. General Presentation of the Host Organization

1.1. Company Introduction

SARL-PRODERMA is a company with more than 150 employees, established on 23/07/2003 by Mr. Zakaria Habib. This unit holds a prominent position in the field of manufacturing pharmaceutical, para-pharmaceutical, and dermatological cosmetic products, with a production capacity of 5 tons per day. It combines both the headquarters and the production site, which covers an area of more than 4,500 square meters, and has a structure that complies with the regulatory standards of the Ministry of Health.

Made by: Laboratoire Proderma,
Industrial Zone No. 02, Lot 217, Melkawi Group
No. 199, Sidi Bel Abbès, Algeria.
Website: www.proderma-dz.com
E-mail: proderma.dz@gmail.com
Mobile: 05 60 00 18 01
Commercial registration number: 610 obtained from the Ministry of Commerce.

Figure 6: Logo of Proderma Dermocosmétique



Source: **Proderma Laboratoires Dérmo-Cosmétique.** *Facebook page*. Facebook. Retrieved May 27, 2025, from https://www.facebook.com/PRODERMA.Laboratoires/

Figure 7: *Instagram QR Code for Proderma Algeria (@proderma.algeria)*



Source: Proderma Algeria. *Instagram profile*. Instagram. Retrieved May 27, 2025, from https://www.instagram.com/proderma.algeria/

1.2. Objective of PRODERMA Company:

- Creating direct and permanent job opportunities.
- Generating added value.
- Reducing the import bill.
- Diversifying products and making them easily accessible in local markets.
- Contributing to the tax revenues of the concerned province.
- Significantly improving the living standards of directly benefiting households.
- Encouraging local production.

1.3. Equipment and Products Used:

- Production line for liquid forms (filling, capping, labeling).
- Filling line for semi-liquid forms (filling, sealing, tube closing).
- Storage tanks and processing tanks.
- Water treatment plant.
- Alcohol storage containers with a capacity of 3.5 cubic meters.
- Transportation means: vehicles and trucks.

1.4. Company Infrastructure:

PRODERMA Company consists of:

Administrative Department:

- Accounting and financial services.
- Human resources management service.
- Secretarial services.

Sales Department:

- Purchasing, sales, and marketing.

Production Department:

- Preparatory units:
  - ✓ Soap unit
  - ✓ Animal food production unit
  - ✓ Two preparation units (White Rooms)
  - ✓ Two conditioning rooms
  - ✓ Water treatment station

Warehouses:

There are three warehouses:

- Raw materials warehouse
- Packaging warehouse
- Finished products warehouse

Laboratory:

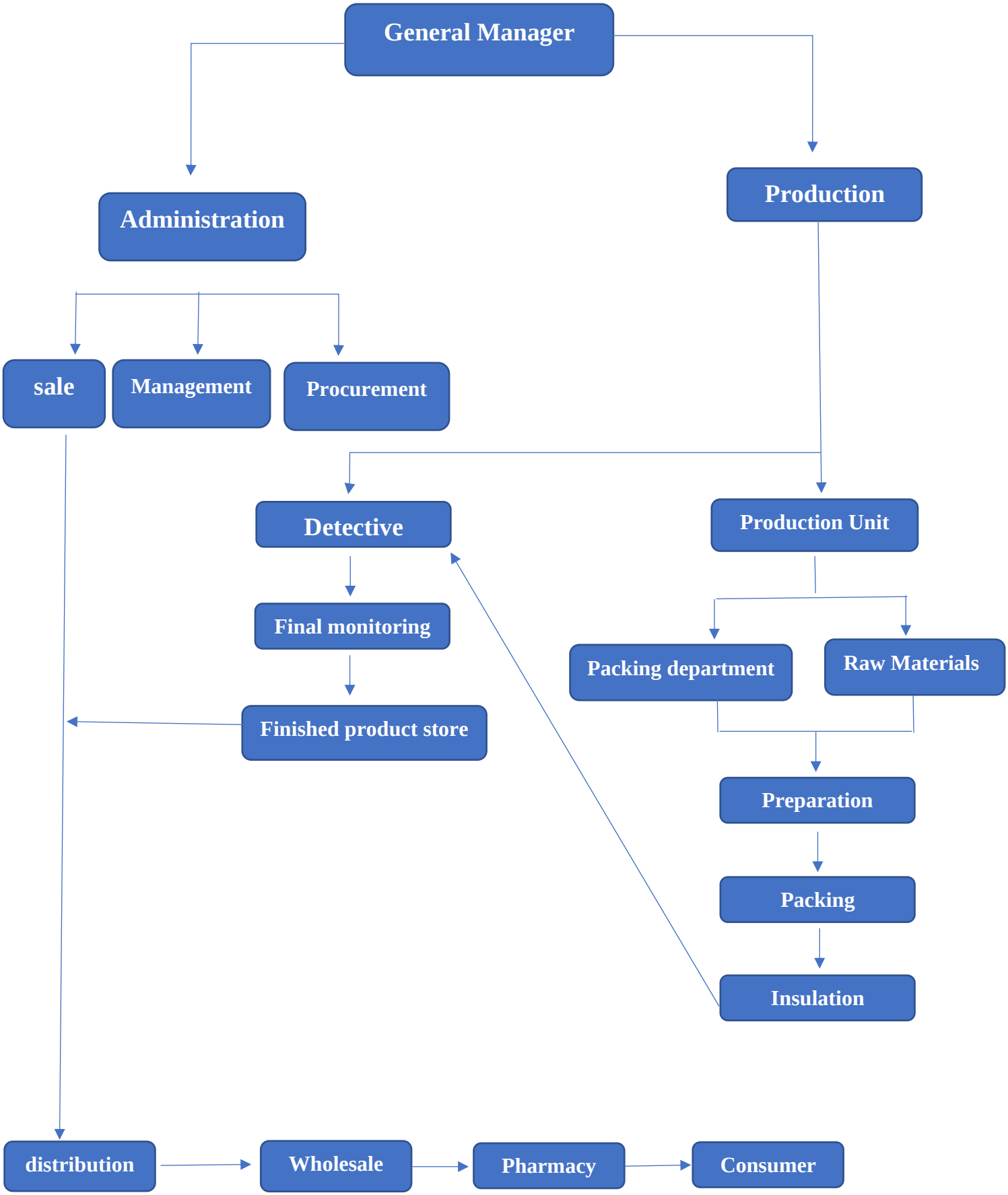
- Analysis and quality control unit:
  - ✓ Physical and chemical analyses
  - ✓ Microbiological analyses.

Table 4: Products Manufactured by the Unit

Products Manufactured by the Unit	Description
Products against microorganisms in tissues	Such as 90% surgical alcohol, 70% surgical alcohol, Dakin, hydrogen peroxide, etc.
Main disinfectants and germicides	Intended for use in hospital environments, such as: floor cleaning liquid, Dermacool hand sanitizer gel, DSF liquid hand soap, etc.
Hygiene and disinfectant products	
Moisturizing creams	Cosmetic emulsions that help prevent dry skin: Vaseline, Polydremyl hand cream.
Oils	Fatty substances extracted from oilseed plants: almond oil, vaseline oil, castor oil, etc.
Gels	Semi-solid dosage forms: soothing massage gel, intimate gel, echographic gel.
Food supplements	Omelette yeast, etc.

Source: Proderma company

1.5.Organizational Structure of the Company:



1.6. Some products:

Figure 8: Proderma lightening cream



Source: Proderma company

Figure 9: Proderma soothing massage gel



Source: Proderma company

Figure 10: Proderma lightening glycerin



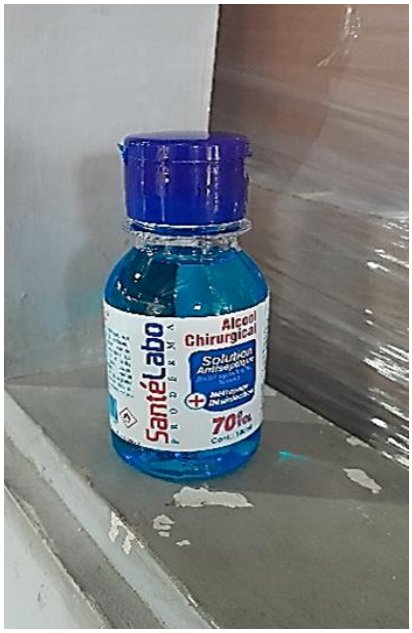
Source: Proderma company

Figure 11: Proderma emollient cream



Source: Proderma company

Figure 12: Surgical alcohol



Source: Proderma company

2. Methodological approach

2.1. Research Design

This study adopts a mixed-methods research design, combining quantitative analysis with descriptive and exploratory techniques to assess the feasibility of exporting Proderma's cosmetic and parapharmaceutical products to the Turkish market. The research is structured around two complementary levels of analysis:

1. Macroeconomic analysis, to evaluate the Turkish economic environment and assess export risks/opportunities.
2. Microeconomic analysis, to investigate Turkish consumer behavior and openness to Algerian alternatives in the context of boycott movements.

This approach enables the integration of statistical modeling, consumer perceptions, and market dynamics in order to provide a multidimensional evaluation of export potential.

2.2. Data Collection Methods

2.2.1. Secondary Data

Secondary data was collected from official international and national sources, including:
- World Bank, IMF, and OECD databases (for GDP, inflation, unemployment, and exchange rate in Turkey).

- Turkish Statistical Institute (TurkStat) for trade flows and import statistics.
- Market reports and publications on the cosmetics industry in Turkey.
This data supported the macroeconomic analysis, the comparative import study, and the PESTEL analysis.

2.2.2. Primary Data

Primary data was collected using a structured questionnaire administered to a sample of Turkish consumers. The questionnaire included:

- Demographic questions

- Likert-scale items (1 to 5) measuring awareness of boycott, consumer motivation for boycott, trust in alternative products, effectiveness of boycott in changing habits, product quality, price competitiveness, cultural alignment, availability and accessibility, pre-boycott habits, willingness to try new alternative and key decision making factor. The questionnaire aimed to test microeconomic hypotheses and assess the likelihood of market acceptance for Proderma products.

2.3. Sampling Method and Population

The target population includes Turkish consumers aged 18 and above, especially those active in the cosmetics and personal care market. A non-probability convenience sampling technique was used due to time and accessibility constraints.

- Sample size: [208]

- Data collection tool: Google Forms / paper survey

- Location: Online/social media (Reddit, facebook and Linkedin) or selected Turkish urban areas.

- Period: [Since March 15th, 2025 to May 15th, 2025]

2.4. Data Analysis Techniques

2.4.1 Macroeconomic Analysis

- Descriptive statistics (mean, standard deviation) for 2014–2024 macroeconomic indicators using SPSS.

- Time series forecasting (Brown and Holt models…) to project future trends in GDP, inflation, unemployment, and exchange rate.

- Multiple linear regression to measure the impact of inflation, unemployment, and exchange rate on GDP, as a proxy for export feasibility.

2.4.2 Trade Flow and Market Gap Analysis

- Comparative analysis of Turkey's imports from Algeria vs. the rest of the world, focused on:

  - Total products

  - Pharmaceutical products

  - Essential oils and cosmetic products

2.4.3 PESTEL Analysis

A qualitative framework was applied to assess Political, Economic, Social, Technological, Environmental, and Legal factors shaping the Turkish cosmetics market.

2.4.4 Microeconomic and Consumer Behavior Analysis:

- Data from the questionnaire was analyzed using R and SPSS:

  - Descriptive statistics

  - Correlation matrices

  - one sample T test to test hypotheses related to:

    - Boycott awareness

    - Trust in alternatives

    - Willigness to try new alternative.

2.5. Research Model and Hypotheses :

The study is guided by two main research models:

1. Macroeconomic Hypothesis: Macroeconomic variables (GDP, inflation, unemployment, exchange rate) affect the feasibility of export.

2. Microeconomic Hypotheses: Boycott movements and product attributes (quality, price, cultural fit, availability) affect Turkish consumer behavior and their willingness to try Algerian alternatives.

2.6. Limitations of the Methodology:

- The use of non-probability sampling may limit the generalizability of microeconomic findings.
- Time series forecasting assumes past patterns continue into the future, which may not account for sudden political or economic shocks.

- Consumer responses may be influenced by social desirability bias, especially regarding boycott-related questions.

Section 2: Market research

1. Motivations of this study:

1.1. Algerian Part:

1.1.1. Export Assistance and Support

The exporter's guide discusses the support and assistance expected by companies engaged in export activities from the state, whether in terms of financial support, customs assistance, or facilities for exhibitions and trade fairs abroad.

- **Financial Support:** The exporter's guide includes specific percentages from which exporting companies benefit as support and assistance.
- **Customs Regime Assistance:** Exporting companies benefit from economic customs regimes aimed at reducing customs clearance time and costs, such as transit, customs warehouses, temporary admission, tax-exempt restocking, and temporary export.
- **Facilities for Exhibitions and Trade Fairs Abroad:** Exporting companies expect the state to provide facilities for international exhibitions and trade fairs, including simplified procedures for samples intended for participation in exhibitions and trade fairs abroad (ATA Carnet).

1.1.2. Tax Incentives for Exporting

Tax exemptions are granted for export activities. The main tax benefits provided to exporters are as follows:

A- Exemption from professional activity tax and corporate income tax.

01- Exemption from professional activity tax.

02- Exemption from corporate income tax.

B- Exemption regarding turnover tax.

01- **Exemption from VAT:** This exemption applies to sales operations related to exported goods, Article 13 of the 2018 law on turnover tax.

02- **Purchases exempt from VAT:** Second paragraph of Article 42 of the turnover tax law.

03- **VAT refund:** Articles 42 and 50 of the turnover tax law.

1.2. Turkish Part:

Algerian firms have some facilitations when exporting products to Turkey due to various trade agreements and cooperation frameworks in place. Here are a few ways these facilitations work:

1.2.1 Preferential Trade Agreement (PTA)

- Algeria and Turkey have established a bilateral agreement that aims to enhance trade between the two countries. This agreement may provide tariff reductions or exemptions on specific categories of products. By taking advantage of this, Algerian exporters can often reduce the cost of bringing their goods into the Turkish market, making them more competitive.

1.2.2. A.TR Movement Certificate for Customs Benefits

- Through Turkey's customs union with the EU, an A.TR movement certificate allows products that meet specific requirements to enter Turkey with reduced or no customs duties. Algerian companies exporting to Turkey can often benefit from this if their products qualify, particularly when the goods are processed within the EU customs framework.

1.2.3. Simplified Customs Procedures

- Turkish customs regulations allow certain simplified procedures for importers from countries with preferential trade arrangements. This can reduce the administrative burden on Algerian exporters, speeding up the import process and reducing delays at Turkish customs.

1.2.4. Access to Turkish Market Standards

- Algeria and Turkey have been working on mutual recognition of standards and certifications, which can simplify the process for Algerian products to meet Turkish market requirements. While products must still adhere to Turkish standards, the recognition of some Algerian certifications could reduce duplication in testing or inspections.

1.2.5. Turkish Investment in Algeria and Trade Ties

- Turkish investments in Algeria have created a favorable business climate and adapt closer trade ties, facilitating more straightforward export-import transactions. This relationship often encourages better access for Algerian goods in Turkey, supported by both countries' trade ministries.

1.2.6. Trade Promotion and Networking Opportunities

- Both countries periodically hold trade fairs, business forums, and networking events that encourage connections between Algerian exporters and Turkish buyers. Participation in these events can offer Algerian companies additional insights, partnerships, and guidance on accessing the Turkish market effectively.

3. Macroeconomic analysis:

2.1. PESTEL Analysis

To analyze the macro environment for local companie's potential entry into the Turkish market, we can apply the PESTLE framework. This includes examining Political, Economic, Social, Technological, Legal, and Environmental factors. Here's how these elements may impact the strategy and whether they can assist in capturing market share in Turkey.

2.1.1. Political Factors

- **Trade Relations**: Algeria and Turkey have friendly trade relations, with a recent history of strengthening bilateral trade agreements. This provides PRODERMA with a favorable political climate for entry, including potentially smoother trade processes.
- **Consumer Boycotts**: Boycotts of certain European brands may offer PRODERMA a unique opportunity to position itself as a trusted alternative, benefiting from the political sentiment favoring local or regionally aligned brands over European ones.

This political landscape is likely favorable for PRODERMA's entry into Turkey, offering reduced resistance and even a positive reception if positioned well.

2.1.2. Economic Factors

- **Market Demand and Affordability**: Turkey has a large consumer base with a significant demand for affordable food products. Economic constraints for many consumers mean

that cost-effective alternatives to high-priced brands are attractive, and PRODERMA can meet this demand with competitive pricing.

- **Currency Fluctuations**: The Turkish lira has faced volatility, which could impact purchasing power and operational costs. This volatility may necessitate strategic pricing or hedging measures to maintain profitability.

While currency stability is a challenge, there is a strong economic incentive for Turkish consumers to purchase affordable alternatives, which PRODERMA can leverage.

2.1.3. Social Factors

- **Consumer Preferences**: Turkish consumers place value on familiar, high-quality products and are increasingly aware of ethical and cultural alignment in their purchasing choices. Products that reflect local tastes or emphasize Middle Eastern ties can hold additional appeal.
- **Shift to Local and Regional Brands**: Due to both boycotts and a desire to support ethically aligned products that share the values of Turkish consumers, Turkish consumers may be more willing to try PRODERMA products over European brands, if they meet expectations for quality and taste.

Social dynamics are highly favorable, as Turkish consumers are already inclined towards ethically aligned products, aligning well with PRODERMA's offerings.

2.1.4. Technological Factors

- **Logistics and Distribution Channels**: Turkey has a robust logistics and retail infrastructure, making it easier for PRODERMA to distribute products effectively across the country. Digital marketing channels are also popular, allowing PRODERMA to reach target consumers more directly.
- **Production Standards**: Turkish consumers appreciate high production standards and may prefer products that showcase quality and adherence to food safety norms. Ensuring that PRODERMA's production meets Turkish standards is critical.

Technological infrastructure in Turkey can support PRODERMA's market entry, particularly through logistics and digital marketing, though adherence to food safety norms is essential.

2.1.5. Legal Factors

- **Regulatory Compliance**: Turkey has specific import regulations, including tariffs, labeling, and cosmetic safety requirements. PRODERMA must ensure full compliance to avoid delays or rejections at customs.
- **Intellectual Property and Branding**: Ensuring that PRODERMA's branding and intellectual property rights are protected in Turkey is essential to prevent counterfeits or brand confusion.

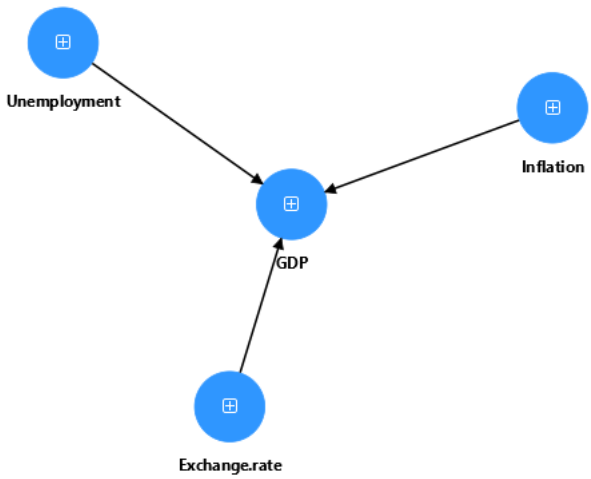
Compliance is critical but manageable with the right legal guidance and adherence to Turkish import regulations.

2.1.6. Environmental Factors

- **Sustainability Trends**: Turkish consumers, like many globally, are increasingly interested in environmentally-friendly and sustainably-produced products. Highlighting sustainable sourcing or production practices could strengthen PRODERMA's appeal.
- **Local Production**: Given transportation's environmental impact, exploring partial production in Turkey could further reinforce PRODERMA's commitment to sustainability and help reduce costs associated with importation.

Emphasizing environmental responsibility can enhance PRODERMA's appeal, aligning with the growing demand for eco-friendly products.

Figure 13: Macro model



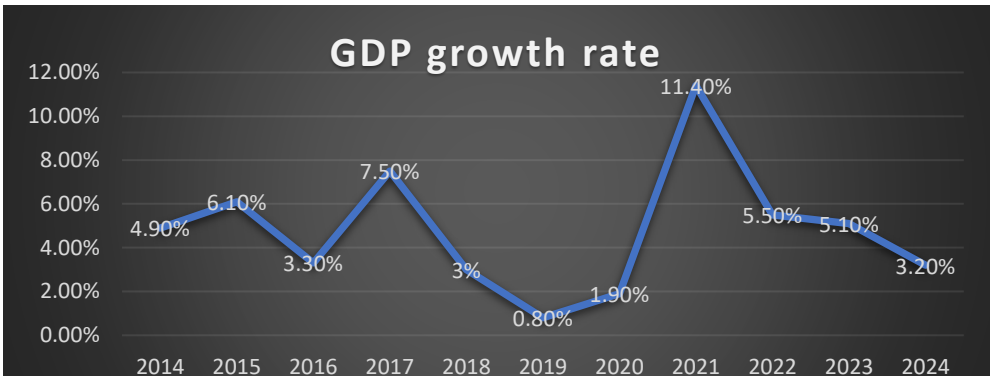
Source: Made by the students depend on smartpls 4

This conceptual model highlights the influence of three major macroeconomic indicators unemployment, inflation, and exchange rate on Gross Domestic Product (GDP). The selection of these variables is supported by macroeconomic theory and empirical research. Unemployment is negatively correlated with GDP, as high joblessness reflects underutilized labor resources and diminished household consumption. Inflation can have both positive and negative effects: while moderate inflation may stimulate spending, high inflation often reduces purchasing power and investment. The exchange rate affects a country's competitiveness in international trade, with depreciation potentially boosting exports and supporting GDP growth. This model serves as a solid framework for examining the combined impact of these variables on economic performance, and provides a basis for empirical testing using time-series or panel data approaches.

2.2. Time Series Analysis of Economic Variables

This section aims to analyze the time trends of the economic variables related to the feasibility of exporting to the Turkish market, namely: Gross Domestic Product (GDP), GDP Growth, Inflation, Unemployment, and Exchange Rate. Annual data from 2014 to 2024 were used to plot the trends using SPSS software, and the results are presented in Charts 1 to 5.

Figure 14: GDP growth rate

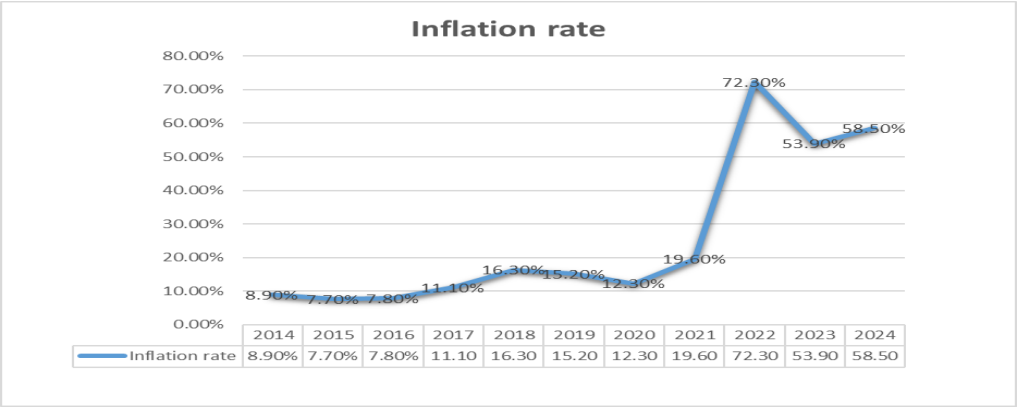


Source: Established by the students

The figure shows the GDP growth rate from 2014 to 2024. It is observed that the growth rate was highly volatile. In 2014, the growth rate was approximately 5%, then increased to around 6.10% in 2015, before declining to about 3% in 2016. A sharp drop occurred in 2020, with the growth rate falling to approximately 0.8% due to the pandemic. Subsequently, it rose

significantly to around 11.40% in 2021 as a result of economic recovery. In 2023, the growth rate declined to about 5.10% and stabilized at approximately 3.20% in 2024. These fluctuations reflect the Turkish economy's sensitivity to external shocks and global crises.

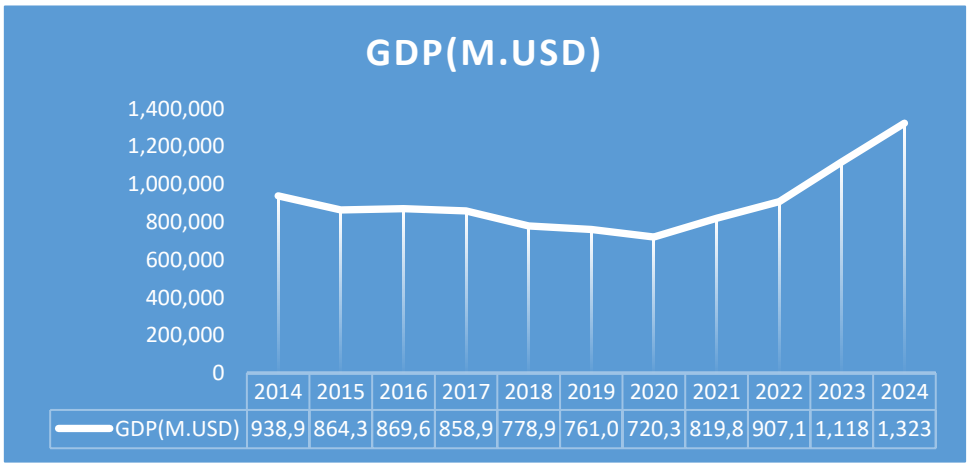
Figure 15: Inflation rate



Source: Established by the students

Figure illustrates the time trend of the inflation rate. Inflation experienced significant fluctuations during the period. In 2014, the inflation rate was 8.90% and remained relatively stable until 2020, at around 12.30%. Inflation then began to rise sharply in 2021, reaching 19.60%, before surging to its peak in 2022 at approximately 72.3%, reflecting a severe economic crisis. In 2023, inflation dropped significantly to 53.90%, then increased again to 58.50% in 2024. These substantial fluctuations indicate instability in monetary policies. The sharp variations in inflation present a major challenge for exporters, as high inflation rates (such as 72.3% in 2022) can lead to increased operating costs and reduced purchasing power.

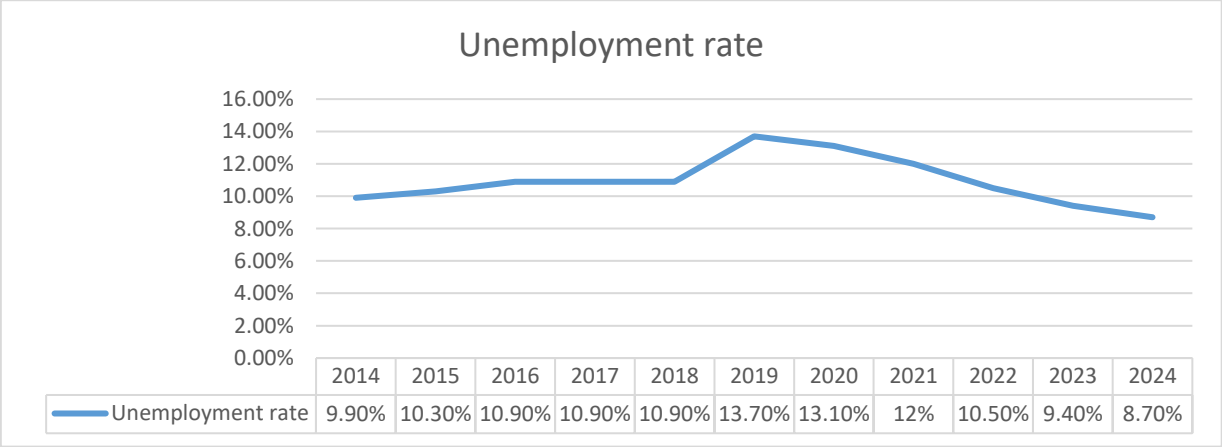
Figure 16: GDP



Source: Established by the students

The figure shows the time trend of Gross Domestic Product (GDP) from 2014 to 2024. It is observed that GDP experienced a general upward trend during the period. In 2014, GDP was approximately 940,000 million dollars, then slightly declined to around 960,000 million dollars in 2017. It continued decreasing, reaching its lowest point in 2020 at around 720,000 million dollars, reflecting the impact of the COVID-19 pandemic. Afterwards, a noticeable recovery began, with GDP rising to about 1,000,000 million dollars in 2022, and continuing to increase to approximately 1,323,000 million dollars in 2024. This upward trend after 2020 reflects a strong economic recovery.

Figure 17: Unemployment rate



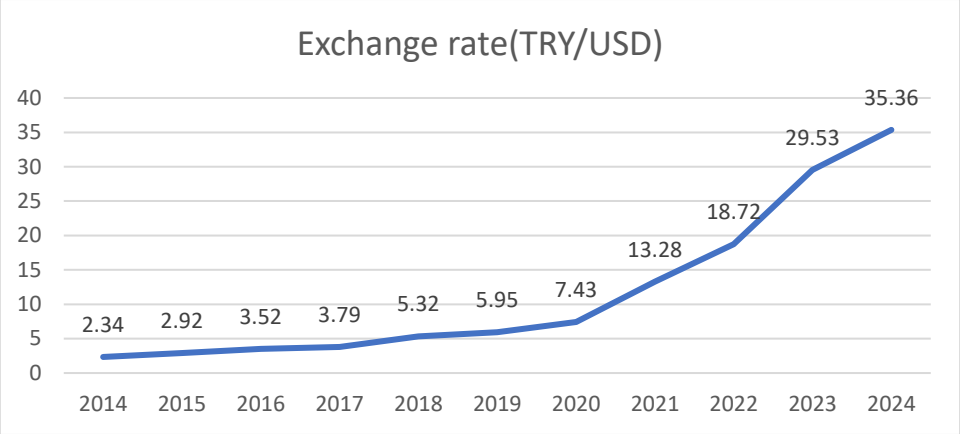
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Unemployment rate	9.90%	10.30%	10.90%	10.90%	10.90%	13.70%	13.10%	12%	10.50%	9.40%	8.70%

Source: Established by the students

The figure shows the time trend of the unemployment rate. It is observed that unemployment followed a clear downward trend. In 2014, the unemployment rate was 9.90%, slightly increasing to 10.30% in 2015, and then surging to its peak in 2019 at 13.7%. Afterwards, the unemployment rate began to decline steadily, reaching around 12% in 2021, and continued decreasing to approximately 8.7% in 2024. This downward trend reflects an improvement in the labor market after 2019.

The declining unemployment rate strengthens purchasing power, thereby supporting demand for imported products.

Figure 18: Exchange rate



Source: Established by the students

The figure shows the time trend of the exchange rate (Lira/USD). It is observed that the exchange rate experienced a strong upward trend. In 2014, the exchange rate was around 2.34 Lira and remained relatively stable until 2017 at approximately 3.79 Lira. After 2018, the exchange rate began to rise significantly, reaching about 7.43 Lira in 2020. It then surged to around 30 Lira in 2023 and continued to increase to approximately 35.36 Lira in 2024. This upward trend reflects a continuous deterioration in the value of the Turkish Lira, making imported products more competitive but also increasing financial volatility risks.

Recommendations

Based on the observed trends, the following recommendations are proposed for Proderma:

- **Leverage Economic Growth:** The upward trend in GDP supports the decision to export, with a focus on high value-added products.
- **Mitigate Inflation Risks:** Implement dynamic pricing strategies and collaborate with local distributors to **reduce** operating costs.
- **Capitalize on Exchange Rate Increases:** Target periods of high exchange rates to boost exports, while using hedging contracts to mitigate exchange rate volatility.
- **Monitor the Labor Market:** The decline in unemployment supports higher demand, but preparations should be made for potential increases in unemployment by offering competitively priced products.

2.2.1. Descriptive Statistics Analysis of Economic Variables

This section aims to present a descriptive statistics analysis of the economic variables relevant to the feasibility of exporting to the Turkish market, namely: Gross Domestic Product (GDP), GDP Growth, Inflation, Unemployment, and Exchange Rate. Annual data from 2014 to 2024 (number of observations = 11) were used to calculate the means, standard deviations, and minimum and maximum values for each variable using SPSS.

Table 1 summarizes the descriptive statistics of the economic variables during the period from 2014 to 2024:

Table 5: Descriptive Statistics of Economic Variables (2014–2024)

	N	Minimum	Maximum	Mean	Std. Deviation
GDP(M.USD)	11	720338	1323255	905520.6364	174514.2149
GDP growth rate	11	0.8	11.4	4.7909	2.92556
Inflation rate	11	7.7	72.3	25.7818	23.65958
Unemployment rate	11	8.7	13.7	10.9364	1.49952
Exchange rate	11	2.34	35.36	11.6509	11.47011

Source: Established by the students based on SPSS v.27 results

Gross Domestic Product (GDP): The mean GDP is 905,520.64 M.USD, with a standard deviation of 174,514.21, indicating moderate fluctuations in GDP over the period. The minimum value was 720,338.00 (in 2020, due to the COVID-19 pandemic), while the maximum value was 1,323,255.00 (in 2024), reflecting a strong economic recovery after the crisis.

GDP Growth rate: The average GDP growth rate is 4.79%, with a standard deviation of 2.93, indicating noticeable fluctuations in the growth rate. The lowest value was 0.80% (in 2020), and the highest was 11.40% (in 2021, driven by post-pandemic recovery).

Inflation rate: The average inflation rate is 25.78%, with a high standard deviation (23.66), indicating significant volatility. The minimum value was 7.70% (in 2019), and the maximum was 72.30% (in 2022), reflecting periods of hyperinflation resulting from economic instability.

Unemployment: The average unemployment rate is 10.94%, with a low standard deviation (1.50), indicating limited fluctuations. The highest value was 13.70% (in 2019), and the lowest was 8.70% (in 2024), reflecting improvements in the labor market.

Exchange rate: The average exchange rate is 11.65 Lira per US Dollar, with a high standard deviation (11.47), indicating considerable volatility. The minimum value was 2.34 (in 2014), and the maximum was 35.36 (in 2024), pointing to a continuous depreciation of the Turkish Lira.

The descriptive statistics analysis reveals that the Turkish market is characterized by strong economic growth (average GDP of 905,520.64 M.USD), accompanied by challenges such as high inflation (average of 25.78%) and a depreciating currency (average exchange rate of 11.65). These conditions present opportunities for export but require carefully designed strategies to mitigate associated risks.

2.2.2. Analysis of Correlation Coefficients Between Economic Variables

This section aims to analyze the relationships between the economic variables relevant to the feasibility of exporting to the Turkish market, namely: Gross Domestic Product (GDP), GDP Growth, Inflation, Unemployment, and Exchange Rate. Pearson correlation coefficients were calculated using SPSS based on annual data from 2014 to 2024 (number of observations = 11), in order to determine the strength and direction of the relationships between the variables.

Table 1 summarizes the Pearson correlation coefficients between the economic variables, along with their statistical significance levels (Sig., 2-tailed):

Table 6: Pearson Correlation Coefficients Between Economic Variables

		GDP	GDP growth rate	Inflation rate	Unemployment rate	Exchange rate
GDP	Pearson Correlation	1	0.01	0.654*	-0.823**	0.834**
	Sig. (2-tailed)		0.976	0.029	0.002	0.001
	N	11	11	11	11	11
GDP.growth	Pearson Correlation	0.01	1	0.012	-0.192	0.025
	Sig. (2-tailed)	0.976		0.971	0.572	0.943
	N	11	11	11	11	11
Inflation rate	Pearson Correlation	0.654*	0.012	1	-0.482	0.866**
	Sig. (2-tailed)	0.029	0.971		0.133	0.001
	N	11	11	11	11	11
Unemployment rate	Pearson Correlation	-0.823**	-0.192	-0.482	1	-0.527
	Sig. (2-tailed)	0.002	0.572	0.133		0.095
	N	11	11	11	11	11
Exchange rate	Pearson Correlation	0.834**	0.025	0.866**	-0.527	1
	Sig. (2-tailed)	0.001	0.943	0.001	0.095	
	N	11	11	11	11	11

Source: Established by the students based on SPSS v.27 results

GDP and GDP Growth rate: The correlation coefficient is 0.010, indicating a very weak positive and statistically insignificant relationship (p = 0.976). This suggests that GDP growth rate is not directly associated with the overall level of GDP, possibly due to large fluctuations in the growth rate, such as the decline in 2020 and the rebound in 2021.

GDP and Inflation: The correlation coefficient is 0.654, showing a moderate positive relationship that is statistically significant at the 0.05 level (p = 0.029). This implies that higher inflation rates (e.g., 72.3% in 2022) are associated with increases in GDP, likely reflecting the inflationary impact on GDP values.

GDP and Unemployment: The correlation coefficient is -0.823, indicating a strong negative and statistically significant relationship at the 0.01 level (p = 0.002). A decline in unemployment (e.g., 8.7% in 2024) is associated with an increase in GDP (1,323,255 in 2024), which is consistent with economic theory, as lower unemployment typically enhances productivity and aggregate demand.

GDP and Exchange Rate: The correlation coefficient is 0.834, indicating a strong positive and statistically significant relationship at the 0.01 level (p = 0.001). An increase in the exchange rate (e.g., 35.36 in 2024) is associated with higher GDP, potentially reflecting the improved competitiveness of Turkish exports.

GDP Growth and Inflation: The correlation coefficient is 0.012, suggesting a very weak positive and statistically insignificant relationship (p = 0.971). This indicates that GDP growth is not clearly influenced by inflation levels.

GDP Growth and Unemployment: The correlation coefficient is -0.192, suggesting a weak negative and statistically insignificant relationship (p = 0.572). Changes in the unemployment rate do not appear to be strongly linked to GDP growth.

GDP Growth and Exchange Rate: The correlation coefficient is 0.025, indicating a very weak positive and statistically insignificant relationship (p = 0.943). This suggests that increases in the exchange rate do not directly affect GDP growth rates.

Inflation and Unemployment: The correlation coefficient is -0.482, indicating a weak negative but statistically insignificant relationship (p = 0.133). This suggests that periods of high inflation (e.g., 2022) were accompanied by relative declines in unemployment, although the relationship is not strong enough to be statistically significant.

Inflation and Exchange Rate: The correlation coefficient is 0.866, reflecting a strong positive and statistically significant relationship at the 0.01 level (p = 0.001). High inflation is strongly associated with increases in the exchange rate, as expected due to the depreciation of the Turkish lira amid rising inflation.

Unemployment and Exchange Rate: The correlation coefficient is -0.527, indicating a moderate negative but statistically insignificant relationship (p = 0.095). Lower unemployment is associated with a higher exchange rate, although the relationship lacks strong statistical significance.

2.2.3. Multiple Regression Analysis of the Impact of Economic Variables on GDP

This section aims to examine the relationship between Gross Domestic Product (GDP) as the dependent variable and the independent variables (Inflation, Unemployment, and Exchange Rate) using multiple regression analysis. The analysis was conducted using SPSS based on annual data from 2014 to 2024 (n = 11), with the objective of determining the extent to which each economic factor influences GDP. This understanding is essential for evaluating the feasibility of exporting to the Turkish market.

2.2.3.1. Model Description

The multiple regression model is expressed by the following equation:

$$GDP = \beta_0 + \beta_1 \cdot Inflation + \beta_2 \cdot Unemployment + \beta_3 \cdot Exchange\ Rate + \epsilon$$

Where:

- β_0 is the intercept,
- β_1, β_2 and β_3 are the regression coefficients for Inflation, Unemployment, and Exchange Rate respectively,
- ϵ represents the random error term.

The "Enter" method was used to include all independent variables (Inflation, Unemployment, Exchange Rate) into the model simultaneously.

2.2.3.2. Model Summary

Table 1 presents the model fit statistics for the multiple regression model:

Table 7 : Model Summar

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.962[a]	0.926	0.894	56713.66321

Source: Established by the students based on SPSS v.27 results

The model exhibits a very strong correlation between the independent variables (Inflation, Unemployment, Exchange Rate) and the dependent variable (GDP), as indicated by an R value of 0.962. The coefficient of determination (R^2) is 0.926, suggesting that approximately 92.6% of the variance in GDP is explained by the combined influence of the independent variables. The Adjusted R^2 value of 0.894, which accounts for the number of predictors and sample size, confirms the robustness and generalizability of the model. The standard error of the estimate is 56,713.66, indicating that, on average, the predicted GDP values deviate from the actual values by this amount, which is relatively reasonable compared to the average GDP value (905,520.64).

2.2.3.3. Analysis of Variance (ANOVA)

Table 2 summarizes the results of the ANOVA test, which evaluates the overall statistical significance of the regression model:

Table 8: ANOVA Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.82037E+11	3	94012344988.467	29.229	0.000[b]
	Residual	22515077159	7	3216439594.164		
	Total	3.04552E+11	10			

Source: Established by the students based on SPSS v.27 results

The model is statistically significant as a whole (F = 29.229, Sig. = 0.000, p < 0.01), confirming that the independent variables jointly exert a significant influence on GDP.

2.2.3.4. Regression Coefficients

Table 3 presents the estimated regression coefficients for each independent variable:

Table 9: regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1511073.6	168049.728		8.992	0.000
	Inflation rate	-2443.591	1520.613	-0.331	-1.607	0.152
	Unemployment rate	-63140.446	14102.56	-0.543	-4.477	0.003
	Exchange rate	12700.65	3233.979	0.835	3.927	0.006

Source: Established by the students based on SPSS v.27 results

Constant (1,511,073.600): The value of the constant is statistically significant (p = 0.000), and it represents the value of GDP when all independent variables are equal to zero.

Inflation rate: The coefficient (-2,443.591) indicates that a 1% increase in inflation rate leads to a decrease in GDP by 2,443.591 M.USD, assuming other variables remain constant. However, this effect is not statistically significant (p = 0.152 > 0.05). The standardized coefficient (Beta = -0.331) indicates that inflation has a weak negative effect. The negative relationship between inflation and GDP (even though it is not strongly statistically significant) is consistent with economic expectations, as high inflation (such as 72.3% in 2022) can reduce purchasing power and negatively impact economic growth.

Unemployment rate: The coefficient (-63,140.446) indicates that a 1% increase in unemployment rate leads to a decrease in GDP by 63,140.446 M.USD, and this effect is statistically significant at the 0.01 level (p = 0.003). The standardized coefficient (Beta = -0.543) indicates that unemployment has a strong negative effect. The strong negative impact of

unemployment on GDP (Beta = -0.543) is expected, as rising unemployment (such as 13.7% in 2019) reduces productivity and aggregate demand.

Exchange Rate: The coefficient (12,700.650) indicates that an increase in the exchange rate by 1 lira per dollar leads to an increase in GDP by 12,700.650 units, and this effect is statistically significant at the 0.01 level (p = 0.006). The standardized coefficient (Beta = 0.835) indicates that the exchange rate has a very strong positive effect. The strong positive relationship between the exchange rate and GDP (Beta = 0.835) reflects the economic reality of Turkey. An increase in the exchange rate (such as 35.36 in 2024) makes Turkish exports more competitive, boosting GDP in the short term, despite the long-term costs of the lira's depreciation.

So Multiple linear regression equation is:

GDP = 12700.65 x Exchange rate - 63140.446 x Unemployment rate - 2443.591 x Inflation rate + 1511073.6

Overall, the model suggests that exchange rate fluctuations have a strong positive effect on GDP, while both inflation and unemployment have negative impacts, with unemployment showing a statistically significant and stronger negative effect.

2.3. Forecasting Economic Variables and Analyzing Future Risks until 2030

To assess the feasibility of exporting to the Turkish market, time series analyses were conducted using SPSS to forecast the values of Gross Domestic Product (GDP), Inflation, Unemployment, and Exchange Rate for the period from 2025 to 2030. Exponential Smoothing and ARIMA models were applied based on historical data from 2014 to 2024.

2.3.1. GDP forcasting :

2.3.1.1. Model description and model fit:

- **Model type :** Brown

Table 10: Model fit

Stationary R-squared	R-squared	RMSE	MAPE	MaxAPE	MAE	MaxAE	Normalized BIC
-0.141	0.839	69950.432	5.519	16.779	48639.625	137567.528	22.529

Source: Made by the students based on result of SPSS v.27

The Brown model is a type of exponential smoothing model used when there is no seasonality in the data. It assumes a linear trend without seasonal fluctuations. This makes it suitable for the data, as the Gross Domestic Product (GDP) does not exhibit clear seasonal variations, as observed in the previous charts.

Stationary R-squared equal to -0.141, This metric is negative, indicating that the model may not be the most suitable for data with trends. It measures the model's goodness of fit after removing the trend, and in this case, it appears that the model does not capture the fluctuations effectively.

R-squared is 0.839, This means that the model explains 83.9% of the changes in GDP based on the historical trend. This is a good percentage, but it is lower than that of the previous regression model (92.6%), suggesting that there are other factors influencing GDP that are not captured by this model.

RMSE is 69950.432 M.USD , This represents the average forecasting error. Considering that the average GDP is 905,520 M.USD (as indicated in the previous descriptive analysis), the error approximately 7.7% of the average is reasonable but relatively high, indicating that the forecasts may contain a noticeable margin of error.

The Mean Absolute Percentage Error (MAPE) is 5.519%, which is acceptable (a value below 10% is generally considered good). This indicates that the forecasts are relatively accurate based on the historical data.

MAE (48,639.625 M.USD): The Mean Absolute Error is reasonable compared to the average GDP.

The maximum absolute error is 137,567.528 M.USD which is relatively high, indicating that the model may be inaccurate at certain points—such as in years that experienced significant fluctuations, like 2020–2021.

Normalized BIC (22.529): The BIC is relatively low, suggesting that the model is relatively appropriate given the number of parameters.

- **Overall Model Evaluation:** The model is acceptable (R-squared = 0.839, MAPE = 5.519%) but not ideal (negative Stationary R-squared, high MaxAE). This may be due to significant fluctuations in the GDP data (such as the decline in 2020 and the sharp

increase in 2021). The Brown model assumes a linear trend, whereas your data contains nonlinear fluctuations.

2.3.1.2. Exponential Smoothing Model Parameters:

Table 11: Exponential Smoothing Model Parameters

	Estimate	Sig	T
Alpha (Level and Trend)	0.918	0	6.767

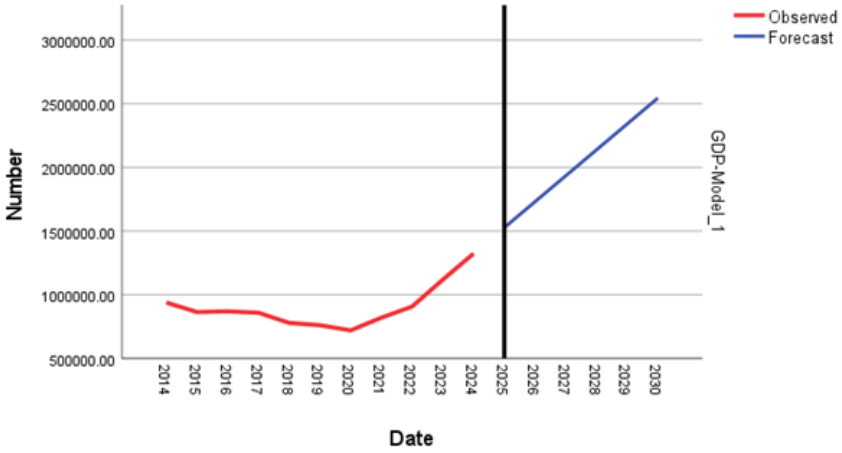
Source: Made by the students based on result of SPSS v.27

Alpha (0.918): The smoothing coefficient is very high (close to 1), indicating that the model heavily relies on recent values (such as 2023–2024) more than older values (2014–2015). This makes sense, as the most recent trend (GDP rising to 1.3 billion in 2024) has the most significant impact on the forecast.

Sig. (0.000): The Alpha coefficient is statistically significant, meaning that the model is reliable in using this coefficient.

2.3.1.3. Chart and GDP Forecast from 2025 to 2030:

Figure 19: GDP Forecast from 2025 to 2030



Source: Made by the students based on result of SPSS v.27

The chart shows the historical values (2014–2024) in red and the forecasts (2025–2030) in blue. Unfortunately, the chart does not include confidence intervals, which limits our ability to accurately assess risks. However, we can still extract the expected values.

The Gross Domestic Product (GDP) shows a linear upward trend from 2025 to 2030, increasing from 1,400,000 M.USD in 2025 to approximately 1,900,000 M.USD in 2030.

The expected annual growth rate is about 100,000 units per year, which is a moderate growth rate (around 7% annually based on the 2024 value).

2.3.1.4. Analysis of Future Opportunities and Risks Based on the Forecasts:

Opportunities:

- The continuous growth in GDP indicates an expanding market, which implies a potential increase in demand for imported goods (such as Proderma products).
- This trend supports long-term investment and export decisions.

Risks:

- The model does not provide confidence intervals, which means there are unseen risks. If economic shocks occur (such as a financial crisis or changes in monetary policy), GDP may decline.
- Significant historical fluctuations (such as the decline in 2020) suggest that the linear growth may not continue if crises occur**.**

2.3.2. Inflation forecasting:

2.3.2.1. Model description and model fit:

- **Model type :** Holt

Table 12: Model fit

Stationary R-squared	R-squared	RMSE	MAPE	MaxAPE	MAE	MaxAE	Normalized BIC
0.785	0.655	14.657	57,714	160,746	10,089	31.233	5.806

Source: Made by the students based on result of SPSS v.27

The Holt model is a type of exponential smoothing model used when there are trends in the data but no seasonal fluctuations. This is suitable for the inflation data, as it exhibits significant fluctuations (such as the rise to 72.3% in 2022) and trends (such as the decline to around 20% in 2024) without clear seasonal patterns.

- Stationary R-squared (0.785): The value is positive and high, indicating that the model captures the fluctuations in inflation data well after removing the trend. This is a positive sign of the model's adequacy.

- R-squared (0.855): The model explains 85.5% of the variation in inflation based on historical trends. This is a very good ratio, indicating that the model is relatively strong.
- RMSE (14.657): The root mean square error is relatively high compared to the average inflation rate (25.78% from the previous descriptive analysis). The error represents about 57% of the average, suggesting that the forecasts carry a significant margin of error.
- MAPE (57.714): The mean absolute percentage error is high (57.7%), which is unacceptable (a MAPE below 10% is considered good). This means the forecasts are not sufficiently accurate, especially considering the large fluctuations in inflation data (ranging from 7.7% to 72.3%).
- MAE (10.089): The mean absolute error is relatively high compared to the average inflation rate, reinforcing the notion that the model lacks accuracy.
- MaxAE (31,233 M.USD): The maximum absolute error is very high, reflecting the difficulty in forecasting years such as 2022 (72.3%).
- Normalized BIC (5.806): A reasonable value, but it does not compensate for the high MAPE.

- **Overall Model Evaluation:** The model is relatively strong (R-squared = 0.855, Stationary R-squared = 0.785), but not sufficiently accurate (MAPE = 57.7%). The large fluctuations in inflation data (such as the sharp rise in 2022) make it difficult for the Holt model to predict with high precision. Nevertheless, the forecasts can still be used as a general indicator of trends.

2.3.2.2. Exponential Smoothing Model Parameters:

Table 13: Exponential Smoothing Model Parameters

	Estimate	Sig	T
Alpha (Level)	0.001	0.997	0.004
Gamma (Trend)	0.000	1.000	2.565E-6

Source: Made by the students based on the results of SPSS v.27

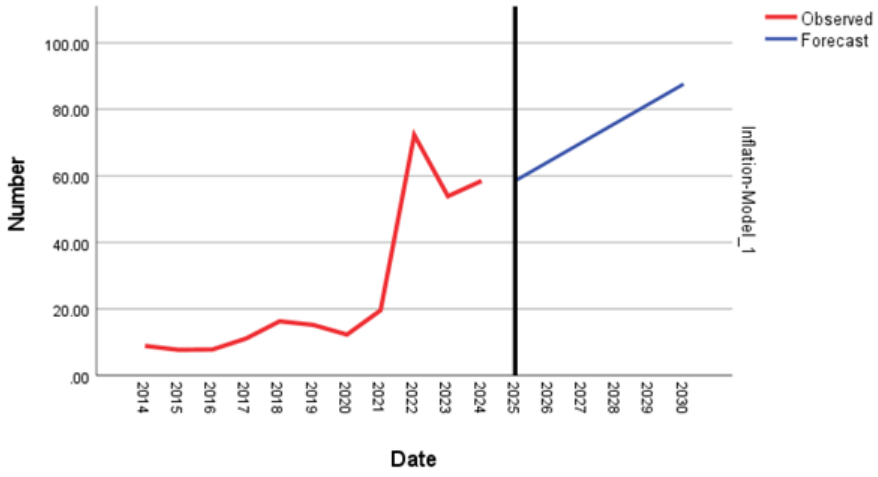
Alpha (Level) = 0.001: The smoothing coefficient for the level is very low, indicating that the model relies heavily on older values rather than recent ones. This may explain the model's inaccuracy, as inflation has undergone significant changes recently (such as the drop to around 20% in 2024).

Gamma (Trend) = 0.000: The trend coefficient is zero, which means the model does not account for the trend significantly. This explains the nearly flat forecast shown in the graph.

Sig. (0.987 and 1.000): The coefficients are not statistically significant, which suggests that the model may not be suitable for inflation data.

2.3.2.3. Chart and inflation Forecast from 2025 to 2030:

Figure 20: inflation Forecast from 2025 to 2030



Source: Made by the students based on the results of SPSS v.27

The chart displays historical values (2014–2024) in red and forecasts (2025–2030) in blue. There are no confidence intervals, which limits the ability to assess risks accurately.

The model forecasts that inflation will remain constant at around 20% from 2025 to 2030. This is highly unrealistic given the significant historical fluctuations (ranging from 7.7% to 72.3%), highlighting the model's weakness in capturing volatility.

The historical average inflation rate (25.78%) is slightly higher than the forecasted 20%, but the assumption that inflation will stay constant fails to consider potential crises or changes in monetary policies.

2.3.2.4. Analysis of Future Opportunities and Risks Based on the Forecasts:

• Opportunities:

Inflation at 20% is lower than the historical average (25.78%), which may reduce pressure on operating costs compared to previous years (e.g., 2022: 72.3%).

• Risks:

Inflation at 20% is still high, leading to:

- Increased operating costs (e.g., transportation and distribution).
- Reduced purchasing power of Turkish consumers.

The model does not capture volatility, so inflation could rise to higher levels (e.g., 40%–50%) if crises occur.

• Mitigation Strategies:

- Partner with local distributors to reduce transportation costs.
- Use dynamic pricing to adjust prices in response to inflation.
- Monitor Turkish monetary policies to anticipate sudden inflation spikes.

2.3.3. Unemployment forecasting :

2.3.3.1. Model description and model fit:

- **Model type :** Simple

Table 14: Model fit

Stationary R-squared	R-squared	RMSE	MAPE	MaxAPE	MAE	MaxAE	Normalized BIC
-0.010	0.383	1.178	7.055	20.438	0.800	2.800	0.546

Source: Made by the students depend on the result of SPSS V.27

The Simple model is the most basic type of Exponential Smoothing model, used when there are no clear trends or seasonal fluctuations in the data. This model assumes that future values will be close to the weighted average of historical data, focusing solely on the level component, without accounting for trend or seasonality.

- Stationary R-squared (-0.010): The negative value indicates that the model does not capture fluctuations in unemployment data well after removing the trend. This is expected, as the Simple model does not account for trends, while the unemployment data clearly shows a downward trend (from 13.7% in 2019 to 8.7% in 2024).
- R-squared (0.383): The model explains only 38.3% of the variation in unemployment, which is low. This suggests the model is relatively weak at explaining changes, and there are other influencing factors not captured.
- RMSE (1.178): The root mean squared error is reasonable compared to the average unemployment rate (10.85% from previous descriptive analysis). It represents about 10.8% of the average, which is relatively acceptable.
- MAPE (7.055%): The mean absolute percentage error is below 10%, indicating good accuracy in terms of predicting the general level of unemployment.

- MAE (0.800): The mean absolute error is relatively low, supporting the idea that the model is fairly accurate in predicting the level.
- MaxAE (2.800): The maximum absolute error is reasonable, but it reflects the difficulty of forecasting years like 2019 (13.7%), which saw a significant spike.
- Normalized BIC (5.546): The value is acceptable, but it does not compensate for the model's weakness in capturing trends.

- **Overall Evaluation of the Model:**

- The model is acceptable in terms of accuracy (MAPE = 7.055%), meaning that it provides relatively accurate predictions of unemployment levels.
- However, it is weak in capturing trends (R-squared = 0.383, and the Stationary R-squared is negative).
- Since the unemployment data shows a clear downward trend (from 13.7% in 2019 to 8.7% in 2024), the Simple model's inability to account for this trend makes the forecasts less realistic and less useful for strategic planning.

2.3.3.2. Exponential Smoothing Model Parameters:

Table 15: Exponential Smoothing Model Parameters

	Estimate	Sig	T
Alpha (Level)	1.000	0.011	3.125

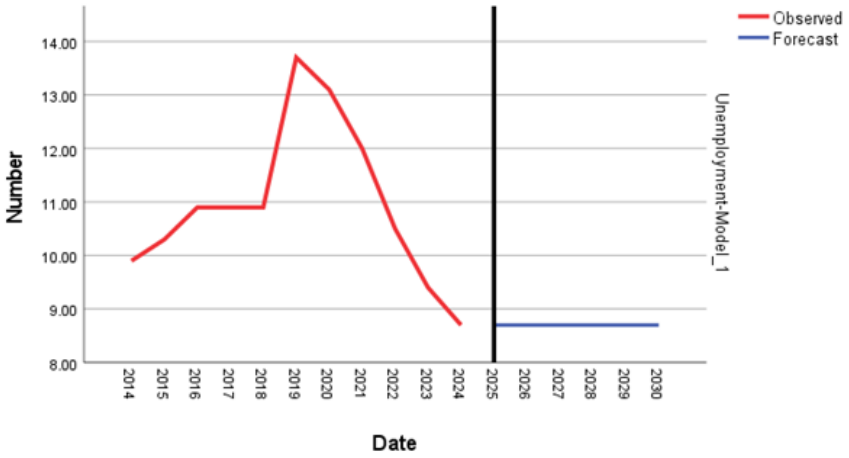
Source: Made by the students based on the result of SPSS v.27

Alpha (Level) = 1.000: The smoothing coefficient is very high, which means that the model relies entirely on the most recent value (2024: 8.7%) and almost ignores historical data. This explains the flat forecast seen in the chart.

Sig. (0.011): The Alpha coefficient is statistically significant (p-value < 0.05), indicating that the model is statistically reliable in using this coefficient.

2.3.3.3. Chart and Unemployment Forecast from 2025 to 2030:

Figure 21: Unemployment Forecast from 2025 to 2030



Source: Made by the students based on the result of SPSS v.27

The chart shows the historical values (2014–2024) in red and the forecasts (2025–2030) in blue. There are no confidence intervals, which limits the ability to assess risks.

The model predicts that unemployment will remain constant at 8.7% from 2025 to 2030. This is unrealistic given the historical downward trend (from 13.7% to 8.7%), which confirms the model's weakness in capturing trends.

The historical average unemployment rate (10.85%) is higher than the forecast (8.7%), but the assumption that unemployment will not change does not take into account potential economic shifts.

The unemployment model (Simple) is relatively accurate in terms of level (MAPE = 7.055%) but fails to capture the downward trend, making the forecasts unrealistic.

2.3.3.4. Analysis of Future Opportunities and Risks Based on the Forecasts:

- **Opportunities:**

- Unemployment at 8.7% is lower than the historical average (10.85%), which enhances purchasing power compared to previous years.

- **Risks:**

- The model does not capture the downward trend, so unemployment may either decrease further (positive) or rise (negative) in the event of an economic slowdown.

- **Mitigation Strategies:**

- Focus on competitively priced products to meet the needs of low-income consumers in case unemployment increases.

2.3.4. Exchange rate forecasting:

2.3.4.1. Model description and model fit:

- **Model type :** Brown

Table 16: Model fit

Stationary R-squared	R-squared	RMSE	MAPE	MaxAPE	MAE	MaxAE	Normalized BIC
0.099	0.950	2.567	12.121	34.684	1.595	5.629	2.104

Source: Made by the students depend on the result of SPSS V.27

Brown model is suitable for exchange rate data because they show a clear upward trend (from 2.34 in 2014 to 35.36 in 2024) without seasonal patterns.

- Stationary R-squared (0.099): The value is positive but low, indicating that the model does not capture the remaining fluctuations well after removing the trend. This is expected since the exchange rate shows large fluctuations (e.g., the sharp increase in 2022–2023).
- R-squared (0.950): The model explains 95% of the variations in the exchange rate based on historical trends. This is an excellent percentage, meaning the model is very strong in capturing the upward trend.
- RMSE (2.567): The root mean square error is reasonable compared to the average exchange rate (14.49 from the previous descriptive analysis). The error represents about 17.7% of the average, which is relatively acceptable given the fluctuations.
- MAPE (12.121): The mean absolute percentage error is 12.121%, which is relatively high (less than 10% is considered good). This indicates that the forecasts have a noticeable margin of error, especially in highly volatile years.
- MAE (1.565): The mean absolute error is relatively low, supporting the idea that the model is fairly accurate.
- MaxAE (5.629): The maximum absolute error is reasonable but reflects the difficulty in predicting years like 2023 (34.37), which experienced a major increase. Normalized BIC (2.104): This low value suggests the model is relatively suitable.

- **Overall model evaluation:** The model is very strong (R-squared = 0.950) in capturing the upward trend of the exchange rate but less accurate (MAPE = 12.121%) due to significant volatility in the data. We can rely on the forecasts as a general indicator of the trend, keeping in mind the margin of error.

2.3.4.2. Exponential Smoothing Model Parameters:

Table 17: Exponential Smoothing Model Parameters

	Estimate	Sig	T
Alpha (Level and trend)	0.829	0	5.147

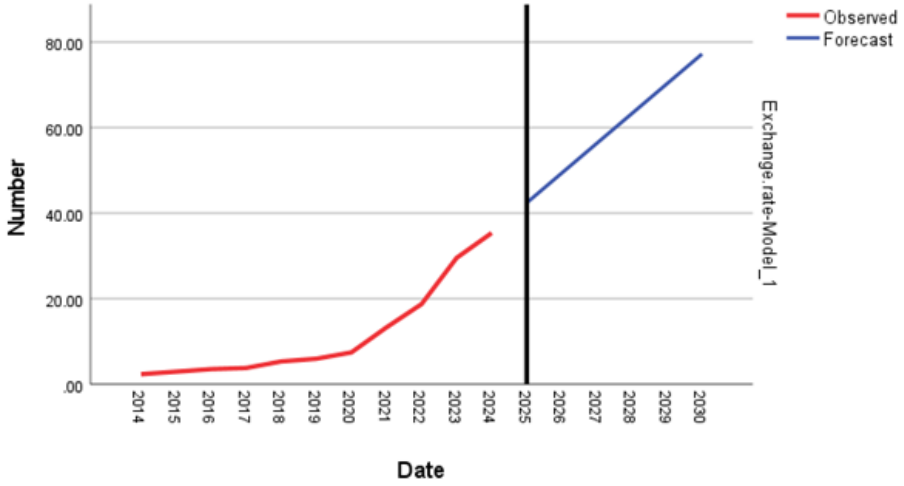
Source: Made by the students based on the result of SPSS v.27

Alpha (Level and Trend) = 0.829: The smoothing coefficient is high, meaning the model relies heavily on recent values (such as 2023–2024) more than on older data. This is logical, as the recent trend (the rise in the exchange rate to 35.36 in 2024) has the greatest influence on the forecast.

Sig. (0.000): The coefficient is statistically significant, indicating that the model is reliable in using this parameter.

2.3.4.3. Chart and Unemployment Forecast from 2025 to 2030:

Figure 22: Exchange rate Forecast from 2025 to 2030



Source: Made by the students based on the result of SPSS v.27

The chart shows historical values (2014–2024) in red and forecasts (2025–2030) in blue. Confidence intervals are not provided, which limits risk assessment.

The model predicts a continuous increase in the exchange rate from 40 in 2025 to around 65 in 2030, with an annual increase of approximately 5 liras. This upward trend is consistent with the historical pattern (from 2.34 to 35.36), but it assumes a linear continuation, which may not hold if monetary policies change or crises occur.

Evaluation of the model:

- The **Exchange Rate model (Brown)** is strong *(R-squared = 0.950)* but less accurate *(MAPE = 12.121%)* due to volatility.
- The **GDP model (Brown)** is the most reliable *(R-squared = 0.839, MAPE = 5.519%)*.
- The **Inflation model** is inaccurate *(MAPE = 57.7%)*, but the 20% forecast can still be used as an indicator.
- The unemployment model is relatively accurate (MAPE = 7.055%) but fails to capture the downward trend.

2.3.4.4. Analysis of Future Opportunities and Risks Based on the Forecasts:

• Opportunities:

- The increase in the exchange rate makes Proderma's products cheaper and more competitive in the Turkish market.

• Risks :

- Large fluctuations in the exchange rate (as observed historically) may lead to unexpected changes in profits.
- A continuous rise may indicate broader economic deterioration, which could affect demand.

• Risk Mitigation Strategies:

- Use hedging contracts to protect profits from volatility.
- Target periods of high exchange rates (such as 2029–2030) to increase exports.
- Diversify markets to reduce dependence on the Turkish market in case of economic downturn.

Table 1 summarizes the resulting forecasts:

Table 18: Economic Forecasts for the Turkish Market (2025–2030)

Year	GDP (M.USD)	Iflation rate (%)	Unemployment rate (%)	Exchange rate (TRY/USD)

2025	1,400,000	20	8.7	40
2026	1,500,000	20	8.7	45
2027	1,600,000	20	8.7	50
2028	1,700,000	20	8.7	55
2029	1,800,000	20	8.7	60
2030	1,900,000	20	8.7	65

Source: Established by the students based on SPSS v.27 results

Gross Domestic Product (GDP): GDP is expected to rise from 1,400,000 M.USD in 2025 to 1,900,000 M.USD in 2030, with an annual growth rate of approximately 7%. This sustained growth reflects a strong upward trend (R-squared = 0.839, MAPE = 5.519%), supporting the feasibility of investing in the Turkish market.

Inflation: Inflation is expected to remain stable at 20% annually, which is lower than the historical average (25.78%) but still considered high. However, the Holt model showed lower accuracy (MAPE = 57.7%), indicating a possibility that inflation could rise to higher levels (such as 40%-50%) based on historical volatility.

Unemployment: Unemployment is expected to remain steady at 8.7%, which is lower than the historical average (10.85%). The Simple model is relatively accurate (MAPE = 7.055%) but failed to capture the historical downward trend, suggesting that unemployment could decrease further if the trend continues.

Exchange Rate: The exchange rate is expected to increase from 40 lira per US dollar in 2025 to 65 Lira in 2030, based on the Brown model (R-squared = 0.950, MAPE = 12.121%). This increase reflects the continued depreciation of the Turkish lira, making imported products more competitive.

2.3.4.4.1. Future Risk Analysis:

Despite the promising opportunities offered by the expected economic growth, there are potential future risks that must be considered:

- **High Inflation:** The forecasted inflation rate of 20% remains high and could rise to even higher levels (such as 40%-50%) based on historical volatility (e.g., 72.3% in 2022). Such an increase could raise operational costs (such as transportation and

distribution) and reduce Turkish consumers' purchasing power, negatively impacting the demand for imported products.

- **Exchange Rate Volatility:** The continuous rise in the exchange rate (from 40 to 65 lira) makes imported products more competitive, but it also increases volatility risks. Unexpected changes in the exchange rate could cause fluctuations in profits, especially if the depreciation of the lira continues.
- **Overall Economic Volatility:** The models assume linear GDP growth, but crises such as the 2020 pandemic (which reduced growth to 0.8%) could reoccur, leading to economic slowdowns that would impact all variables.

2.3.4.4.2. Risk Mitigation Strategies:

To mitigate these risks, it is recommended to adopt the following strategies:

- **For High Inflation:** Collaborate with local distributors to reduce transportation costs, and use dynamic pricing to adjust product prices based on inflation, while closely monitoring Turkish monetary policies.
- **For Exchange Rate Volatility:** Utilize hedging contracts to protect profits against fluctuations, and focus on exporting during periods when the exchange rate is high (such as in 2029-2030). It is also recommended to diversify markets to reduce dependency on the Turkish market in case of economic deterioration.
- **For Economic Volatility:** Continuously monitor Turkish economic indicators and minimize major investments during periods of economic instability.
- **For Unemployment:** Focus on offering competitively priced products to meet the needs of low-income consumers in case unemployment rises.

Conclusion

Investment in Turkey can be successful if Algerian companies are able to take advantage of opportunities (such as the rise in exchange rates and economic growth) while mitigating challenges (such as inflation and exchange rate volatility). The regression analysis showed that the model is strong (R Square = 0.926), meaning that economic variables have a significant impact on GDP. Therefore, Algerian companies can achieve success if they focus on value-added products, adopt strategies such as dynamic pricing, collaborate with local distributors, and use hedging contracts to reduce risks.

2.4. Analytical Report on the Development of the Skincare Products Market in Turkey and the Potential Success of Exporting Algerian Proderma Products

The skincare products market in Turkey has witnessed dynamic and remarkable growth, driven by demographic, economic, and cultural factors. This report aims to provide a comprehensive analysis of the development of this market, including production and consumption dynamics, consumer preferences, distribution channels, and the regulatory framework. The report specifically focuses on assessing the suitability of this market for the successful export of Algerian "Proderma" products and provides strategic recommendations for entering the Turkish market and leveraging its promising opportunities.

Turkey represents a strategically important and increasingly attractive market for skincare products, not only due to its growth size but also because of fundamental shifts in Turkish consumer behavior. This growth is driven by a range of demographic factors, including a large youth population and the expansion of the middle class, as well as a growing awareness of self-care and preventive health among consumers. These structural changes indicate a sustained and long-term demand for skincare products, making the Turkish market a promising destination for investment and expansion for brands such as Proderma[162].

2.4.1. Development of the Skincare Market in Turkey: Production and Consumption Market Size and Growth Rates

The skincare products market in Turkey is showing strong growth. The Turkish skincare market was valued at USD 1.65 billion in 2024 and is expected to reach USD 2.18 billion by 2030, with a compound annual growth rate (CAGR) of 4.8% during the forecast period. More broadly, the beauty and personal care market in Turkey is expected to experience significant growth, with an anticipated increase of USD 2.9 billion and a CAGR of approximately 9.6% over the forecast period[163].

There is a noticeable discrepancy between the reported growth rates of the specific skincare market (4.8%) and the broader beauty and personal care market (9.6%). This variation indicates that the skincare sector, despite its strong growth, is expanding at a slightly slower pace

[162]- Euromonitor International. *Beauty and personal care in Turkey*. Euromonitor. Retrieved May 2025, from https://www.euromonitor.com/beauty-and-personal-care-in-turkey/report

[163] - StrategyHelix. *Beauty and personal care products market in Turkey*. StrategyHelix Store. Retrieved May 2025, from https://store.strategyh.com/report/beauty-and-personal-care-products-market-in-turkey/

compared to other segments within the broader beauty market—such as color cosmetics, perfumes, or hair care products—which may be key drivers of overall growth. For "Proderma" which focuses on skincare, market potential estimates should be based on the CAGR specific to the skincare sector. However, the strong growth of the broader market reflects a dynamic and vibrant industry, which may offer future opportunities for "Proderma" to diversify its product lines or explore cross-category marketing strategies[164].

- **Local Production Landscape**

Turkey is a significant manufacturing hub for cosmetics, with around 3,250 companies operating in the sector, employing approximately 14,000 people, most of whom are based in Istanbul, the country's largest commercial center. These companies are characterized by high production capacities and a diverse product range, offering private label manufacturing services and OEM (Original Equipment Manufacturing) for many globally recognized brands. Companies such as Atak Cosmetics and Erte Cosmetics comply with international quality standards, including Good Manufacturing Practices (GMP), ISO certifications, and even U.S. FDA registrations for some of their products[165].

The presence of highly efficient and internationally certified local manufacturers in Turkey indicates a high level of quality and innovation within the Turkish industry. This suggests that "Proderma" will face sophisticated local competition, requiring its products to meet or exceed these quality standards in order to gain consumer trust.

On the other hand, Turkey's advanced manufacturing capabilities and logistical advantages could offer "Proderma" an opportunity to explore contract manufacturing within Turkey in the long term. This could help reduce import costs, leverage local expertise or ingredients, and thus mitigate some of the challenges of market entry[166].

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[164] - Global Cosmetic Industry (GCI). *Potential in Turkey and the Middle East*. GCI Magazine. Retrieved May 2025, from https://www.gcimagazine.com/consumers-markets/article/21849970/potential-in-turkey-and-the-middle-east

[165] - Erte Cosmetics. *Home*. Retrieved May 2025, from https://ertecosmetics.com/

[166] - TijaraHub. *Bringing Istanbul glamour to your beauty ritual: Exploring Turkey's skincare and cosmetics industry*. TijaraHub Blogs. Retrieved May 2025, from https://tijarahub.com/tijarahub-blogs/bringing-istanbul-glamour-to-your-beauty-ritual-exploring-turkeys-skincare-and-cosmetics-industry/

There is an increasing trend toward the production of natural, organic, and herbal products in Turkey, with local companies benefiting from the wide variety of available herbs and natural ingredients such as rose water and olive oil. This trend aligns with growing consumer demand for environmentally friendly and health-conscious skincare products.

Turkey is well-known for producing large quantities of globally renowned laurel soap and olive oil soap, making the Turkish soap sector export-oriented[167].

- **Consumer Preferences and Purchasing Trends**

Turkish consumers show increasing interest in self-awareness and personal care, especially among Millennials and Generation Z, who view skincare as a form of self-care and preventive health. There is growing demand for products that address specific skin concerns such as anti-aging, brightening, and moisturizing.

This cultural shift, which emphasizes overall well-being, contributes to increased demand for highly effective formulations, scientifically backed ingredients, and advanced dermatological products[168].

There is a significant shift toward natural, organic, and eco-friendly products, with a preference for local ingredients such as rose water and olive oil. This trend does not conflict with the search for scientifically backed products; rather, it indicates that Turkish consumers have become more discerning, seeking natural ingredients supported by scientific evidence to address specific skin issues.

This means that simply being "natural" may not be enough; "Proderma" must clearly communicate the scientific accuracy behind its formulations and how these formulations effectively treat specific skin problems[169].

Social media and beauty influencers have a significant impact on consumer preferences, driving demand for both global and local brands. There is also a noticeable increase in demand for

[167] - ReportLinker. *[Market report on beauty and personal care]*. ReportLinker. Retrieved May 2025, from https://www.reportlinker.com/dlp/5ccec7326ded447cfd5154f0cb1e032e

[168] - StrategyHelix. *Beauty and personal care products market in Turkey*. StrategyHelix Store. Retrieved May 2025, from https://store.strategyh.com/report/beauty-and-personal-care-products-market-in-turkey/

[169] - StrategyHelix. *Beauty and personal care products market in Turkey*. StrategyHelix Store. Retrieved May 2025, from https://store.strategyh.com/report/beauty-and-personal-care-products-market-in-turkey/

personalized beauty solutions and men's skincare products, highlighting the market's maturity and the diversity of its consumer segments[170].

Despite economic challenges such as inflation and currency fluctuations, the cosmetics market has shown resilience, with consumers trending toward purchasing smaller sizes and products that offer good value for money. Turkish consumers prefer "masstige" products—those that combine good quality with affordable prices.

This preference for reasonably priced, quality products, along with cautious spending behavior due to economic factors, suggests that "Proderma" should target this mid-price segment rather than very high-end or very low-priced products. This represents an important strategic point for "Proderma" in positioning itself within the Turkish market[171].

2.4.2. Distribution Channels and Trade Landscape Main Distribution Channels

The distribution channels for skincare products in Turkey are diverse to meet the varying needs of consumers. Hypermarkets and supermarkets are the leading channels in the Turkish skincare sector. Additionally, specialized health and beauty stores such as Watsons, Gratis, and Sephora play an important role, offering a wide range of products and attracting a broad consumer base through competitive promotions and significant discounts[172].

Online retail channels have undergone a rapid transformation in Turkey's skincare trade landscape, driven by accelerated digitalization, especially following the pandemic.

E-commerce platforms offer consumers unmatched convenience, access to a wider range of products, and competitive prices. Young consumers, in particular, prefer online platforms for easy product comparison, reviews, and delivery convenience.

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[170] - Euromonitor International. *Beauty and personal care in Turkey*. Euromonitor. Retrieved May 2025, from https://www.euromonitor.com/beauty-and-personal-care-in-turkey/report

[171] - Paturkey.com. *Turkey: Hard data signals slow down in growth*. (2025). Retrieved May 2025, from https://www.paturkey.com/news/2025/turkey-hard-data-signals-slow-down-in-growth-19745/

[172] - GlobalData. *Turkey skincare market analysis*. GlobalData Store. Retrieved May 2025, from https://www.globaldata.com/store/report/turkey-skincare-market-analysis/

The growth of online channels has also enabled niche organic brands and imported products, previously unavailable in traditional stores, to penetrate the market[173].

- **Trade Dynamics: Exports and Imports**

Turkey's exports of cosmetics and personal care products have shown a significant upward trend. While export values were $61 million USD in 2000, they reached $1.34 billion USD in 2022. In 2023, Turkey's exports of skincare and cosmetic products amounted to $341.1 million USD, representing a 29% increase compared to 2022[174] .

The United States is the top destination for Turkish cosmetics exports, accounting for 7.4% of the total, followed by Libya (7.3%), Iraq (7.2%), and the Netherlands (6.9%).

Regarding exported products, skincare and makeup products held the largest share in 2023, valued at $204.5 million USD, representing 60% of total exports[175].

Regarding imports, Turkey imported cosmetics products worth $568 million USD in 2023, ranking as the 27th largest importer globally. France was the largest supplier of cosmetics to Turkey in 2023, with exports valued at $163 million USD, followed by Italy ($63.9 million USD), Germany ($62.7 million USD), South Korea ($59.6 million USD), and China ($37.7 million USD). This indicates a large and diverse import market, providing an opportunity for "Proderma" to enter the market as an imported brand[176].

[173] - TechSci Research. *Turkey skincare market to grow with a CAGR of 6.23% until 2028*. (2023, July). Retrieved May 2025, from https://www.techsciresearch.com/news/7570-turkey-skincare-market.html

[174] - Republic of Türkiye Ministry of Trade. *Cosmetics and personal care product sector report*. Retrieved May 2025, from https://www.trade.gov.tr/data/5b8fd4fb13b8761f041fee78/Cosmetics%20and%20Personal%20Care%20Product.pdf

[175] - TijaraHub. *Bringing Istanbul glamour to your beauty ritual: Exploring Turkey's skincare and cosmetics industry*. TijaraHub Blogs. Retrieved May 2025, from https://tijarahub.com/tijarahub-blogs/bringing-istanbul-glamour-to-your-beauty-ritual-exploring-turkeys-skincare-and-cosmetics-industry/

[176] - The Observatory of Economic Complexity (OEC). (n.d.). *Beauty products in Turkey*. Retrieved May 2025, from https://oec.world/en/profile/bilateral-product/beauty-products/reporter/tur

2.5. Comparative Analysis of Turkish Imports and Opportunities for Algerian Products

Table 19: Turkey's Imports from Algeria and the World in Total Products, Pharmaceutical Products, and Cosmetic Preparations (2005–2024) – in USD Thousands

YEARS	Imports from Algeria			Imports from the world		
	All products import to turkey from algeria (USD thousand)	Essential oils and resinoids; perfumery, cosmetic or toilet preparation (USD thousand)	Pharmaceutical products (USD thousand)	All products imported to turkey from world(USD thousand)	Pharmaceutical products (USD thousand)	Essential oils and resinoids; perfumery, cosmetic or toilet preparation (USD thousand)
2005	861809	32	0	1.17E+08	2849272	530726
2006	718740	205	0	1.4E+08	3035614	629134
2007	943808	150	0	1.7E+08	3523655	754550
2008	1587506	77	0	2.02E+08	4360581	844665
2009	768995	0	0	1.41E+08	4080491	839860
2010	1068380	0	10	1.86E+08	4410051	984293
2011	1150325	1	0	2.41E+08	4697445	1071449
2012	924934	0	0	2.37E+08	3995652	1027870
2013	711359	2	0	2.61E+08	4353048	1422910
2014	924505	13	803	2.51E+08	4699801	1460255
2015	740547	0	0	2.07E+08	4296440	1101905
2016	463775	0	135	1.99E+08	4217109	1113790
2017	766803	71	59	2.34E+08	4449096	1200318
2018	1138064	0	0	2.23E+08	4363425	1141906
2019	719267	47	0	2.1E+08	4911311	1261354
2020	567384	7	0	2.2E+08	4958182	1160538
2021	1194880	1	2	2.71E+08	6874905	1261587
2022	1367257	0	0	3.64E+08	4559343	1570368

2023	1452400	75	2663	3.62E+08	4986408	2010163
2024	1472247	33	0	3.44E+08	5429300	2038244

Sources: ITC calculations based on Turkish Statistical Institute (TURKSTAT) statistics since January, 2015.

The data presented in the table reveals an uneven evolution in trade relations between Turkey and Algeria over the past two decades, with notable spikes in certain years and stagnation in others, particularly in specific sectors. Turkey's total imports from Algeria across all products increased from USD 861.8 million in 2005 to USD 1.47 billion in 2024. The first peak was recorded in 2008 at USD 1.59 billion, followed by a gradual recovery beginning in 2020, where imports grew from USD 567.3 million to USD 1.47 billion in 2024 — a rise of approximately 160% in just four years. Meanwhile, Turkey's global imports rose from USD 116.7 billion in 2005 to USD 344 billion in 2024, meaning Algeria's share remained relatively constant at around 0.4%.

This relative weakness becomes even more apparent in the specific sectors aligned with Proderma's business activity, particularly pharmaceutical products and essential oils and cosmetic preparations. Regarding pharmaceutical imports, the data shows a complete absence of Algerian exports to Turkey from 2005 to 2022, with minor exceptions in 2010 (USD 10,000) and 2016 (USD 135,000). However, 2023 recorded a remarkable surge to USD 2.66 million, only to drop back to zero in 2024. This sudden pattern may reflect a temporary market test or a reaction to exceptional political or trade circumstances (e.g., boycotts), rather than a sustained commercial relationship.

As for essential oils and cosmetic products, Turkish imports from Algeria remained marginal from USD 32,000 in 2005 to only USD 33,000 in 2024, with no exports at all in many years (e.g., 2009, 2010, 2011, 2012, 2016, 2018, 2022). In contrast, Turkey imported USD 2.03 billion worth of the same products from the world in 2024, meaning Algeria's share amounted to just 0.0016% of Turkey's demand in this sector. This market has grown significantly at the global level, with Turkey's imports rising from USD 530 million in 2005 to over USD 2 billion in 2024, reflecting a growth of nearly 284% over two decades.

These figures highlight a major untapped opportunity for Algeria, especially considering Turkey's growing demand for pharmaceutical and cosmetic products, while Algeria remains virtually absent from these categories—except for minor and irregular attempts. Given Turkey's recent political and cultural tendencies to diversify its trade partners and reduce reliance on

Western or Israeli imports, this absence should not be seen as a weakness, but rather as a strategic vacuum that Algerian companies like Proderma could effectively fill. This would require smart marketing strategies, compliance with Turkish regulatory standards, and solid distribution partnerships.

2.6. Legal and Regulatory Framework for Cosmetic Product Export

The regulation governing cosmetic products aims to ensure that such goods reach consumers in a safe, effective, and high-quality condition. It establishes clear procedures for pre-market notifications, market surveillance, and inspection of production facilities. These measures are designed to protect public health and maintain product standards.

Cosmetic products are defined broadly to include substances or preparations intended for application to external parts of the human body—such as skin, nails, hair, lips, and external genital organs—as well as to teeth and the mucous membranes of the mouth. Their primary purpose is to cleanse, perfume, alter appearance, correct body odors, or protect and maintain those areas in good condition.

Before any cosmetic product is introduced into the market, the responsible party must submit a notification to the relevant health authority. Furthermore, any subsequent changes to the product or the manufacturer must also be reported. Notifications that lack required documents or information are considered invalid. The health authority is responsible for both inspecting production facilities and monitoring the products already on the market.

A "producer" is legally defined as any individual or legal entity that manufactures, modifies, or brands the product as their own. If the producer is based abroad, their authorized representative or importer assumes responsibility. Any actor within the supply chain who influences the product's safety is also regarded as a producer under this legal framework.

The main obligations of producers include:

- Prohibition from manufacturing, packaging, importing, or modifying cosmetic products without proper notification.
- Employment of technically qualified personnel for product handling and quality assurance.

- Mandatory submission of product safety data to poison control centers prior to commercialization.
- Assurance that products do not harm human health when used as intended or according to labeling and provided usage instructions.
- Prohibition of products containing restricted or banned substances beyond established limits.
- Compliance with regulatory requirements regarding packaging and labeling.
- Adherence to technical standards in production facilities as determined by health authorities.

2.7. Key Requirements for Exporting Cosmetic Products

To place cosmetic products on the market in the target country, the local distributor or buyer must be a legally recognized entity with tax registration and import authorization. Prior to customs clearance, an official notification must be filed with the local health authority, resulting in a "cosmetic product acceptance certificate." This document must be secured before the product reaches customs.

-Required Documentation for Export

Exporters must also prepare and submit a series of commercial and logistical documents, including:

- Original invoice for the exported goods
- Insurance policy (if applicable)
- Freight invoice (especially under FOB terms)
- Bank transfer receipt (for advance payment transactions)
- Tax deposit receipt (if payment is not made in advance)
- Bill of lading
- Packing list
- Customs valuation declaration

- Entry status documents and ATR certificate (for free zone companies, where applicable)[177].

3. Microeconomic analysis

In this section, we will discuss the analysis of all the results of the questionnaire surveyed by the members of the sample using statistical tools that facilitate this analysis such as: arithmetic mean, standard deviation, percentage, Cronbach's alpha, T test " result of SPSS v 27" and R.

3.1. General sample data

3.1.1. Distribution of the research sample by age:

The following table represents the Age of the sample members surveyed.

Table 20: distribution of the sample according to age.

	Frequency	**Pourcentage**
18–24	79	38
25–34	109	52.4
35–44	10	4.8
55 and above	10	4.8
Total	208	100

Source: established by the student based on the results of spss v27

The results of the data analysis regarding the age distribution of the sample indicate that the majority of participants in the study are between 18 and 34 years old, representing 90.4% of the total sample. This finding is of great significance in the context of the study, especially since this age group represents the youth segment, which is the most active and engaged with digital media and social networking platforms. As a result, they are the most likely to be influenced by digital campaigns whether those calling for boycotts or promoting the consumption of local or foreign alternatives.

Moreover, the youth segment is among the most targeted demographics in the cosmetics and parapharmaceutical sectors, due to their increasing interest in beauty, skincare, and physical

[177] Ticaret Bakanlığı. *İthalat – Sıkça Sorulan Sorular*. (2025, January 20). Retrieved May 26, 2025, from https://ticaret.gov.tr/gumruk-islemleri/sikca-sorulan-sorular/ticari/ithalat

appearance, as well as their growing awareness of product ingredients and their health and environmental impact.

Therefore, this age distribution presents a genuine opportunity to direct marketing efforts in favor of the Algerian brand 'Proderma

3.1.2. Distribution of the research sample by gender:

Table 21: distribution of the sample according to gender.

	Frequency	Pourcentage
Male	115	55.3
Female	93	44.7
Total	208	100

Source: established by the student based on the results of spss v27

The gender distribution of the research sample indicates that males represent 55.3% of the total respondents, while females account for 44.7%. This relatively balanced representation enhances the inclusiveness of the sample and provides diverse perspectives regarding the research topic.

Given that Proderma's cosmetic and parapharmaceutical products are typically consumed by both genders though often more by females this distribution allows for meaningful insights into the attitudes and potential receptivity of male and female consumers alike toward Algerian products during the boycott campaign.

Such a gender-balanced sample supports more nuanced analysis of consumer behavior and can guide targeted marketing strategies for the Turkish market. For instance, future campaigns could be segmented based on gender preferences and media consumption habits to increase effectiveness.

3.1.3. Distribution of the research sample by residence:

Table 22: distribution of the sample according to residence.

	Frequency	Pourcentage
Marmara	87	41.8
Aegean	26	12.5
Central Anatolia	46	22.1

Mediterranean	13	6.3
Black Sea	20	9.6
Eastern Anatolia	2	1
Southeastern Anatolia	14	6.7
Total	208	100

Source: established by the student based on the results of spss v27

The distribution of the research sample by residence demonstrates broad geographic coverage across Turkey. The Marmara region is the most represented, accounting for 41.8% of the sample, followed by Central Anatolia with 22.1%, and the Aegean region with 12.5%. The remaining respondents are spread across the Black Sea (9.6%), Southeastern Anatolia (6.7%), Mediterranean (6.3%), and Eastern Anatolia (1%).

This distribution reflects diverse regional representation, encompassing areas with varying economic and cultural characteristics, which enhances the credibility and national relevance of the study's findings. The high representation from Marmara Turkey's economic and industrial core offers valuable insights into consumer behavior in one of the country's key markets.

3.1.4. Distribution of the research sample by employment status:

Table 23: distribution of the sample according to employment status

	Frequency	**Pourcentage**
Student	35	16.8
Employed (Private Sector)	46	22.1
Employed (Public Sector)	59	28.4
Self-employed/Entrepreneur	20	9.6
Unemployed	19	9.1
Retired	20	9.6
Other	9	4.3
Total	208	100

Source: established by the student based on the results of spss v27

The table below shows the distribution of respondents according to their employment status. The largest group consists of public sector employees, representing 28.4%, followed by private sector employees at 22.1%, and students at 16.8%. Smaller proportions include retirees,

unemployed individuals, and self-employed participants, reflecting a clear diversity in professional backgrounds.

This diversity in employment status enables a deeper analysis of how professional roles might influence attitudes and behaviors toward the boycott, and the openness of various groups to adopt Algerian products as alternatives.

3.1.5. Distribution of the research sample by incomes:

Table 24: distribution of the sample according to incomes

	Frequency	Pourcentage
Below 10,000 TRY	44	21.2
10,000–20,000 TRY	16	7.7
20,000–30,000 TRY	28	13.5
30,000–50,000 TRY	44	21.2
Above 50,000 TRY	76	36.5
Total	208	100

Source: established by the student based on the results of spss v27

The table presents the distribution of respondents according to their monthly income level. The largest group belongs to those earning above 50,000 TRY, representing 36.5% of the sample, followed by two groups earning below 10,000 TRY and 30,000–50,000 TRY, each constituting 21.2%. The middle-income groups (10,000–30,000 TRY) make up a smaller portion.

This distribution indicates that a significant portion of respondents has relatively high purchasing power, which may reflect their willingness to try alternative products especially in the context of a boycott campaign.

3.1.6. Distribution of the research sample by marital status:

Table 25: distribution of the sample according to marital status

	Frequency	Pourcentage
Single	143	68.8
Married	57	27.4
Divorced	8	3.8

Total	208	100

Source: established by the student based on the results of spss v27

The table below shows the distribution of the respondents based on their marital status. Single individuals make up the largest portion, with 68.8%, followed by married individuals at 27.4%. Divorced individuals represent a very small percentage, at 3.8%.

This distribution might be important when analyzing people's attitudes towards the products being promoted, as marital status can influence values and purchasing interests.

3.1.7. Distribution of the research sample by family number:

Table 26: distribution of the sample according to family number

	Frequency	**Pourcentage**
1 (Living alone)	24	11.5
2–3	96	46.2
4–5	80	38.5
More than 5	8	3.8
Total	208	100

Source: established by the student based on the results of spss v27

The table below shows the distribution of respondents according to the number of family members. Individuals living alone or with 1 person make up 11.5% of the sample, while those living with 2-3 family members represent 46.2%. Individuals living with 4-5 family members make up 38.5% of the sample. Those living with more than 5 family members represent only 3.8%.

This distribution could have an impact on consumer behavior, as the family size may influence the types of products needed or the interest in family-oriented products.

3.1.8. Distribution of the research sample by purchase place:

Table 27: distribution of the sample according to purchase place

	Frequency	**Pourcentage**
Shopping malls	40	19.2
Cosmetic stores (Gratis, Watsons, etc.)	98	47.1

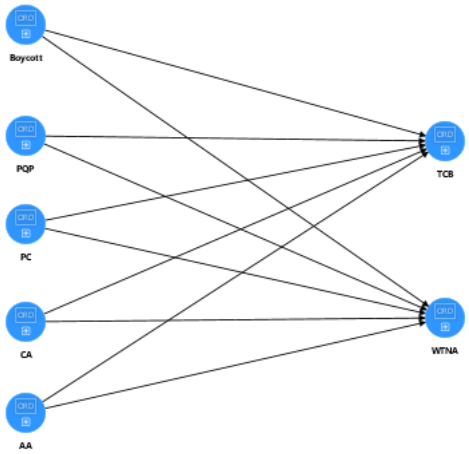
Online shopping platforms	48	23.1
Other	22	10.6
Total	208	100

Source: established by the student based on the results of spss v27

The table below shows the distribution of respondents according to the place of purchase. The results indicate that cosmetic stores such as (Gratis, Watsons, etc.) were the most popular, accounting for 47.1% of the sample. This was followed by online shopping platforms, representing 23.1%, while shopping malls accounted for 19.2%. Other sources, such as small shops or unconventional places, made up only 10.6%.

These data suggest a significant preference for shopping in specialized cosmetic stores, which offer a wide variety of beauty products, along with a growing reliance on online shopping platforms.

Figure 23: Micro model



Source: Made by the students depend on smartpls 4

This model explores the impact of boycott behavior on Turkish consumers' willingness to try new alternative products. It integrates key behavioral and perceptual factors such as perceived price, product quality, cultural alignment, and accessibility/availability as mediators that shape consumer response. The framework captures both the behavioral trigger (boycott) and the individual evaluation criteria that influence market decisions. By linking external consumer actions with internal decision-making processes, this model provides a comprehensive approach to understanding how Turkish consumers shift toward alternative, often local, products.

3.2. Data analysis regarding the boycott part:

This part deals with the analysis of information concerning the awareness of boycott, consumer motivation for boycott, trust in alternative products and effectiveness of boycott in changing habits.

3.2.1. Axis reliability:

The researcher used Cronbach's Alpha method to measure the reliability of the questionnaire, when the Cronbach alpha coefficient is greater than 0.6 implies that there is reliability between questionnaire expressions.

Table 28: reliability coefficient of parts of boycott

Axis	Cronbach's Alpha	Number of Items
Awareness of boycott	0.73	5
Consumer motivation for boycott	0.85	5
Trust in alternative product	0.87	4
Effectiveness of boycott in changing habits	0.89	5
Boycott	0.94	19

Source: established by the student based on the results of R 4.4.0

According to the previous table, we notice that the Cronbach alpha coefficient is higher to 0.6 implies that there is reliability between the questionnaire expressions.

3.2.2. Analysis of individuals' responses

3.2.2.1. Analysis of individuals' responses regarding the measurement of boycott

The study relied on a five-point Likert scale, as indicated in the table, where a score of (5) indicates strongly agree and a score of (1) indicates strongly disagree for the following:

Table 29: Five-point Likert scale

Evaluation	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The degree	1	2	3	4	5

The data was encoded and entered into the computer. To determine the cell length of the Likert enthusiasm scale (lower and upper bounds), the range between scale grades was calculated (5- 1=4). It was then divided by the highest value on the scale to obtain the cell length (0.80=4/5). After that, it was divided by the largest value on the scale (the beginning of the scale), which is one, to determine the upper limit of this cell. As a result, the cell lengths are as shown in the following table.

Table 30: the distribution of average values grades

average values	Likert five-point scale	level of agreement
[1.00-1.80]	Strongly disagree	Very low
[1.81-2.60]	Disagree	Low
[2.61-3.40]	Neutral	Medium
[3.41-4.20]	Agree	High
[4.21-5.00]	Strongly agree	Very high

To interpret the study results and assess the level of response, the researchers relied on the ranking of mean values at the domain level of the instrument as a whole, as well as the ranking of individual items within each domain. The researchers determined the degree of availability based on the criteria adopted in the study.

3.2.2.1.1. Analysis of the first axis the Awareness of boycott:

Table 31: Analysis of the first axis the awareness of boycott

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailes)	Classification	Level of agreement
Item 1	3.68	1.46	6.76	207	1.49927E-10	2	High
Item 2	3.39	1.34	4.24	207	3.32477E-05	3	High
Item 3	3.83	1.33	8.95	207	2.08469E-16	1	High
Item 4	3.11	1.23	1.24	207	0.21667868	4	Medium
Item 5	3.11	1.26	1.27	207	0.205546959	4	Medium
Total	3.42	0.92	6.644	207	0.000	-	High

Source: established by the student based on the results of R 4.4.0

The following table shows the analysis of the questions related to awareness of the boycott, with the mean, standard deviation, t-test, and significance level for each question where the critical value equal to 3:

- Item 1: Has a mean of 3.68 and a standard deviation of 1.46, indicating high agreement with the responses, with a t-test value of 6.76 and a significance level of 0.000, indicating high awareness of the boycott.
- Item 2: Has a mean of 3.39 and a standard deviation of 1.34, with a t-test value of 4.24 and a significance level of 0.00003, also indicating high awareness.
- Item 3: Has a mean of 3.83 and a standard deviation of 1.33, reflecting high awareness of the boycott, with a t-test value of 8.95 and a significance level of 0.000.
- Item 4: Has a mean of 3.11 and a standard deviation of 1.23, indicating medium awareness, with a t-test significance of 0.2167, which is not statistically significant.
- Item 5: Almost identical to Item 4, with a mean of 3.11 and a standard deviation of 1.26, and a non-significant t-test value 0.2055.

The axis overall has a mean of 3.42 and a standard deviation of 0.92, indicating that there is generally a high level of awareness of the boycott in the sample. The high values for Items 1 to 3 suggest that most respondents have high awareness of the boycott.

3.2.2.1.2. Analysis of the second axis the consumer motivation for boycott:

Table 32: Analysis of the second axis the consumer motivation for boycott

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailes)	Classification	Level of agreement
Item 1	3.59	1.46	5.82	207	2.19809E-08	2	High
Item 2	3.56	1.47	5.53	207	9.50699E-08	4	High
Item 3	3.57	1.43	5.76	207	3.02806E-08	3	High
Item 4	2.71	1.34	-3.15	207	0.001871914	5	Medium
Item 5	3.61	1.40	6.45	207	7.92539E-10	1	High
Total	3.412	1.122	5.29	207	0.000	-	High

Source: established by the student based on the results of R 4.4.0

The table shows the analysis of the questions related to consumer motivation for boycott, with the mean, standard deviation, t-test, and significance level for each question where the critical value equal to 3:

- Item 1: Has a mean of 3.59 and a standard deviation of 1.46, indicating high agreement among respondents. The t-test value is 5.82, and the significance level is 0.0000000219, which confirms that this item is statistically significant and reflects strong consumer motivation for boycotting.
- Item 2: Has a mean of 3.56 and a standard deviation of 1.47, with a t-test value of 5.53 and a significance level of 0.0000000951. This result also indicates a high level of motivation and is statistically significant.
- Item 3: Shows a mean of 3.57 and a standard deviation of 1.43, with a t-test value of 5.76 and a significance level of 0.0000000302, suggesting high motivation and strong statistical support.
- Item 4: Has a lower mean of 2.71 and a standard deviation of 1.34, indicating only a medium level of agreement. The t-test value is -3.15, and the significance level is 0.0018, showing that although the result is statistically significant, the level of consumer motivation expressed in this item is moderate.
- Item 5: Has the highest mean of 3.61 and a standard deviation of 1.40, indicating strong consumer motivation for boycott. The t-test value is 6.45, with a significance level of 0.00000000079, confirming its high statistical significance.

The total axis has a mean of 3.41 and a standard deviation of 1.12, suggesting a generally high level of consumer motivation to boycott among the sample. The high significance levels and means in Items 1, 2, 3, and 5 reflect strong consumer sentiment supporting the boycott, while Item 4 presents a moderate view.

3.2.2.1.3. Analysis of the third axis the trust in alternative products:

Table 33: Analysis of the third axis the trust in alternative products

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailes)	Classification	Level of agreement
Item 1	3.37	1.48	3.56	207	0.000464353	1	Medium
Item 2	3.08	1.19	0.94	207	0.350337948	4	Medium
Item 3	3.18	1.28	2.06	207	0.040771803	2	Medium
Item 4	3.16	1.25	1.89	207	0.060304902	3	Medium

Total	3.20	1.11	2.57	207	0.0109	-	Medium

Source: established by the student based on the results of R 4.4.0

This axis examines the level of trust in alternative products among the sample. The results show that most respondents have a moderate level of trust in such products where the critical value equal to 3:

- Item 1: Has a mean of 3.37 and a standard deviation of 1.48, with a t-test value of 3.56 and a significance level of 0.0004, indicating a statistically significant moderate level of trust.
- Item 2: Shows a mean of 3.08 with a standard deviation of 1.19, and a non-significant t-test value of 0.35, reflecting a neutral or unclear perception of this item.
- Item 3: Has a mean of 3.18, a standard deviation of 1.28, and a t-test value of 2.06 with a significance of 0.040, indicating a statistically significant moderate trust.
- Item 4: Has a mean of 3.16, a standard deviation of 1.25, and a t-test value of 1.89 with a significance of 0.060, which is slightly above the threshold 0.05, suggesting moderate but statistically non-significant trust.

The total mean is 3.20 with a standard deviation of 1.11, and the t-test significance is 0.0109, indicating that the general level of trust in alternative products is moderate and statistically significant.

3.2.2.1.4. Analysis of the fourth axis the effectiveness of boycott in changing habits:

Table 34: Analysis of the second axis the effectiveness of boycott in changing habits

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailes)	Classification	Level of agreement
Item 1	3.53	1.47	5.19	207	5.11355E-07	1	High
Item 2	3.35	1.44	3.51	207	0.000557112	4	Medium
Item 3	3.53	1.35	5.63	207	5.80376E-08	1	High
Item 4	3.51	1.40	5.28	207	3.18095E-07	3	High
Item 5	3.52	1.333193973	5.62	207	6.21583E-08	2	High

Total	3.49	1.174	6.00	207	0.000	-	High

Source: established by the student based on the results of R 4.4.0

This axis analyzes the effectiveness of boycott in changing consumer habits, and the results show that most respondents believe in the boycott's ability to influence consumer behavior.

The critical value equal to 3:

- Item 1: Has a mean of 3.53 and a standard deviation of 1.47, with a t-test value of 5.19 and a significance level of 0.0000005, indicating a high and statistically significant level of agreement.
- Item 2: Has a mean of 3.35, a standard deviation of 1.44, and a t-test value of 3.51 with a significance level of 0.0005, reflecting a medium but statistically significant level of agreement.
- Item 3: With a mean of 3.53, standard deviation 1.35, and a t-test value of 5.63 at significance 0.000000058, indicates high agreement.
- Item 4: Shows a mean of 3.51, standard deviation 1.40, and t-value of 5.28 with significance 0.0000003, confirming a high level of agreement.
- Item 5: Has a mean of 3.52, a standard deviation of 1.33, and a t-test value of 5.62 with significance 0.000000062, indicating strong agreement.

The axis has an overall mean of 3.49, a standard deviation of 1.17, and a t-test value of 6.00 with a significance of 0.000, showing that the sample believes the boycott is effective in changing consumer habits, with strong statistical support.

3.2.3. Overall degree of boycott

Table 35: overall degree of boycott

Axix	Mean	Standard deviation	Test t	Df	Sig(2-tailed)
awareness of boycott	3.42	0.92	6.644	207	0.000
Consumer motivation for boycott	3.412	1.122	5.29	207	0.000
Trust in alternative products	3.20	1.11	2.57	207	0.0109

Effectiveness of boycott in changing habits	3.49	1.174	6.00	207	0.000
Boycott	3.38	0.948	5.788	207	0.000

Source: established by the student based on the results of R 4.4.0

The table presents the overall analysis of the four boycott dimensions, in addition to the general boycott score, based on statistical results using the T-test where the critical value is 3:

- Awareness of the boycott: Has a mean of 3.42 and a standard deviation of 0.92, with a t-value of 6.644 and a significance of 0.000, indicating that respondents have a high level of awareness about the boycott.
- Consumer motivation for boycott: With a mean of 3.412, standard deviation of 1.122, t-value of 5.29, and significance level of 0.000, this reflects strong consumer motivation to engage in boycott activities.
- Trust in alternative products: This axis has a mean of 3.20, a standard deviation of 1.11, a t-value of 2.57, and a significance of 0.0109, indicating a moderate level of trust in alternatives.
- Effectiveness of boycott in changing habits: Shows a mean of 3.49, a standard deviation of 1.174, a t-value of 6.00, and a significance of 0.000, reflecting a strong belief in the boycott's ability to change consumption habits.

The total mean is 3.38, with a standard deviation of 0.948, a t-test value of 5.788, and a significance of 0.000. This indicates that the sample demonstrates a high degree of inclination toward boycotting and belief in its effectiveness, supported by strong statistical evidence.

3.3. Data analysis regarding the alternative product appeal part:

This part deals with the analysis of information concerning the product quality perception, price competitiveness, cultural alignment and availability and accessibility.

3.3.1. Axis reliability:

Table 36: Reliability coefficient of parts of alternative products appeal

Axis	Cronbach's Alpha	Number of Items
Product quality	0.88	5

Price competitiveness	0.85	5
Cultural alignment	0.85	5
Availability and accessibility	0.86	5
alternative products appeal	0.94	20

Source: established by the student based on the results of R 4.4.0

According to the previous table, we notice that the Cronbach alpha coefficient is higher or equal to 0.6 implies that there is reliability between the questionnaire expressions.

3.3.2. Analysis of the product quality perception:

Table 37: Analysis of the product quality

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailes)	Classification	Level of agreement
Item 1	3.05	1.27	0.54	207	0.5866	4	Medium
Item 2	2.96	1.17	- 0.53	207	0.5952	5	Medium
Item 3	3.08	1.15	1.03	207	0.3047	3	Medium
Item 4	3.15	1.14	1.95	207	0.0521	2	Medium
Item 5	3.28	1.22	3.34	207	0.001	1	Medium
Total	3.1	0.98	1.54	207	0.1257	-	Medium

Source: established by the student based on the results of R 4.4.0

The table presents the analysis of the questions related to product quality, including the mean, standard deviation, t-test values where the critical value equal to 3, and significance level:

- Item 1: Has a mean of 3.05 and a standard deviation of 1.27, with a t-value of 0.54 and significance level of 0.5866, indicating a medium level of agreement with no statistical significance.
- Item 2: Shows a mean of 2.96 and a standard deviation of 1.17, with a negative t-value of -0.53 and significance of 0.5952, also reflecting a medium level of agreement, not statistically significant.

- Item 3: Has a mean of 3.08 and a standard deviation of 1.15, with a t-value of 1.03 and significance of 0.3047, indicating a medium perception of product quality.
- Item 4: Shows a mean of 3.15 and a standard deviation of 1.14, with a t-value of 1.95 and a significance level of 0.0521, close to statistical significance, suggesting a medium but potentially notable level of agreement.
- Item 5: Has the highest mean of 3.28, with a standard deviation of 1.22, t-value of 3.34, and significance of 0.001, reflecting a relatively strong medium agreement with clear statistical significance.

The total mean is 3.1 with a standard deviation of 0.98, a t-test value of 1.54, and a significance of 0.1257, indicating a general medium perception of product quality among the sample, with no overall statistical significance.

3.3.3. Analysis of the price competition:

Table 38: Analysis of the price competition

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailes)	Classification	Level of agreement
Item 1	2.93	1.34	- 0.37	207	0.468	5	Medium
Item 2	3.13	1.18	1.65	207	0.1014	3	Medium
Item 3	3.3	1.31	3.34	207	0.001	2	Medium
Item 4	3.11	1.23	1.29	207	0.1971	4	Medium
Item 5	3.32	1.29	3.54	207	5E-04	1	Medium
Total	3.16	1.01	2.28	207	0.0237	-	Medium

Source: established by the student based on the results of R 4.4.0

The table presents the analysis of the questions related to price competition, including the mean, standard deviation, t-test values where the critical value equal to 3, and significance level:

- Item 1: Has a mean of 2.93 and a standard deviation of 1.34, with a negative t-value of -0.37 and a significance level of 0.468, indicating a medium level of agreement without statistical significance.

- Item 2: Shows a mean of 3.13 and a standard deviation of 1.18, with a t-value of 1.65 and significance of 0.1014, reflecting a medium level of agreement, also not statistically significant.
- Item 3: Has a mean of 3.30 and a standard deviation of 1.31, with a t-value of 3.34 and a significance of 0.001, indicating a medium level of agreement with strong statistical significance.
- Item 4: Recorded a mean of 3.11 and a standard deviation of 1.23, with a t-value of 1.29 and a significance of 0.1971, which reflects a medium level of agreement without statistical significance.
- Item 5: Achieved the highest mean (3.32) with a standard deviation of 1.29, a t-value of 3.54, and significance of 0.0005, indicating a medium level of agreement with clear statistical significance.

The total mean is 3.16 with a standard deviation of 1.01, a t-value of 2.28, and a significance of 0.0237, indicating a generally positive medium evaluation of price competition, with weak but present statistical significance.

3.3.4. Analysis of the cultural alignment:

Table 39: Analysis of the cultural alignment

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailes)	Classification	Level of agreement
Item 1	3.21	1.36	2.19	207	0.0293	1	Medium
Item 2	2.96	1.26	-0.5	207	0.6209	5	Medium
Item 3	3.1	1.22	1.19	207	0.2346	3	Medium
Item 4	3.09	1.42	0.93	207	0.3545	4	Medium
Item 5	3.13	1.4	1.39	207	0.1662	2	Medium
Total	3.1	1.05	1.34	207	0.1814	-	Medium

Source: established by the student based on the results of R 4.4.0

The table presents the analysis of the questions related to cultural alignment, including the mean, standard deviation, t-test values where the critical value equal to 3, and significance level:

- Item 1: Has a mean of 3.21 and a standard deviation of 1.36, with a t-value of 2.19 and significance of 0.0293, indicating a medium level of agreement with acceptable statistical significance.
- Item 2: Shows a mean of 2.96 and a standard deviation of 1.26, with a negative t-value of -0.5 and a significance level of 0.6209, reflecting a medium level of agreement without statistical significance.
- Item 3: Has a mean of 3.10 and a standard deviation of 1.22, with a t-value of 1.19 and significance of 0.2346, indicating a medium level of agreement, not statistically significant.
- Item 4: Recorded a mean of 3.09 and a standard deviation of 1.42, with a t-value of 0.93 and a significance level of 0.3545, showing a medium level of agreement without statistical significance.
- Item 5: Has a mean of 3.13 and a standard deviation of 1.40, with a t-value of 1.39 and significance of 0.1662, indicating a medium level of agreement, also not statistically significant.

The total mean is 3.10 with a standard deviation of 1.05, a t-value of 1.34, and a significance level of 0.1814, suggesting that the cultural alignment level is generally medium without statistical significance.

3.3.5 Analysis of the availability and accessibility:

Table 40: Analysis of the availability and accessibility

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailes)	Classification	Level of agreement
Item 1	3.03	1.32	0.32	207	0.7527	5	Medium
Item 2	3.09	1.31	0.95	207	0.3413	3	Medium
Item 3	3.38	1.33	4.06	207	1E-04	1	Medium
Item 4	3.19	1.2	2.32	207	0.0214	2	Medium
Item 5	3.04	1.23	0.45	207	0.6527	4	Medium
Total	3.14	1.02	2.04	207	0.0429	-	Medium

Source: established by the student based on the results of R 4.4.0

The following table presents the analysis of the items related to availability and accessibility, using the mean, standard deviation, t-test value where the critical value equal to 3, and significance level:

- Item 1: Has a mean of 3.03 and a standard deviation of 1.32, with a t-value of 0.32 and significance level of 0.7527, indicating a medium level of agreement without statistical significance.
- Item 2: Shows a mean of 3.09 and a standard deviation of 1.31, with a t-value of 0.95 and significance level of 0.3413, indicating a medium level of agreement without statistical significance.
- Item 3: Recorded a mean of 3.38 and a standard deviation of 1.33, with a t-value of 4.06 and significance of 0.0001, indicating a medium level of agreement with strong statistical significance.
- Item 4: Has a mean of 3.19 and a standard deviation of 1.20, with a t-value of 2.32 and significance level of 0.0214, indicating a medium level of agreement with acceptable statistical significance.
- Item 5: Shows a mean of 3.04 and a standard deviation of 1.23, with a t-value of 0.45 and significance of 0.6527, indicating a medium level of agreement without significance.

The overall mean is 3.14 with a standard deviation of 1.02, t-value of 2.04, and a significance level of 0.0429, suggesting that the level of availability and accessibility is medium with statistically significant results.

3.3.5. Overall degree of alternative product appeal

Table 41: overall degree of alternative product appeal

Axis	Mean	Standard deviation	Test t	Df	Sig(2-tailed)
Product quality	3.1	0.98	1.54	207	0.1257
Price competiveness	3.16	1.01	2.28	207	0.0237
Cultural alignment	3.1	3.1	1.34	207	0.1814
Availability and accessibility	3.14	1.02	2.04	207	0.0429

Alternative product appeal	3.13	0.87	2.09	207	0.0378

Source: established by the student based on the results of R 4.4.0

The table below presents the analysis of means, standard deviations, t-test values, and significance levels for each axis under the alternative product appeal category:

- Product quality: The mean is 3.10 with a standard deviation of 0.98. The t-value is 1.54 with a significance level of 0.1257, indicating a medium level of appeal without statistical significance.
- Price competitiveness: Shows a mean of 3.16 and a standard deviation of 1.01, with a t-value of 2.28 and significance of 0.0237, indicating a medium level of appeal with acceptable statistical significance.
- Cultural alignment: The mean is 3.10 with a (likely incorrect) standard deviation of 3.10, and a t-value of 1.34 with a significance level of 0.1814, indicating a medium level of appeal without statistical significance.
- Availability and accessibility: Recorded a mean of 3.14 and a standard deviation of 1.02, with a t-value of 2.04 and significance level of 0.0429, reflecting a medium level of appeal with statistically significant results.

The overall mean for alternative product appeal is 3.13, with a standard deviation of 0.87, a t-value of 2.09, and a significance level of 0.0378. This indicates that alternative products enjoy a medium level of appeal among consumers, with statistically significant results supporting this evaluation.

3.4. Data analysis regarding the Turkish consumer behavior:

This part deals with the analysis of information concerning the pre-boycott habits, willingness to try new alternatives and key decision-making factors.

3.4.1. axis reliability:

Table 42: reliability coefficient of parts of Turkish consumer behavior

Axis	Cronbach's Alpha	Number of Items
pre-boycott habits	0.7	5

willingness to try new alternatives	0.8	5
key decision-making factors	0.75	5
Turkish consumer behavior	0.89	15

Source: established by the student based on the results of R 4.4.0

According to the previous table, we notice that the Cronbach alpha coefficient is higher or equal to 0.6 implies that there is reliability between the questionnaire expressions.

3.4.2. Analysis of the pre-boycott habits:

Table 43: Analysis of the pre-boycott habits

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailes)	Classification	Level of agreement
Item 1	3.2	1.35	2.16	207	0.0318	4	Medium
Item 2	3.62	1.29	6.96	207	0.000	3	High
Item 3	3.67	1.3	7.49	207	0.000	2	High
Item 4	3.69	1.1	9.12	207	0.000	1	High
Item 5	2.84	1.42	-1.61	207	0.1088	5	Medium
Total	3.41	3.41	6.73	207	0.000	-	High

Source: established by the student based on the results of R 4.4.0

The table below presents the analysis of means, standard deviations, t-test values where the critical value is equal to 3, and significance levels for each item under the pre-boycott habits category:

- Item 1: The mean is 3.20 with a standard deviation of 1.35. The t-value is 2.16 and the significance level is 0.0318, indicating a medium level of agreement with statistically significant results.

- Item 2: Shows a mean of 3.62 and a standard deviation of 1.29. The t-value is 6.96 with a very significant p-value of 0.000, indicating a high level of agreement and strong statistical significance.
- Item 3: Reports a mean of 3.67 with a standard deviation of 1.30. The t-value is 7.49 and the p-value is 0.000, showing a high level of agreement with strong statistical significance.
- Item 4: Has a mean of 3.69 and a standard deviation of 1.10. The t-value is 9.12 and the significance is 0.000, reflecting a very high level of agreement and very strong statistical significance.
- Item 5: Records a lower mean of 2.84 with a standard deviation of 1.42. The t-value is -1.61 and the p-value is 0.1088, indicating a medium level of agreement with no statistical significance.

The total mean for pre-boycott habits is 3.41, with a very strong t-value of 6.73 and a p-value of 0.000, indicating a high level of habitual interaction with the boycotted products before the boycott, supported by strong statistical significance.

3.4.3. Analysis of the willingness to try new alternatives:

Table 44: Analysis of the willingness to try new alternatives

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailes)	Classification	Level of agreement
Item 1	3.85	1.32	9.33	207	0.000	1	High
Item 2	3.7	1.21	8.3	207	0.000	2	High
Item 3	3.7	1.18	8.5	207	0.000	2	High
Item 4	3.38	1.2	4.57	207	0.000	3	Medium
Item 5	3.29	1.29	3.28	207	0.0012	4	Medium
Total	3.58	0.93	9.08	207	0.000	-	High

Source: established by the student based on the results of R 4.4.0

The table below presents the analysis of means, standard deviations, t-test values where the critical value equal to 3, and significance levels for each item under the willingness to try new alternatives category:

- Item 1: The mean is 3.85 with a standard deviation of 1.32. The t-value is 9.33 with a significance level of 0.000, indicating a high level of agreement and very strong statistical significance.
- Item 2: Shows a mean of 3.70 and a standard deviation of 1.21. The t-value is 8.30 and the significance level is 0.000, indicating a high level of agreement supported by very strong statistical significance.
- Item 3: Also has a mean of 3.70, with a standard deviation of 1.18. The t-value is 8.50 and p-value is 0.000, reflecting a high level of agreement and very significant results.
- Item 4: The mean is 3.38 with a standard deviation of 1.20. The t-value is 4.57 and significance is 0.000, indicating a medium level of agreement with strong statistical significance.
- Item 5: Reports a mean of 3.29 and a standard deviation of 1.29. The t-value is 3.28 with a p-value of 0.0012, showing a medium level of agreement and statistically significant results.

The overall mean for willingness to try new alternatives is 3.58, with a standard deviation of 0.93, a t-value of 9.08, and a significance level of 0.000. This reflects a high level of willingness among respondents to try new alternatives, supported by very strong statistical significance.

3.4.4. Analysis of the key decision-making factors:

Table 45: Analysis of the key decision-making factors

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailes)	Classification	Level of agreement
Item 1	3.21	1.2	2.54	207	0.0118	4	Medium
Item 2	3.72	1.19	8.69	207	0.000	2	High
Item 3	3.35	1.28	3.95	207	1e-04	3	Medium
Item 4	3.21	1.18	2.53	207	0.0122	4	Medium

Item 5	3.79	1.15	9.98	207	0.000	1	High
Total	3.46	0.85	7.75	207	0.000	-	High

Source: established by the student based on the results of R 4.4.0

The table below presents the analysis of means, standard deviations, t-test values, and significance levels for each item under the key decision-making factors category:

- Item 1: The mean is 3.21 with a standard deviation of 1.20. The t-value is 2.54 with a significance level of 0.0118, indicating a medium level of agreement with statistically significant results.
- Item 2: Shows a mean of 3.72 and a standard deviation of 1.19, with a t-value of 8.69 and significance of 0.000, indicating a high level of agreement with strong statistical significance.
- Item 3: The mean is 3.35 with a standard deviation of 1.28. The t-value is 3.95 and the significance level is 0.0001, reflecting a medium level of agreement with statistically significant support.
- Item 4: Recorded a mean of 3.21 and a standard deviation of 1.18. The t-value is 2.53 with a significance of 0.0122, indicating a medium level of agreement with acceptable statistical significance.
- Item 5: The mean is 3.79 with a standard deviation of 1.15, a t-value of 9.98, and a significance level of 0.000, highlighting a high level of agreement with very strong statistical significance.

The overall mean for the key decision-making factors is 3.46, with a standard deviation of 0.85, a t-value of 7.75, and a significance level of 0.000. This indicates a high level of agreement among respondents, with statistically significant results confirming the importance of decision-making factors in shaping consumer behavior.

3.4.5. overall degree of Turkish consumer behavior

Table 46: overall degree of Turkish consumer behavior

Axis	Mean	Standard deviation	Test t	Df	Sig(2-tailed)
Pre-boycott habits	3.41	3.41	6.73	207	0.000

Willingness to try new alternatives	3.58	0.93	9.08	207	0.000
Key decision-making factors	3.46	0.85	7.75	207	0.000
Turkish consumer behavior	3.48	0.79	8.81	207	0.000

Source: established by the student based on the results of R 4.4.0

The table below presents the analysis of means, standard deviations, t-test values, and significance levels for each axis contributing to Turkish consumer behavior:

- Pre-boycott habits: The mean is 3.41 with a (likely incorrect) standard deviation of 3.41. The t-value is 6.73 and the significance level is 0.000, indicating a high level of engagement in consumption patterns before the boycott, with strong statistical significance.
- Willingness to try new alternatives: Shows a mean of 3.58 and a standard deviation of 0.93, with a t-value of 9.08 and a significance level of 0.000. This reflects a high willingness among Turkish consumers to explore alternative products, with highly significant results.
- Key decision-making factors: Recorded a mean of 3.46 with a standard deviation of 0.85. The t-value is 7.75 with a significance level of 0.000, indicating a high level of importance placed on decision-making criteria, with statistically significant support.

The overall mean for Turkish consumer behavior is 3.48, with a standard deviation of 0.79, a t-value of 8.81, and a significance level of 0.000. This suggests a high level of responsiveness and behavioral change among Turkish consumers during the boycott period, supported by strong statistical significance.

3.5. Analysis of the Relationship:

In this section, the study focuses on analyzing the relationship between the boycott and Turkish consumer behavior, as well as their willingness to try new alternative products, specifically in the context of Proderma's potential entry into the Turkish market. Additionally, the research aims to identify which dimension of alternative product appeal product quality, price competitiveness, cultural alignment, or availability and accessibility has the greatest influence on both Turkish consumers' behavior and their willingness to try new alternatives,

in order to determine the most important factor that would encourage them to purchase Proderma's products.

Table 47: The Alpha Cronbach total test.

Cronbach's alpha	Number of items
0.97	54

Source: established by the student based on the results of R 4.4.0

According to the previous table, we notice that the Cronbach alpha coefficient is higher or equal to 0.6 implies that there is reliability between the questionnaire expressions.

3.6. Correlation coefficient and regression coefficients analysis:

3.6.1. Boycott-Turkish consumer behavior

- **Correlation coefficient (R square) (R-square)**

Table 48: Correlation coefficient

Model	R	R Squared	Adjusted R Squareed
1	0.659	0.435	0.432

Source: established by the student based on the results of R 4.4.0

We note that the coefficient of determination R squared = 0.435 (Boycott explain 43.5% of the variation of Turkish consumer behavior). This indicates that the component or dimension of Boycott affects Turkish consumer behavior and the correlation coefficient reached R=0.659, indicating that there is a moderate direct relationship between Boycott and Turkish consumer behavior with a rate of 65.9%.

- **Regression coefficients**

Table 49 : Regression coefficients

Model		Unstandardized Coefficients		F	t	Sig.
		B	Std. Error			
1	(Constant)	1.62646	0.15307	158.5	10.63	< 2.2e-16

	BOYCOTT	0.54894	0.04361		12.59	< 2.2e-16

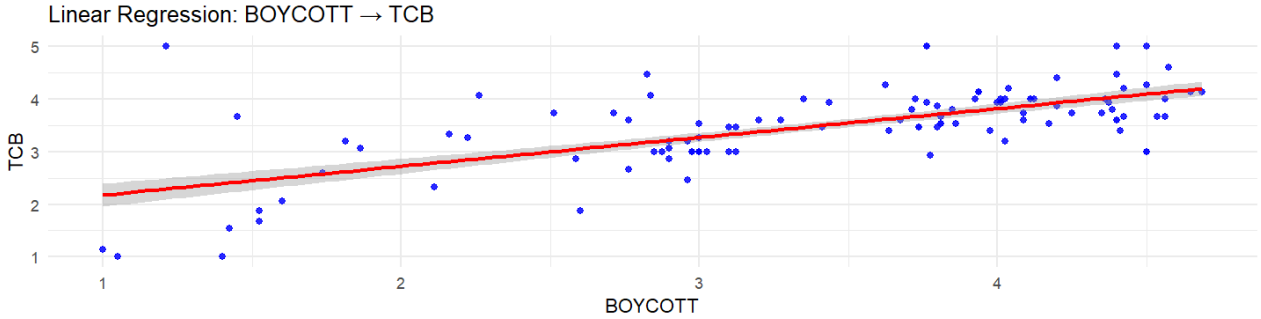
Source: established by the student based on the results of R 4.4.0

According to the previous table we have the significance is less than 0.001 was less than 0.05 This confirms the validity of the linear model.

We see that the model which expresses the relationship between Boycott and Turkish consumer behavior is a linear model.

Turkish consumer behavior = 0.549∗Boycott + 1.62646

Where 0.549 is the β2 value of the slope of the regression equation.



Source: established by the student based on the results of R 4.4.0

3.6.2. Boycott-Willigness to try new alternative

Correlation coefficient (R square) (R-square)

Table 50: Correlation coefficient

Model	R	R Squared	Adjusted R Squareed
1	0.719	0.5164	0.5141

Source: established by the student based on the results of R 4.4.0

We note that the coefficient of determination R squared = 0.5164 (Boycott explain 43.5% of the variation of willingness to try new alternative). This indicates that the component or dimension of Boycott affects willingness to try new alternative and the correlation coefficient reached R=0.719, indicating that there is a strong direct relationship between Boycott and willingness to try new alternative with a rate of 65.9%.

- **Regression coefficients**

Table 51: Regression coefficients

Model		Unstandardized Coefficients		F	t	Sig.
		B	Std. Error			
1	(Constant)	1.20663	0.16641	158.5	10.63	8.21e-12
	BOYCOTT	0.70320	0.04741		12.59	2.2e-16

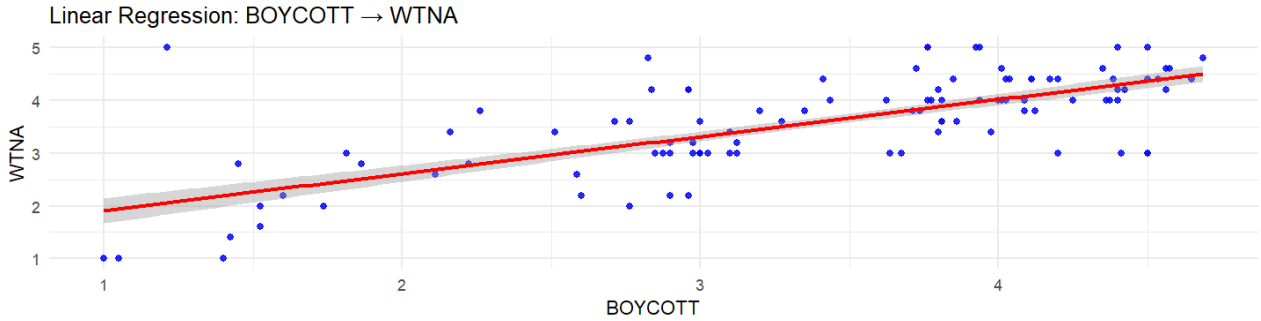
Source: established by the student based on the results of R 4.4.0

According to the previous table we have the significance is less than 0.001 was less than 0.05 This confirms the validity of the linear model.

We see that the model which expresses the relationship between Boycott and willingness to try new alternative is a linear model.

willingness to try new alternative = 0.703* Boycott + 1.20663

Where 0.703 is the β2 value of the slope of the regression equation.



Source: established by the student based on the results of R 4.4.0

3.6.3. Product quality-Turkish consumer behavior

- **Correlation coefficient (R square) (R-square)**

Table 52: Correlation coefficient

Model	R	R Squared	Adjusted R Squareed

1	0.571	0.3260	0.3227

Source: established by the student based on the results of R 4.4.0

We note that the coefficient of determination R squared = 0.3260 (Product quality explain 32.6% of the variation of Turkish consumer behavior). This indicates that the component or dimension of Product quality affects Turkish consumer behavior and the correlation coefficient reached R=0.571, indicating that there is a moderate direct relationship between Product quality and Turkish consumer behavior with a rate of 57.1%.

- **Regression coefficients**

Table 53: Regression coefficients

Model		Unstandardized Coefficients		F	t	Sig.
		B	Std. Error			
1	(Constant)	2.0596	0.1494	99.63	13.781	<2e-16
	Product quality	0.4582	0.0459		9.981	< 2.2e-16

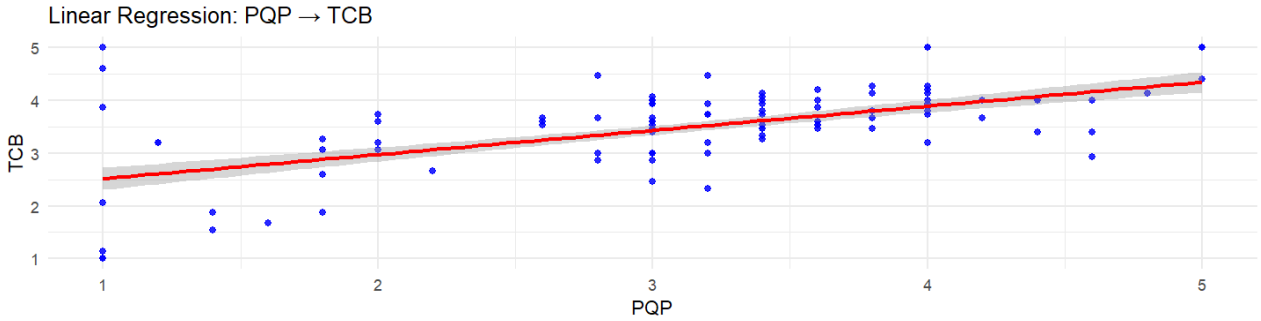
Source: established by the student based on the results of R 4.4.0

According to the previous table we have the significance is less than 0.001 was less than 0.05 This confirms the validity of the linear model.

We see that the model which expresses the relationship between Product quality and Turkish consumer behavior is a linear model.

Turkish consumer behavior = 0.458* Product quality + 2.0596

Where 0.4582 is the β2 value of the slope of the regression equation.



Source: established by the student based on the results of R 4.4.0

3.6.4. Price competition-Turkish consumer behavior

- **Correlation coefficient (R square) (R-square)**

Table 54: Correlation coefficient

Model	R	R Squared	Adjusted R Squareed
1	0.565	0.3192	0.3159

Source: established by the student based on the results of R 4.4.0

We note that the coefficient of determination R squared = 0.3192 (Price competition explain 31.92% of the variation of Turkish consumer behavior). This indicates that the component or dimension of Price competition affects Turkish consumer behavior and the correlation coefficient reached R=0.565, indicating that there is a moderate direct relationship between Price competition and Turkish consumer behavior with a rate of 56.5%.

- **Regression coefficients**

Table 55: regression coefficients

Model		Unstandardized Coefficients		F	t	Sig.
		B	Std. Error			
1	(Constant)	2.088	0.14888	96.59	14.024	<2e-16
	Price competition	0.441	0.04489		9.828	2.2e-16

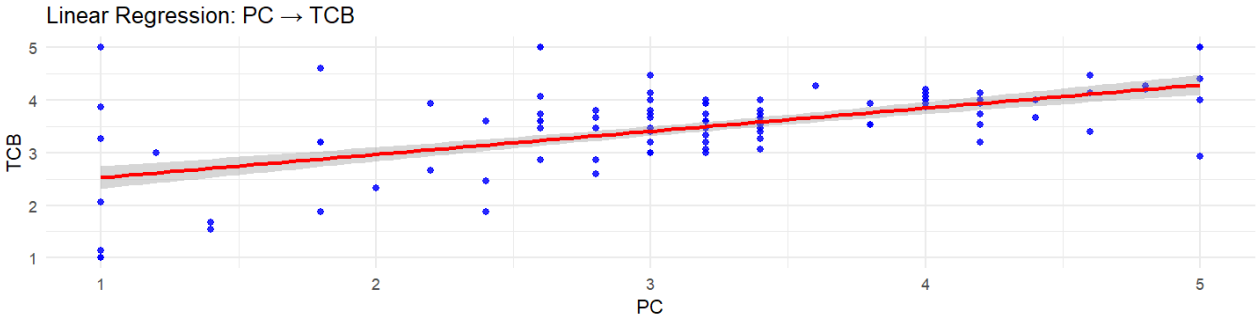
Source: established by the student based on the results of R 4.4.0

According to the previous table we have the significance is less than 0.001 was less than 0.05 This confirms the validity of the linear model.

We see that the model which expresses the relationship between Price competition and Turkish consumer behavior is a linear model.

Turkish consumer behavior = 0.441* Price competition + 2.088

Where 0.441 is the β2 value of the slope of the regression equation.



Source: established by the student based on the results of R 4.4.0

3.6.5. Cultural alignment-Turkish consumer behavior

- **Correlation coefficient (R square) (R-square)**

Table 56: Correlation coefficient

Model	R	R Squared	Adjusted R Squareed
1	0.563	0.3171	0.3138

Source: established by the student based on the results of R 4.4.0

We note that the coefficient of determination R squared = 0.3171 (cultural alignment explain 31.71% of the variation of Turkish consumer behavior). This indicates that the component or dimension of cultural alignment affects Turkish consumer behavior and the correlation coefficient reached R=0.563, indicating that there is a moderate direct relationship between cultural alignment and Turkish consumer behavior with a rate of 56.3%.

- **Regression coefficients**

Table 57: regression coefficients

Model		Unstandardized Coefficients		F	t	Sig.
		B	Std. Error			
1	(Constant)	2.17720	0.14089	95.67	15.453	<2e-16
	Cultural Alignement	0.42118	0.04306		9.781	2.2e-16

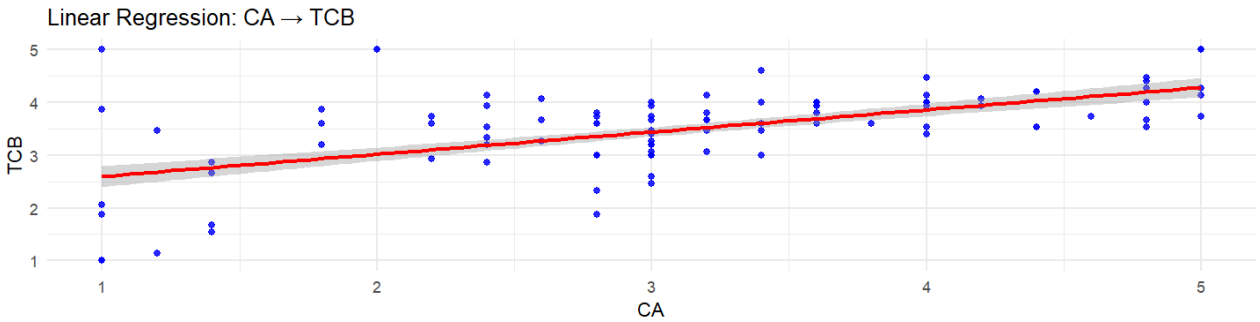
Source: established by the student based on the results of R 4.4.0

According to the previous table we have the significance is less than 0.001 was less than 0.05 This confirms the validity of the linear model.

We see that the model which expresses the relationship between cultural alignment and Turkish consumer behavior is a linear model.

Turkish consumer behavior = 0.421∗ cultural alignment+ 2.17720

Where 0.421 is the β2 value of the slope of the regression equation.



Source: established by the student based on the results of R 4.4.0

3.6.6. Availibility and accessibility-Turkish consumer behavior

- **Correlation coefficient (R square) (R-square)**

Table 58: Correlation coefficient

Model	R	R Squared	Adjusted R Squareed
1	0.485	0.2353	0.2316

Source: established by the student based on the results of R 4.4.0

We note that the coefficient of determination R squared = 0.2353 (availability and accessibility explain 23.53% of the variation of Turkish consumer behavior). This indicates that the component or dimension of availability and accessibility affects Turkish consumer behavior and the correlation coefficient reached R=0.485, indicating that there is a weak direct relationship between availability and accessibility and Turkish consumer behavior with a rate of 48.5%.

- **Regression coefficients**

Table 59 : regression coefficients

Model		Unstandardized Coefficients		F	t	Sig.
		B	Std. Error			
1	(Constant)	2.30397	0.15555	63.38	14.811	< 2e-16
	availability and accessibility	0.37468	0.04706		7.961	1.13e-13

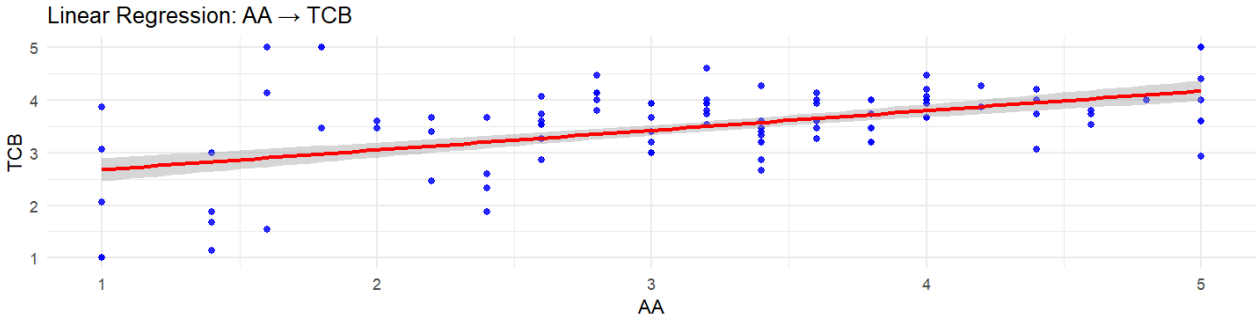
Source: established by the student based on the results of R 4.4.0

According to the previous table we have the significance is less than 0.001 was less than 0.05 This confirms the validity of the linear model.

We see that the model which expresses the relationship between availability and accessibility and Turkish consumer behavior is a linear model.

Turkish consumer behavior = 0.374∗ availability and accessibility+ 2.30397

Where 0.374 is the β2 value of the slope of the regression equation.



Source: established by the student based on the results of R 4.4.0

3.6.7. Product quality-Willigness to try new alternative

- **Correlation coefficient (R square) (R-square)**

Table 60: Correlation coefficient

Model	R	R Squared	Adjusted R Squareed
1	0.590	0.3482	0.3451

Source: established by the student based on the results of R 4.4.0

We note that the coefficient of determination R squared = 0.3482 (Product quality explain 34.82% of the willingness to try new alternative). This indicates that the component or dimension of Product quality affects the willingness to try new alternative and the correlation coefficient reached R=0.590, indicating that there is a moderate direct relationship between Product quality and willingness to try new alternative with a rate of 59%.

- **Regression coefficients**

Table 61 : regression coefficients

Model		Unstandardized Coefficients		F	t	Sig.
		B	Std. Error			
1	(Constant)	1.85560	0.17274	110.1	10.74	<2e-16
	Product quality	0.55657	0.05305		10.49	< 2.2e-16

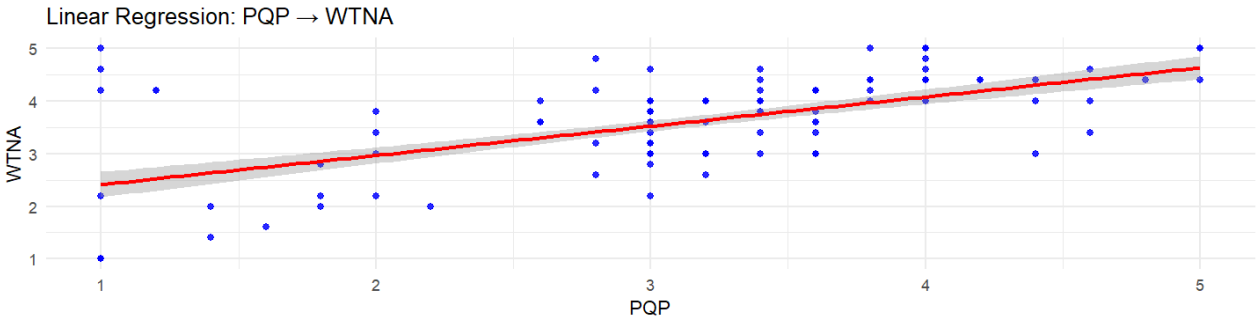
Source: established by the student based on the results of R 4.4.0

According to the previous table we have the significance is less than 0.001 was less than 0.05 This confirms the validity of the linear model.

We see that the model which expresses the relationship between Product quality and willingness to try new alternative is a linear model.

willingness to try new alternative = 0.557∗ Product quality + 1.85560

Where 0.374 is the β2 value of the slope of the regression equation.



Source: established by the student based on the results of R 4.4.0

3.6.8. Price competitiveness-Willigness to try new alternative

- **Correlation coefficient (R square) (R-square)**

Table 62: Correlation coefficient

Model	R	R Squared	Adjusted R Squareed
1	0.546	0.2976	0.2942

Source: established by the student based on the results of R 4.4.0

We note that the coefficient of determination R squared = 0.2976 (Price competitiveness explain 29.76% of the Price competitiveness). This indicates that the component or dimension of Price competitiveness affects the willingness to try new alternative and the correlation coefficient reached R=0.546, indicating that there is a moderate direct relationship between Price competitiveness and willingness to try new alternative with a rate of 54.6%.

- **Regression coefficients**

Table 63 : regression coefficients

Model		Unstandardized Coefficients		F	t	Sig.
		B	Std. Error			
1	(Constant)	2.0016	0.1777	87.28	11.260	<2e-16
	Price competitiveness	0.5007	0.0536		9.342	< 2.2e-16

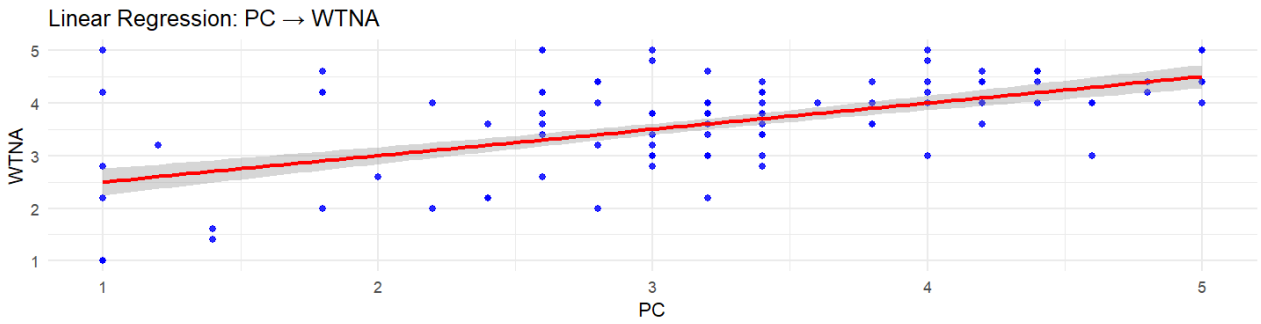
Source: established by the student based on the results of R 4.4.0

According to the previous table we have the significance is less than 0.001 was less than 0.05 This confirms the validity of the linear model.

We see that the model which expresses the relationship between Price competitiveness and willingness to try new alternative is a linear model.

willingness to try new alternative = 0.501∗ Price competitiveness + 2.0016

Where 0.501 is the β2 value of the slope of the regression equation.



Source: established by the student based on the results of R 4.4.0

3.6.9. Cultural alignment-Willigness to try new alternative

- **Correlation coefficient (R square) (R-square)**

Table 64: Correlation coefficient

Model	R	R Squared	Adjusted R Squareed
1	0.5341	0.2852	0.2818

Source: established by the student based on the results of R 4.4.0

We note that the coefficient of determination R squared = 0.2852 (cultural alignment explain 29.76% of the willingness to try new alternative). This indicates that the component or dimension of cultural alignment affects the willingness to try new alternative and the correlation coefficient reached R=0.5341, indicating that there is a moderate direct relationship between cultural alignment and willingness to try new alternative with a rate of 53.41%.

- **Regression coefficients**

Table 65 : Regression coefficients

Model		Unstandardized Coefficients		F	t	Sig.
		B	Std. Error			
1	(Constant)	2.12913	0.16942	82.21	12.567	<2e-16
	Cultural alignment	0.46949	0.05178		9.067	< 2.2e-16

Source: established by the student based on the results of R 4.4.0

According to the previous table we have the significance is less than 0.001 was less than 0.05 This confirms the validity of the linear model.

We see that the model which expresses the relationship between cultural alignment and willingness to try new alternative is a linear model.

willingness to try new alternative = 0.469* Cultural alignment + 2.12913

Where 0.469 is the β2 value of the slope of the regression equation.

3.6.10. Availibility- Willigness to try new alternative

- **Correlation coefficient (R square) (R-square)**

Table 66: Correlation coefficient

Model	R	R Squared	Adjusted R Squareed
1	0.4922	0.2423	0.2386

Source: established by the student based on the results of R 4.4.0

We note that the coefficient of determination R squared = 0.2423 (availability and accessibility explain 24.23% of the willingness to try new alternative). This indicates that the component or dimension of availability and accessibility affects the willingness to try new alternative and the correlation coefficient reached R=0.4922, indicating that there is a weak direct relationship between availability and accessibility and willingness to try new alternative with a rate of 53.41%.

- **Regression coefficients**

Table 67 : Regression coefficients

Model		Unstandardized Coefficients		F	t	Sig.
		B	Std. Error			
1	(Constant)	2.17851	0.18200	65.87	11.970	< 2e-16
	Availability and accessibility	0.44689	0.05506		8.116	4.323e-14

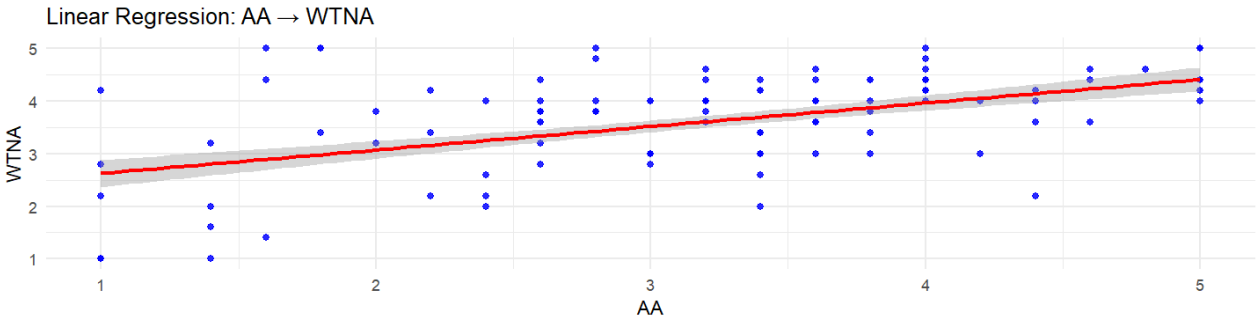
Source: established by the student based on the results of R 4.4.0

According to the previous table we have the significance is less than 0.001 was less than 0.05 This confirms the validity of the linear model.

We see that the model which expresses the relationship between availability and accessibility and willingness to try new alternative is a linear model.

willingness to try new alternative = 0.446* availability and accessibility + 2.17851

Where 0.446 is the β2 value of the slope of the regression equation.



Source: established by the student based on the results of R 4.4.0

3.7. Justification and Description of the Selected Product for Export

3.7.1. Justification for Selecting Polydermyl as the Export Product

Based on the macroeconomic and microeconomic results discussed earlier, the selection of Polydermyl Crème Émolliente M.U. as the primary product for export to Turkey is both strategic and evidence-based.

From a macroeconomic perspective, Turkey's cosmetics and dermocosmetic import market has shown continuous growth, reaching over $2 billion USD in 2024, while imports from Algeria remain marginal (only $33,000 USD), representing less than 0.002% of total cosmetics imports. This gap indicates a substantial market opportunity for Algerian firms like Proderma.
From a microeconomic standpoint, the consumer survey and regression analysis confirmed that Turkish consumers are:

- Highly aware of and supportive of boycott movements
- Open to trying alternative products, especially when they meet expectations in terms of quality, cultural alignment, and price competitiveness

Polydermyl satisfies these criteria effectively:

- It is a parapharmaceutical emollient cream targeting common dermatological conditions (eczema, psoriasis, xérose, diabetic foot care).
- It is free from perfume and colorants, dermatologically tested, and suited to sensitive skin, aligning with the growing demand in Turkey for natural, safe, and halal-compatible products.
- Its multi-use scope (hydration, skin protection, soothing, cosmetic maintenance) increases its marketing flexibility in Turkey.

Furthermore, the price positioning across its four formats allows for adaptation to different income segments within the Turkish market, from basic pharmacy consumers to more specialized dermo-cosmetic users.

3.7.2. Product description : Polydermyl Crème Émolliente M.U.

Polydermyl is a multi-use, non-perfumed emollient cream developed by Laboratoire Proderma in Algeria. It is designed for hydration and dermatological care of dry, irritated, or sensitive skin. Its formulation combines occlusive agents (Vaseline, Paraffin), humectants (Glycerin), and soothing silicones, providing both immediate and prolonged skin hydration.

Figure 24: Proderma emollient cream



Source: Proderma company

Key Indications:

Atopic dermatitis

- Xérose (senile, urémique, diabetic foot)
- Ichthyosis and psoriasis
- Physiological or climate-related dryness
- Skin maintenance post-dermocorticoids
- Skin repair for minor burns, acne scars, cracked heels, and calluses

Pharmaceutical Advantages:

- 15% glycerin: strong osmotic hydration
- 8% Vaseline: skin barrier reinforcement
- 2% liquid paraffin: anti-evaporative agent
- Silicone and polymer complex: "silky touch" texture, soothing effect
- Free from fragrance and colorants
- Dermatologically tested

Application:

- 1 to 2 times daily, as needed, on clean and dry skin
- Can be used independently or alongside medical treatments

3.7.3. Available Formats and Pricing (Domestic Market)

Table 68: Available Formats and Pricing

Format	Packaging	P.V. GR (DA)	P. PH (DA)	PPA (DA)
50g Tube	48 units/box	195.00	224.25	280.31
150ml Tube	40 units/box	340.87	392.00	470.00
200ml Tube	40 units/box	452.17	520.00	649.99
400ml Pump	25 units/box	720.00	828.00	1035.00

(P.V. GR = Wholesale Price, P. PH = Pharmacy Price, PPA = Public Price with Tax)

Source: Internal documents of the institution

This range allows flexibility in market entry pricing strategies, enabling Proderma to target different consumer segments in Turkey while maintaining profit margins and competitive positioning.

4. Competitor analysis

Table 69: Comparative Table of Competitors

Brand	Origin	Type	Key Products	Positioning	Boycott Status
Nivea	Germany	Direct	Nivea Soft, Nivea Cream	Trusted, affordable, widely distributed	Boycotted
L'Oréal / Garnier	France	Direct	Hydra Genius, SkinActive	Innovation and diverse range	Boycotted
Johnson & Johnson	USA	Direct	Neutrogena Hydro Boost	Dermatology-focused skincare	Boycotted
Diadermine	Germany	Direct	Hydralist Aqua Gel	Affordable, active ingredient-based skincare	Boycotted (partially)
Cosmed	Turkey	Direct	Sensitive skin moisturizers	Local dermatology-based products	Not boycotted
Dermoskin	Turkey	Direct	Sensitive skin moisturizers	Dermatologist-approved for sensitive skin	Not boycotted
Herbaderm	Turkey	Direct	Moisturizing serums	Natural, effective ingredients	Not boycotted
Agarta Herbal Cosmetics	Turkey	Direct	Argan oil moisturizers	Organic and herbal cosmetics	Not boycotted
Otacı	Turkey	Indirect	Plant-based skincare	Botanical and natural products	Not boycotted
Rosense	Turkey	Indirect	Rose water, lotions	Rose-based, hydrating cosmetics	Not boycotted

Brand	Origin	Type	Key Products	Positioning	Boycott Status
Eyüp Sabri Tuncer	Turkey	Indirect	Colognes, body lotions	Traditional with modern twist	*Not boycotted*
Bebak	Turkey	Indirect	Bitter almond creams	Classic, trusted skincare	*Not boycotted*

Source: made by the students

4.1. Opportunities for Proderma Based on Survey Results

4.1.1. Openness to Alternatives Due to Boycotts

- Respondents generally agree or strongly agree that they are open to trying alternative products when boycotting.
- They also report actively seeking new products during boycott periods.

Opportunity: Proderma can position itself as a reliable and ethical alternative to boycotted Western brands, capitalizing on consumer readiness to switch.

4.1.2. Influence of Recommendations

- Many respondents said they are influenced by recommendations to try alternatives.

Opportunity: Focus marketing efforts on word-of-mouth, social proof, and influencer campaigns to encourage trial and adoption.

4.1.3. Need for Strong Marketing Strategy

- Several respondents stated that alternative brands need **strong marketing** to capture their attention.

Opportunity: Invest in high-impact, localized marketing campaigns in Turkey, with attention-grabbing visuals and messaging tailored to Turkish consumers.

4.1.4. Willingness to Pay More for Quality

- Respondents indicated a moderate to high willingness to pay more for alternatives that meet their needs.

Opportunity: Proderma can justify a premium price by highlighting quality, dermatological safety, and natural ingredients.

4.1.5. Price vs. Quality and Brand Recognition

- While price is important, many respondents prioritize product quality over brand fame.

Opportunity: Emphasize product efficacy and dermatological benefits rather than competing purely on price.

4.1.6. Product Origin Matters

- Respondents indicated that a product's origin (e.g., Algerian origin) can influence purchasing decisions.

Opportunity: Use national origin as a positive differentiator, promoting Proderma as an Algerian alternative rooted in authentic, clean ingredients.

4.1.7. Interest in Ethical and Sustainable Products

- Ethical and sustainable practices are important to many consumers.

Opportunity: Highlight Proderma's ethical sourcing, eco-friendly packaging, and social responsibility initiatives to appeal to conscious consumers.

Section 3: Analysis and Interpretation of Results

1. Hypotheses of the macroeconomic analysis

H1: Macroeconomic variables (GDP, inflation, unemployment, and exchange rate) significantly affect the feasibility of exporting Algerian products to the Turkish market.

H1.1: The growth in GDP contributes to enhancing the opportunity for exporting Algerian products to Turkey by expanding the market and increasing demand.

H1.2: High inflation negatively affects the Turkish market's ability to absorb imported products due to reduced purchasing power.

H1.3: A decline in the unemployment rate creates an opportunity to increase demand for imported goods, thereby supporting the export decision.

H1.4: The increase in the Turkish exchange rate (TRY/USD) makes Algerian products more competitive in the Turkish market, enhancing the export decision.

2. Hypotheses of the microeconomic analysis

H2: The Boycott movements positively influences Turkish consumer behavior and their willingness to try alternative products, especially when these alternatives meet expectations in terms of quality, price, cultural alignment and availability.

H2.1: Turkish consumer are aware of the ongoing boycott

H2.2: Turkish consumer trust alternative products

H2.3: Turkish consumer willinge to try new alternatives in response of boycott.

H2.4.a: Perceived product quality positively influences Turkish consumer behavior.

H2.4.b: Perceived product quality positively influences Turkish consumers' willingness to try alternative products.

H2.5.a: Competitive pricing positively influences Turkish consumer behavior.

H2.5.b: Competitive pricing positively influences Turkish consumers' willingness to try alternative products.

H2.6.a: Cultural alignment of products positively influences Turkish consumer behavior.

H2.6.b: Cultural alignment of products positively influences Turkish consumers' willingness to try alternative products.

H2.7.a: Availability and accessibility of products positively influence Turkish consumer behavior.

H2.7.b: Availability and accessibility of products positively influence Turkish consumers' willingness to try alternative products.

3. Testing Macroeconomic Hypotheses

Main Hypothesis

H_0 (Null Hypothesis):

Macroeconomic variables (GDP, inflation, unemployment, and exchange rate) have no significant impact on the feasibility of exporting Algerian products to the Turkish market.

H_1 (Alternative Hypothesis):

Macroeconomic variables (GDP, inflation, unemployment, and exchange rate) significantly affect the feasibility of exporting Algerian products to the Turkish market.

Answer to the Main Hypothesis

The main hypothesis was tested using multiple linear regression analysis in SPSS, where Gross Domestic Product (GDP) was used as a general indicator of export feasibility, and the independent variables were inflation rate, unemployment rate, and exchange rate.

Key findings from the regression analysis:

• $R^2 = 0.926$: 92.6% of the variation in GDP is explained by the three macroeconomic variables, indicating a very strong model.

• The model is statistically significant (Sig. = 0.000), confirming the joint influence of the variables.

• Exchange rate: strong and significant positive effect (Beta = 0.835, Sig. = 0.006)

• Unemployment rate: strong and significant negative effect (Beta = -0.543, Sig. = 0.003)

• Inflation rate: weak and insignificant negative effect (Beta = -0.331, Sig. = 0.152)

Conclusion:

Based on the regression results and future forecasts, we conclude that macroeconomic variables have a significant influence on the feasibility of exporting to the Turkish market, especially through the strong effects of the exchange rate and unemployment rate. Therefore, the alternative hypothesis (H_1) is accepted, and the null hypothesis (H_0) is rejected.

Sub-Hypotheses and Their Answers

H1.1: The growth in GDP contributes to enhancing the opportunity for exporting Algerian products to Turkey by expanding the market and increasing demand.

Answer:

GDP in Turkey showed a clear upward trend from 2014 to 2024, with forecasts predicting a rise from 1.4 to 1.9 trillion USD by 2030. The Brown forecasting model showed consistent growth.

Therefore, H1.1 is accepted.

H1.2: High inflation negatively affects the Turkish market's ability to absorb imported products due to reduced purchasing power.

Answer:

Inflation was highly volatile, peaking at 72.3% in 2022 and declining to 20% in 2024. The Holt model used for forecasting showed poor accuracy (MAPE = 57.7%), and the regression analysis showed a negative but insignificant relationship (p = 0.152).

Thus, H1.2 is conditionally accepted, with a recommendation to monitor inflation closely.

H1.3: A decline in the unemployment rate creates an opportunity to increase demand for imported goods, thereby supporting the export decision.

Answer:

Unemployment dropped from 13.7% in 2019 to 8.7% in 2024. The regression analysis revealed a strong and statistically significant negative effect on GDP (Beta = -0.543, p = 0.003).

Therefore, H1.3 is accepted.

H1.4: The increase in the Turkish exchange rate (TRY/USD) makes Algerian products more competitive in the Turkish market, enhancing the export decision.

Answer:

The exchange rate rose from 2.34 in 2014 to 35.36 in 2024, with forecasts showing further increases. The regression model confirmed a strong, positive, and statistically significant effect on GDP (Beta = 0.835, p = 0.006).

Thus, H1.4 is accepted.

Final Conclusion:

The findings demonstrate that macroeconomic factors such as GDP growth, exchange rate, and unemployment significantly influence the feasibility of exporting to the Turkish market. While inflation remains a potential risk, it can be managed through appropriate strategies. Therefore, Proderma's expansion to Turkey is viable, provided that risk mitigation tactics are employed, including dynamic pricing, partnerships with local distributors, and currency hedging.

4. Testing Microeconomic Hypotheses on Consumer Behavior in the Turkish Market:

Main Hypothesis (H_2):

Alternative Hypothesis (H_1): Boycott movements and product-related factors (quality, price, cultural alignment, and availability) significantly influence Turkish consumer behavior and their willingness to try alternative products.

Null Hypothesis (H_0): Boycott movements and product-related factors have no significant impact on Turkish consumer behavior or their willingness to try alternative products.

Result and Interpretation:

This hypothesis was examined through correlation and linear regression analyses conducted using R. Two dependent variables were analyzed: (1) Turkish consumer behavior and (2) willingness to try alternative products. The results revealed that:

- The boycott movement significantly affects consumer behavior ($R^2 = 0.435$; $\beta = 0.549$; $p < 0.001$), indicating that 43.5% of the variance in behavior is explained by boycott-related variables.
- The boycott also significantly influences willingness to try new alternatives ($R^2 = 0.516$; $\beta = 0.703$; $p < 0.001$), demonstrating a strong and highly significant relationship.
- These findings confirm the impact of boycott movements on consumer attitudes and openness toward alternative brands, particularly those perceived as culturally aligned and ethically positioned.

Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

Sub-Hypotheses and Their Evaluation:

H2.1: Turkish consumer are aware of the ongoing boycott.

Mean response: 3.42, with a statistically significant result ($p = 0.000$).

This hypothesis is accepted, indicating a high level of awareness among Turkish consumers.

H2.2: Turkish consumer trust alternative products

Mean response: 3.20, statistically significant ($p = 0.0109$).

This hypothesis is accepted with moderate support.

H2.3: Turkish consumer willing to try new alternatives in response of boycott.

Mean response: 3.58, highly significant ($p = 0.000$).

Accepted, confirming strong consumer willingness to adopt new alternatives.

Product-Related Hypotheses

H2.4.a: Perceived product quality positively influences Turkish consumer behavior.

$R^2 = 0.326$; $\beta = 0.458$; $p < 0.001$

Accepted — product quality has a moderately strong influence.

H2.4.b: Perceived product quality positively influences Turkish consumers' willingness to try alternative products.

$R^2 = 0.348$; $\beta = 0.557$; $p < 0.001$

Accepted — quality is a significant factor in trial willingness.

H2.5.a: Competitive pricing positively influences Turkish consumer behavior.

$R^2 = 0.319$; $\beta = 0.441$; $p < 0.001$

Accepted — pricing has a moderate influence.

H2.5.b: Competitive pricing positively influences Turkish consumers' willingness to try alternative products.

$R^2 = 0.297$; $\beta = 0.501$; $p < 0.001$

Accepted — price sensitivity is relevant for trial behavior.

H2.6.a: Cultural alignment of products positively influences Turkish consumer behavior.

$R^2 = 0.317$; $\beta = 0.421$; $p < 0.001$

Accepted — cultural compatibility has a notable influence on behavior.

H2.6.b: Cultural alignment of products positively influences Turkish consumers' willingness to try alternative products.

$R^2 = 0.285$; $\beta = 0.469$; $p < 0.001$

Accepted — cultural alignment is an effective trial motivator.bnnb

H2.7.a: Availability and accessibility of products positively influence Turkish consumer behavior.

$R^2 = 0.235$; $\beta = 0.374$; $p < 0.001$

Accepted — albeit with weaker influence than other variables.

H2.7.b: Availability and accessibility of products positively influence Turkish consumers' willingness to try alternative products.

$R^2 = 0.242$; $\beta = 0.446$; $p < 0.001$

Accepted — access plays a secondary but statistically significant role.

Final Conclusion:

The results of the microeconomic analysis demonstrate that boycott-related factors and product characteristics significantly influence Turkish consumers' behavior and their willingness to try alternative products. The most influential factors include boycott awareness, product quality, competitive pricing, and cultural alignment. These findings support the market potential for Algerian brands such as Proderma to position themselves as viable alternatives in the Turkish market particularly in response to socio-political shifts in consumer preferences. It is recommended that companies entering this market emphasize value-based branding, ensure product quality, and establish accessible distribution channels.

Conclusion

This chapter provided a comprehensive and data-driven evaluation of the feasibility of exporting Proderma's products to the Turkish market, based on both macroeconomic and microeconomic dimensions. Through the integration of quantitative forecasting, consumer insight, and market research, we arrive at an evidence-based conclusion supporting the strategic export of Proderma products.

At the macroeconomic level**,** the analysis of Turkey's GDP, inflation, unemployment, and exchange rate from 2014 to 2024, along with projections until 2030, revealed a favorable economic outlook despite certain risks. The strong positive relationship between GDP and exchange rate, and the negative but significant impact of unemployment, suggest that Turkey remains a growing and accessible market for Algerian products. Regression analysis confirmed the significant influence of macro variables on export feasibility, supporting the strategic opportunity for market entry, particularly during periods of favorable currency exchange.

At the microeconomic level**,** the study highlighted the rising awareness of Turkish consumers regarding boycott movements and their openness to ethical, culturally aligned alternatives. The survey results demonstrated a willingness to adopt Algerian brands, especially when product quality, price, and cultural values align with consumer expectations. This positions Proderma as a promising alternative to Western and boycotted products in the dermocosmetic segment.

Furthermore, a comparative analysis of Turkish imports confirmed a substantial market gap in essential oils, perfumery, and pharmaceutical preparations imported from Algeria. Despite a growing Turkish demand exceeding USD 2 billion in 2024 Algeria's market share remains below 0.002%, highlighting a major untapped potential.

Finally, the selection of Polydermyl Crème Émolliente M.U. as the primary export product is fully aligned with the insights gathered. Its formulation, price structure, therapeutic value, and cultural compatibility reinforce its exportability. Combined with Proderma's compliance with international quality standards and Algeria's trade advantages with Turkey, the company is well-positioned to succeed.

In conclusion, the convergence of favorable macroeconomic indicators, responsive consumer behavior, and unmet market potential justifies the strategic export of Proderma's products to Turkey.

General Conclusion

General Conclusion

In a world increasingly marked by political tensions, shifting alliances, and consumer awareness, the phenomenon of boycott has transcended its traditional role as a tool of protest to become a catalyst for economic transformation. This dissertation has demonstrated that boycott movements, particularly those driven by ethical, cultural, or political motives, are not merely disruptive forces—they can also be converted into strategic opportunities for emerging economies. Algeria, with its underutilized industrial potential and growing interest in regional and global outreach, finds in such movements a unique chance to elevate its local products to international visibility.

Through the case study of Turkey, a country that combines European market proximity with cultural and geopolitical ties to Algeria, this research has illustrated how a socio-political boycott can create openings in consumer markets previously dominated by entrenched brands. Turkish consumers, motivated by solidarity and cultural resonance, have shown a notable willingness to adopt alternative products when trust, quality, and accessibility align. This presents Algerian producers with a tangible window to introduce their offerings especially in the cosmetics and wellness sectors into a receptive market with potential for expansion into the wider European sphere.

The empirical and statistical findings of this research confirm that macroeconomic conditions (such as exchange rates, GDP growth, and inflation) and microeconomic factors (such as price sensitivity, cultural compatibility, and product availability) all converge to influence the success of such a market transition. Proderma, the focus of our case analysis, serves as a compelling example of how local firms can adapt their export strategies to capitalize on new demand patterns generated by boycott movements.

Boundaries

- Limited time available to prepare and conduct the study.
- The case study is based in a foreign country (Turkey), making fieldwork and data access more difficult.
- The empirical research relied on online market surveys, limiting depth and interaction.
- Difficulty in reaching Turkish consumers and getting sufficient responses.
- Lack of clear information, statistics, and reliable data from Turkish websites.

- Survey participation was affected by fear of hackers due to rising cybercrime in Türkiye.
- A local political boycott campaign in Turkey during the survey period caused confusion and misinterpretation of the study's aim.

Recommendations:

This thesis recommends strengthening the digital presence of Algerian companies to enhance their international visibility. It is essential to establish local partnerships in Turkey to facilitate the acceptance of Algerian products. Cultural adaptation of products (design, composition, communication) is crucial to meet the expectations of Turkish consumers. Training in export procedures and competitive intelligence is necessary to professionalize local stakeholders. Turkish consumers should also be reassured about the safety of digital surveys. In the face of tense political contexts, clear and apolitical communication is vital. Algerian institutions must play a more active role in economic diplomacy. Finally, companies should learn to anticipate opportunities created by boycott movements and integrate them into their export strategy.

Outlook:

For future research, it would be relevant to expand the analysis to other European countries with strong consumer activism to assess whether similar boycott-triggered export opportunities exist for Algerian products. A comparative study involving countries like France or Germany could help generalize the model developed here.

Additionally, further studies could integrate supply chain logistics and value chain adaptation to measure the long-term viability of exporting local products under fluctuating political conditions.

From a technological perspective, it would be insightful to monitor the role of artificial intelligence in forecasting consumer trends during boycott movements and optimizing export strategies in real time.

At the institutional level, there is an opportunity to explore how diplomatic and economic missions (such as embassies and trade attachés) can act as facilitators in transforming boycott movements into tangible commercial links between Algeria and European markets.

General conclusion

In conclusion, this research opens the door to a new vision of economic strategy one where political protest is no longer seen as purely disruptive, but also as a powerful lever for economic realignment and export development, particularly for emerging economies like Algeria.

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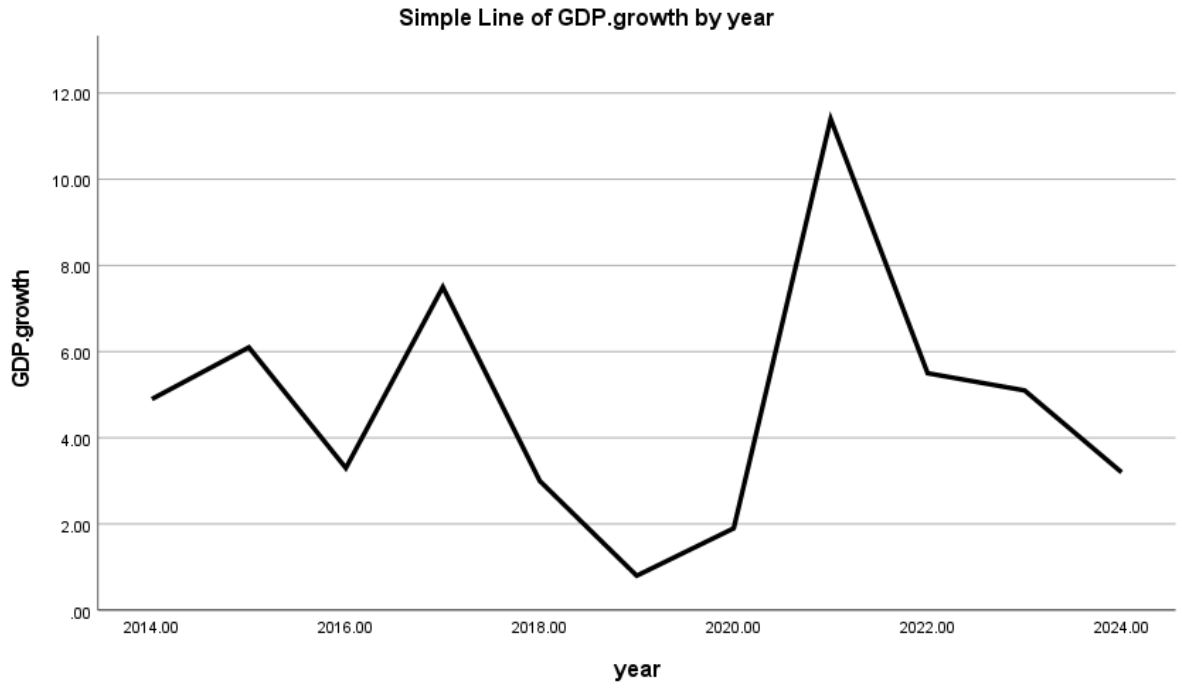
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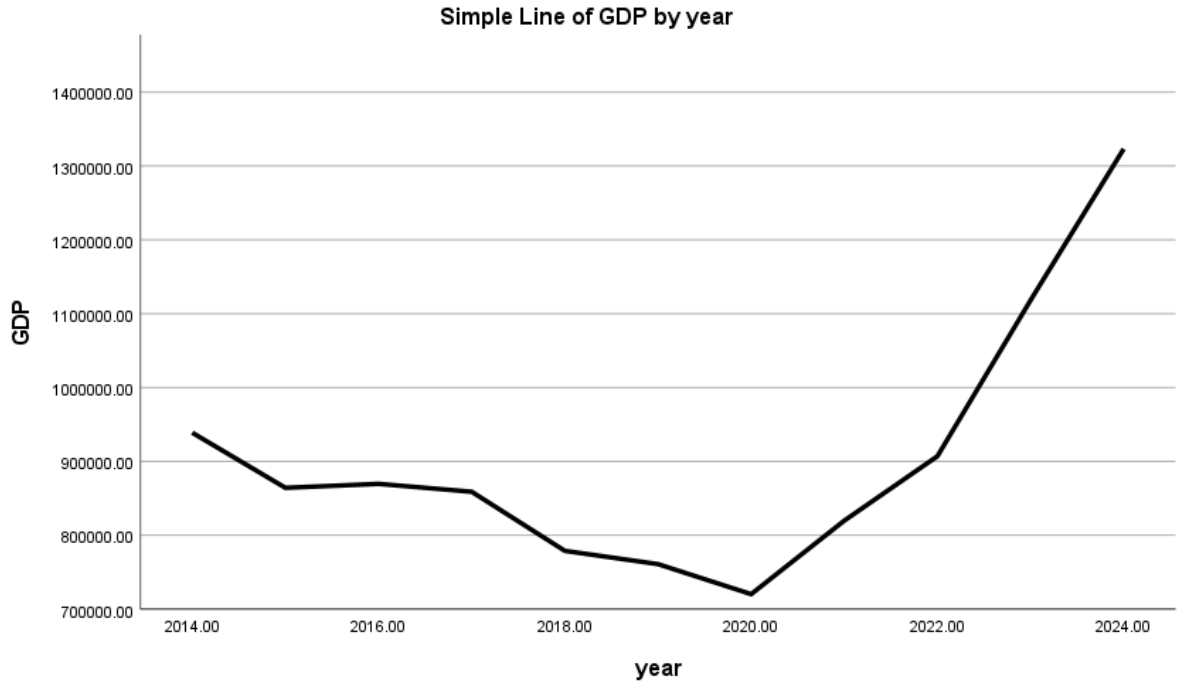
Appendix

GGraph

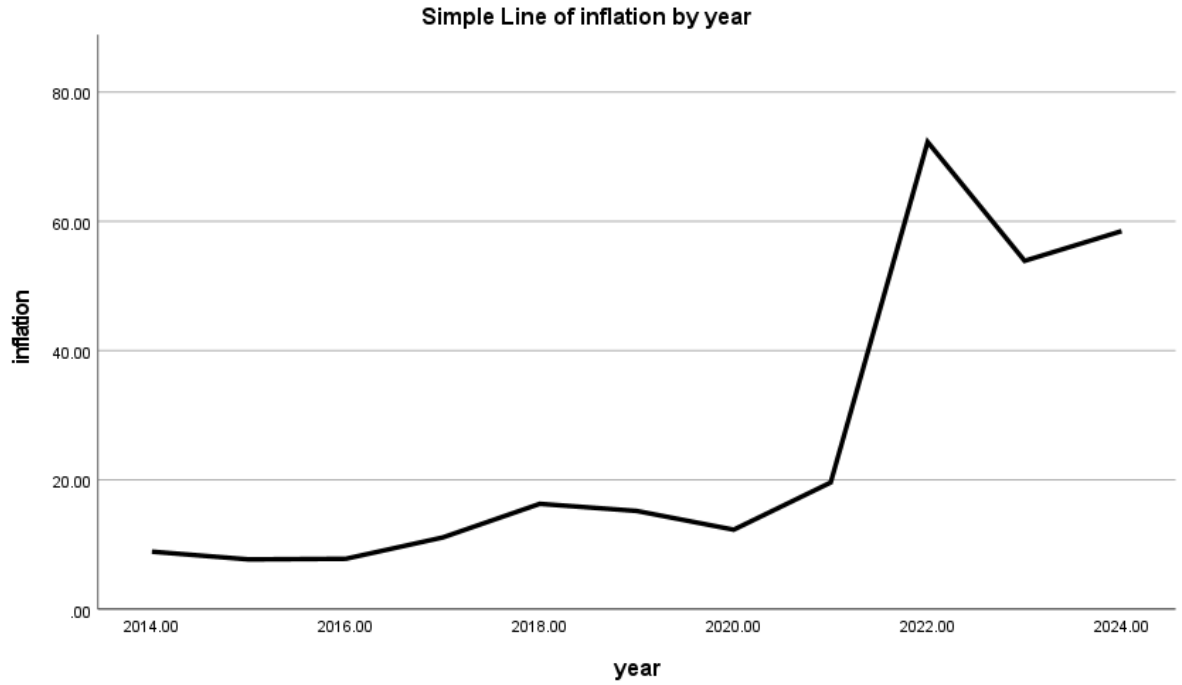
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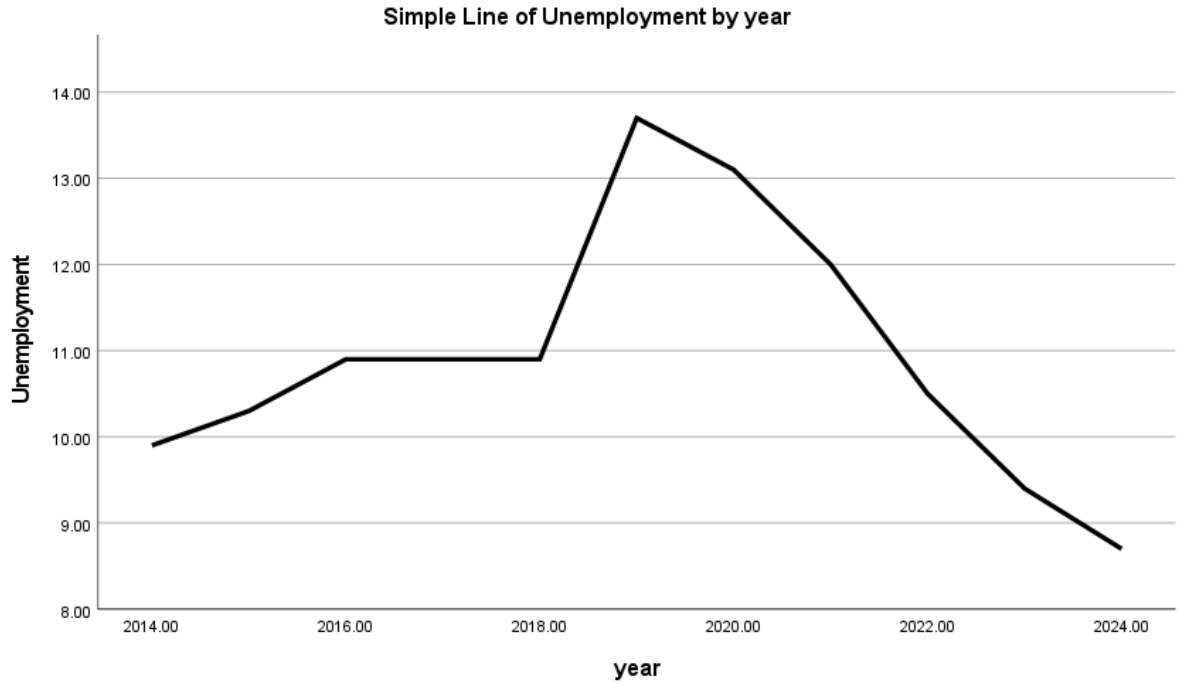


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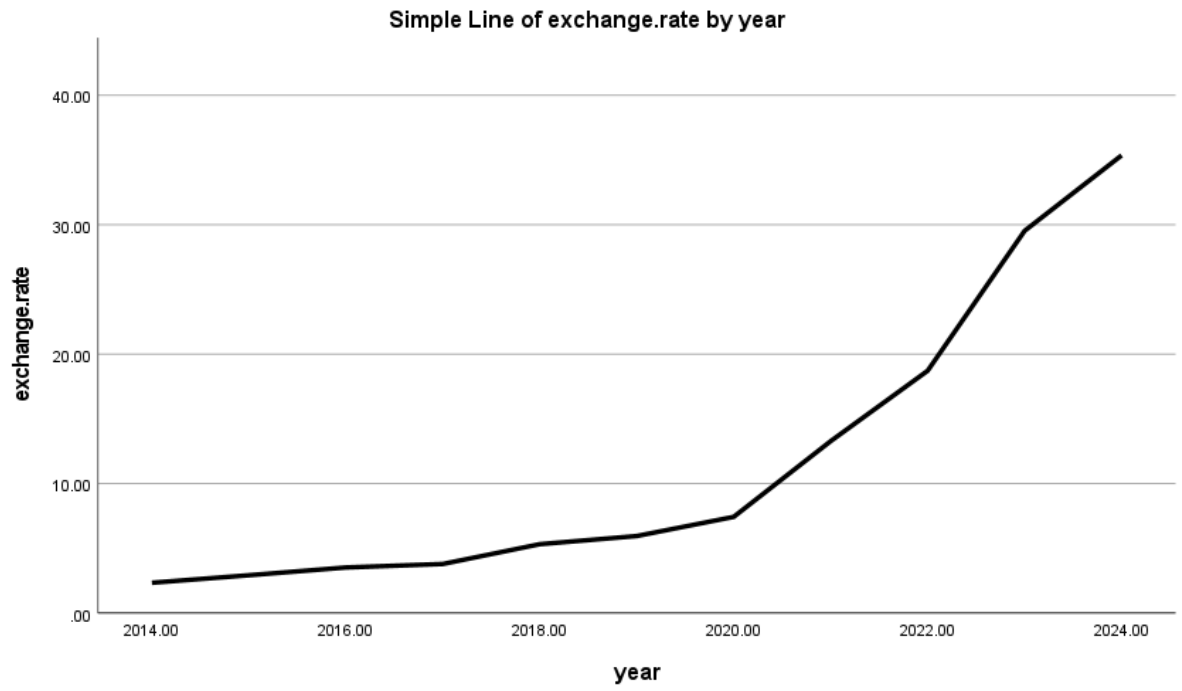


GGraph


Simple Line of inflation by year
inflation
80.00
60.00
40.00
20.00
.00
2014.00
2016.00
2018.00
2020.00
2022.00
2024.00
year


Simple Line of Unemployment by year
Unemployment
14.00
13.00
12.00
11.00
10.00
9.00
8.00
2014.00
2016.00
2018.00
2020.00
2022.00
2024.00
year

GGraph



Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GDP	11	720338.00	1323255.00	905520.6364	174514.21493
GDP.growth	11	.80	11.40	4.7909	2.92556
inflation	11	7.70	72.30	25.7818	23.65958
Unemployment	11	8.70	13.70	10.9364	1.49952
exchange.rate	11	2.34	35.36	11.6509	11.47011
Valid N (listwise)	11				

Correlations

Correlations

		GDP	GDP.growth	inflation	Unemployment
GDP	Pearson Correlation	1	.010	.654*	-.823**
	Sig. (2-tailed)		.976	.029	.002
	N	11	11	11	11

GDP.growth	Pearson Correlation	.010	1	.012	-.192
	Sig. (2-tailed)	.976		.971	.572
	N	11	11	11	11
inflation	Pearson Correlation	.654*	.012	1	-.482
	Sig. (2-tailed)	.029	.971		.133
	N	11	11	11	11
Unemployment	Pearson Correlation	-.823**	-.192	-.482	1
	Sig. (2-tailed)	.002	.572	.133	
	N	11	11	11	11
exchange.rate	Pearson Correlation	.834**	.025	.866**	-.527
	Sig. (2-tailed)	.001	.943	.001	.095
	N	11	11	11	11

Correlations

		exchange.rate
GDP	Pearson Correlation	.834**
	Sig. (2-tailed)	.001
	N	11
GDP.growth	Pearson Correlation	.025
	Sig. (2-tailed)	.943
	N	11
inflation	Pearson Correlation	.866**
	Sig. (2-tailed)	.001
	N	11
Unemployment	Pearson Correlation	-.527
	Sig. (2-tailed)	.095
	N	11
exchange.rate	Pearson Correlation	1

	Sig. (2-tailed)	
	N	11

*. Correlation is significant at the 0.05 level (2-tailed).

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

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	exchange.rate, Unemployment, inflation[b]	.	Enter

a. Dependent Variable: GDP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.962[a]	.926	.894	56713.66321

a. Predictors: (Constant), exchange.rate, Unemployment, inflation

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	282037034965.400	3	94012344988.467	29.229	.000[b]

	Residual	22515077159.146	7	3216439594.164		
	Total	304552112124.545	10			

a. Dependent Variable: GDP

b. Predictors: (Constant), exchange.rate, Unemployment, inflation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1511073.600	168049.728		8.992	.000
	inflation	-2443.591	1520.613	-.331	-1.607	.152
	Unemployment	-63140.446	14102.560	-.543	-4.477	.003
	exchange.rate	12700.650	3233.979	.835	3.927	.006

a. Dependent Variable: GDP

.

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	inflation[b]	.	Enter

a. Dependent Variable: GDP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654[a]	.427	.364	139221.52751

a. Predictors: (Constant), inflation

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130108408631.800	1	130108408631.800	6.713	.029[b]
	Residual	174443703492.745	9	19382633721.416		
	Total	304552112124.545	10			

a. Dependent Variable: GDP

b. Predictors: (Constant), inflation

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	781224.043	63746.659		12.255	.000
	inflation	4821.095	1860.799	.654	2.591	.029

a. Dependent Variable: GDP

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Unemployment[b]	.	Enter

a. Dependent Variable: GDP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.823[a]	.677	.641	104491.01789

a. Predictors: (Constant), Unemployment

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	206286756755.310	1	206286756755.310	18.894	.002[b]
	Residual	98265355369.236	9	10918372818.804		
	Total	304552112124.545	10			

a. Dependent Variable: GDP

b. Predictors: (Constant), Unemployment

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1953029.678	243041.779		8.036	.000
	Unemployment	-95782.207	22035.765	-.823	-4.347	.002

a. Dependent Variable: GDP

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	exchange.rate[b]	.	Enter

a. Dependent Variable: GDP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.695	.662	101531.64527

a. Predictors: (Constant), exchange.rate

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	211774037209.704	1	211774037209.704	20.543	.001[b]

	Residual	92778074914.842	9	10308674990.538		
	Total	304552112124.545	10			

a. Dependent Variable: GDP

b. Predictors: (Constant), exchange.rate

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	757702.141	44730.026		16.939	.000
	exchange.rate	12687.293	2799.201	.834	4.532	.001

a. Dependent Variable: GDP

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Unemployment, inflation, exchange.rate[b]	.	Enter

a. Dependent Variable: GDP.growth

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.214[a]	.046	-.363	3.41576

a. Predictors: (Constant), Unemployment, inflation, exchange.rate

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.917	3	1.306	.112	.950[b]
	Residual	81.672	7	11.667		
	Total	85.589	10			

a. Dependent Variable: GDP.growth

b. Predictors: (Constant), Unemployment, inflation, exchange.rate

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.474	10.121		1.035	.335
	exchange.rate	-.014	.195	-.053	-.070	.946
	inflation	-.008	.092	-.062	-.083	.936
	Unemployment	-.487	.849	-.250	-.573	.584

a. Dependent Variable: GDP.growth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	inflation[b]	.	Enter

a. Dependent Variable: GDP.growth

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.012[a]	.000	-.111	3.08358

a. Predictors: (Constant), inflation

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.013	1	.013	.001	.971[b]
	Residual	85.576	9	9.508		
	Total	85.589	10			

a. Dependent Variable: GDP.growth

b. Predictors: (Constant), inflation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.752	1.412		3.366	.008

	inflation	.002	.041	.012	.037	.971

a. Dependent Variable: GDP.growth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Unemployment[b]	.	Enter

a. Dependent Variable: GDP.growth

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.192[a]	.037	-.070	3.02666

a. Predictors: (Constant), Unemployment

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.143	1	3.143	.343	.572[b]
	Residual	82.446	9	9.161		
	Total	85.589	10			

a. Dependent Variable: GDP.growth

b. Predictors: (Constant), Unemployment

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.880	7.040		1.261	.239
	Unemployment	-.374	.638	-.192	-.586	.572

a. Dependent Variable: GDP.growth

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	exchange.rate[b]	.	Enter

a. Dependent Variable: GDP.growth

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.025[a]	.001	-.110	3.08288

a. Predictors: (Constant), exchange.rate

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.052	1	.052	.005	.943[b]
	Residual	85.537	9	9.504		
	Total	85.589	10			

a. Dependent Variable: GDP.growth

b. Predictors: (Constant), exchange.rate

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.718	1.358		3.474	.007
	exchange.rate	.006	.085	.025	.074	.943

a. Dependent Variable: GDP.growth

Time Series Modeler

Model Description

			Model Type
Model ID	GDP	Model_1	Brown

Model Summary

Model Fit

Fit Statistic	Mean	SE	Minimum	Maximum	Percentile 5
Stationary R-squared	-.141	.	-.141	-.141	-.141
R-squared	.839	.	.839	.839	.839

RMSE	69950.432	.	69950.432	69950.432	69950.432
MAPE	5.519	.	5.519	5.519	5.519
MaxAPE	16.779	.	16.779	16.779	16.779
MAE	48639.625	.	48639.625	48639.625	48639.625
MaxAE	137567.528	.	137567.528	137567.528	137567.528
Normalized BIC	22.529	.	22.529	22.529	22.529

Model Fit

	Percentile				
Fit Statistic	10	25	50	75	90
Stationary R-squared	-.141	-.141	-.141	-.141	-.141
R-squared	.839	.839	.839	.839	.839
RMSE	69950.432	69950.432	69950.432	69950.432	69950.432
MAPE	5.519	5.519	5.519	5.519	5.519
MaxAPE	16.779	16.779	16.779	16.779	16.779
MAE	48639.625	48639.625	48639.625	48639.625	48639.625
MaxAE	137567.528	137567.528	137567.528	137567.528	137567.528
Normalized BIC	22.529	22.529	22.529	22.529	22.529

Model Fit

	Percentile
Fit Statistic	95
Stationary R-squared	-.141
R-squared	.839
RMSE	69950.432
MAPE	5.519
MaxAPE	16.779
MAE	48639.625

MaxAE	137567.528
Normalized BIC	22.529

Model Statistics

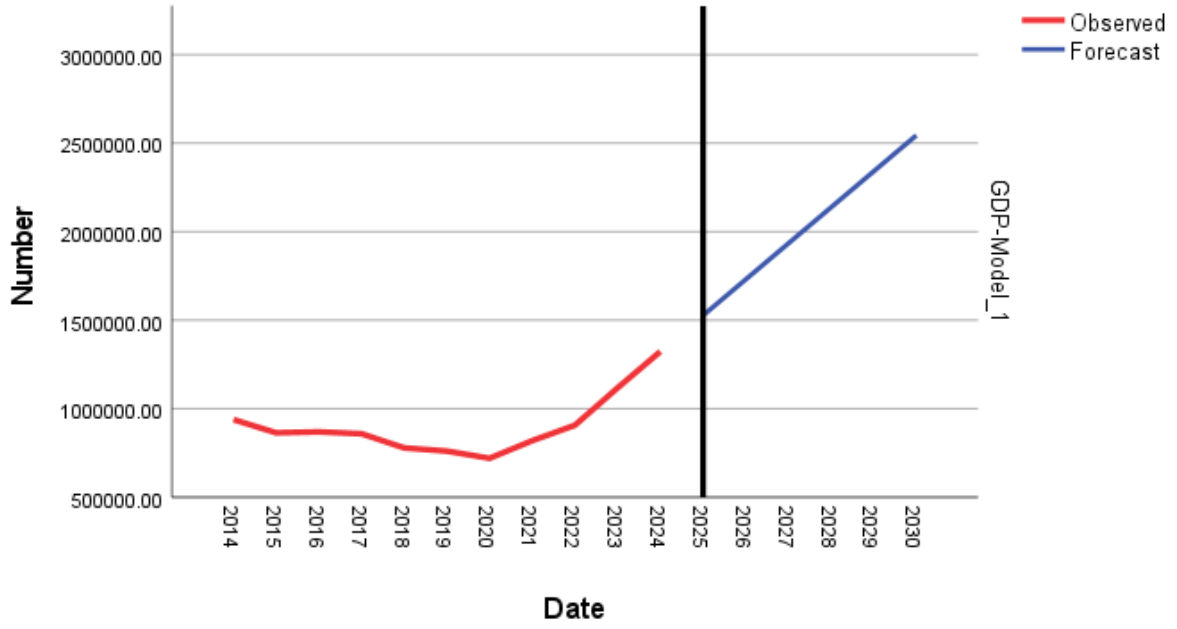
Model	Number of Predictors	Model Fit statistics: Stationary R-squared	Ljung-Box Q(18): Statistics	DF	Sig.	Number of Outliers
GDP-Model_1	0	-.141	.	0	.	0

Exponential Smoothing Model Parameters

Model			Estimate	SE	t
GDP-Model_1	No Transformation	Alpha (Level and Trend)	.918	.136	6.767

Exponential Smoothing Model Parameters

Model			Sig.
GDP-Model_1	No Transformation	Alpha (Level and Trend)	.000



Model Description

			Model Type
Model ID	GDPgrowth	Model_1	ARIMA(0,0,0)

Model Summary

Model Fit

					Percentile	
Fit Statistic	Mean	SE	Minimum	Maximum	5	10
Stationary R-squared	1.110E-16	.	1.110E-16	1.110E-16	1.110E-16	1.110E-16
R-squared	1.110E-16	.	1.110E-16	1.110E-16	1.110E-16	1.110E-16
RMSE	2.926	.	2.926	2.926	2.926	2.926
MAPE	85.668	.	85.668	85.668	85.668	85.668
MaxAPE	498.864	.	498.864	498.864	498.864	498.864
MAE	2.137	.	2.137	2.137	2.137	2.137
MaxAE	6.609	.	6.609	6.609	6.609	6.609
Normalized BIC	2.365	.	2.365	2.365	2.365	2.365

Model Fit

	Percentile				
Fit Statistic	25	50	75	90	95
Stationary R-squared	1.110E-16	1.110E-16	1.110E-16	1.110E-16	1.110E-16
R-squared	1.110E-16	1.110E-16	1.110E-16	1.110E-16	1.110E-16
RMSE	2.926	2.926	2.926	2.926	2.926
MAPE	85.668	85.668	85.668	85.668	85.668
MaxAPE	498.864	498.864	498.864	498.864	498.864

MAE	2.137	2.137	2.137	2.137	2.137
MaxAE	6.609	6.609	6.609	6.609	6.609
Normalized BIC	2.365	2.365	2.365	2.365	2.365

Model Statistics

Model	Number of Predictors	Model Fit statistics Stationary R-squared	Ljung-Box Q(18) Statistics	DF	Sig.
GDPgrowth-Model_1	0	1.110E-16	.	0	.

Model Statistics

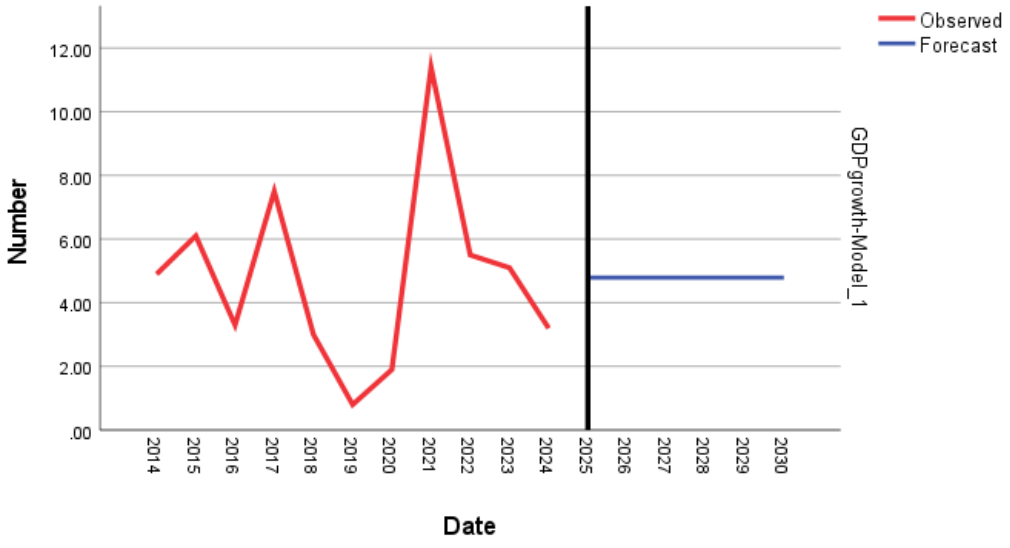
Model	Number of Outliers
GDPgrowth-Model_1	0

ARIMA Model Parameters

				Estimate	SE
GDPgrowth-Model_1	GDPgrowth	No Transformation	Constant	4.791	.882

ARIMA Model Parameters

				t	Sig.
GDPgrowth-Model_1	GDPgrowth	No Transformation	Constant	5.431	.000



Model Description

			Model Type
Model ID	Inflation	Model_1	Holt

Model Summary

Model Fit

Fit Statistic	Mean	SE	Minimum	Maximum	Percentile 5	Percentile 10
Stationary R-squared	.785	.	.785	.785	.785	.785
R-squared	.655	.	.655	.655	.655	.655
RMSE	14.657	.	14.657	14.657	14.657	14.657
MAPE	57.714	.	57.714	57.714	57.714	57.714
MaxAPE	160.746	.	160.746	160.746	160.746	160.746
MAE	10.089	.	10.089	10.089	10.089	10.089
MaxAE	31.233	.	31.233	31.233	31.233	31.233
Normalized BIC	5.806	.	5.806	5.806	5.806	5.806

Model Fit

Fit Statistic	Percentile 25	Percentile 50	Percentile 75	Percentile 90	Percentile 95
Stationary R-squared	.785	.785	.785	.785	.785
R-squared	.655	.655	.655	.655	.655
RMSE	14.657	14.657	14.657	14.657	14.657
MAPE	57.714	57.714	57.714	57.714	57.714
MaxAPE	160.746	160.746	160.746	160.746	160.746
MAE	10.089	10.089	10.089	10.089	10.089
MaxAE	31.233	31.233	31.233	31.233	31.233
Normalized BIC	5.806	5.806	5.806	5.806	5.806

Model Statistics

Model	Number of Predictors	Model Fit statistics Stationary R-squared	Ljung-Box Q(18) Statistics	Ljung-Box Q(18) DF	Ljung-Box Q(18) Sig.
Inflation-Model_1	0	.785	.	0	.

Model Statistics

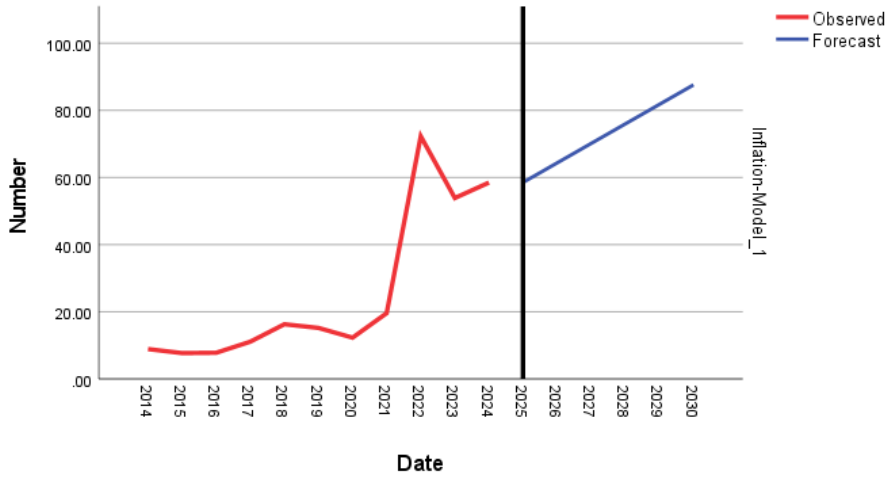
Model	Number of Outliers
Inflation-Model_1	0

Exponential Smoothing Model Parameters

Model			Estimate	SE	t
Inflation-Model_1	No Transformation	Alpha (Level)	.001	.250	.004
		Gamma (Trend)	.000	106.786	2.565E-6

Exponential Smoothing Model Parameters

Model			Sig.
Inflation-Model_1	No Transformation	Alpha (Level)	.997
		Gamma (Trend)	1.000



Model Description

			Model Type
Model ID	Unemployment	Model_1	Simple

Model Summary

Model Fit

Fit Statistic	Mean	SE	Minimum	Maximum	Percentile 5	Percentile 10
Stationary R-squared	-.010	.	-.010	-.010	-.010	-.010
R-squared	.383	.	.383	.383	.383	.383
RMSE	1.178	.	1.178	1.178	1.178	1.178
MAPE	7.055	.	7.055	7.055	7.055	7.055
MaxAPE	20.438	.	20.438	20.438	20.438	20.438
MAE	.800	.	.800	.800	.800	.800
MaxAE	2.800	.	2.800	2.800	2.800	2.800
Normalized BIC	.546	.	.546	.546	.546	.546

Model Fit

Fit Statistic	Percentile 25	50	75	90	95
Stationary R-squared	-.010	-.010	-.010	-.010	-.010
R-squared	.383	.383	.383	.383	.383
RMSE	1.178	1.178	1.178	1.178	1.178
MAPE	7.055	7.055	7.055	7.055	7.055
MaxAPE	20.438	20.438	20.438	20.438	20.438
MAE	.800	.800	.800	.800	.800
MaxAE	2.800	2.800	2.800	2.800	2.800
Normalized BIC	.546	.546	.546	.546	.546

Model Statistics

Model	Number of Predictors	Model Fit statistics Stationary R-squared	Ljung-Box Q(18) Statistics	DF	Sig.
Unemployment-Model_1	0	-.010	.	0	.

Model Statistics

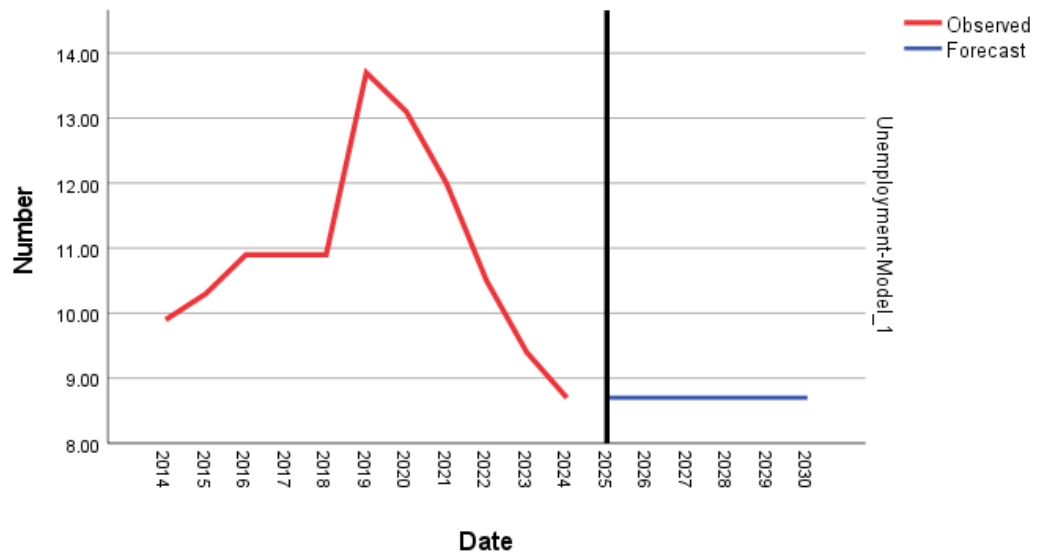
Model	Number of Outliers
Unemployment-Model_1	0

Exponential Smoothing Model Parameters

Model			Estimate	SE	t
Unemployment-Model_1	No Transformation	Alpha (Level)	1.000	.320	3.125

Exponential Smoothing Model Parameters

Model			Sig.
Unemployment-Model_1	No Transformation	Alpha (Level)	.011



Model Description

			Model Type
Model ID	Exchange.rate	Model_1	Brown

Model Summary

Model Fit

					Percentile	
Fit Statistic	Mean	SE	Minimum	Maximum	5	10
Stationary R-squared	.099	.	.099	.099	.099	.099
R-squared	.950	.	.950	.950	.950	.950
RMSE	2.567	.	2.567	2.567	2.567	2.567
MAPE	12.121	.	12.121	12.121	12.121	12.121
MaxAPE	34.684	.	34.684	34.684	34.684	34.684
MAE	1.595	.	1.595	1.595	1.595	1.595
MaxAE	5.629	.	5.629	5.629	5.629	5.629
Normalized BIC	2.104	.	2.104	2.104	2.104	2.104

Model Fit

	Percentile				
Fit Statistic	25	50	75	90	95
Stationary R-squared	.099	.099	.099	.099	.099
R-squared	.950	.950	.950	.950	.950
RMSE	2.567	2.567	2.567	2.567	2.567
MAPE	12.121	12.121	12.121	12.121	12.121
MaxAPE	34.684	34.684	34.684	34.684	34.684
MAE	1.595	1.595	1.595	1.595	1.595
MaxAE	5.629	5.629	5.629	5.629	5.629
Normalized BIC	2.104	2.104	2.104	2.104	2.104

Model Statistics

Model	Number of Predictors	Model Fit statistics Stationary R-squared	Ljung-Box Q(18) Statistics	DF	Sig.
Exchange.rate-Model_1	0	.099	.	0	.

Model Statistics

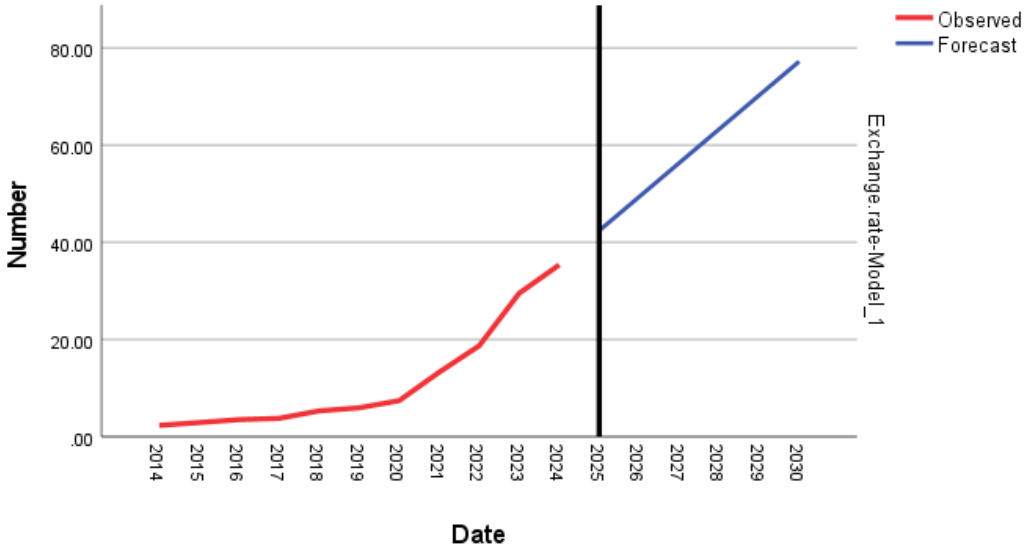
Model	Number of Outliers
Exchange.rate-Model_1	0

Exponential Smoothing Model Parameters

Model			Estimate	SE
Exchange.rate-Model_1	No Transformation	Alpha (Level and Trend)	.829	.160

Exponential Smoothing Model Parameters

Model			t	Sig.
Exchange.rate-Model_1	No Transformation	Alpha (Level and Trend)	5.174	.000



Fréquences

Statistiques

		Age	Gender	Residence	Employment.status	Incomes	Marital.status
N	Valide	208	208	208	208	208	208
	Manquant	0	0	0	0	0	0

Statistiques

		Family.number	Purchase.place
N	Valide	208	208
	Manquant	0	0

Table de fréquences

Age

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	25–34	14	6.7	6.7	6.7
	18–24	79	38.0	38.0	44.7
	25–34	95	45.7	45.7	90.4
	35–44	10	4.8	4.8	95.2
	55 and above	10	4.8	4.8	100.0
	Total	208	100.0	100.0	

Gender

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	Male	115	55.3	55.3	55.3
	Female	93	44.7	44.7	100.0
	Total	208	100.0	100.0	

Residence

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	Marmara	87	41.8	41.8	41.8
	Aegean	26	12.5	12.5	54.3
	Central Anatolia	46	22.1	22.1	76.4
	Mediterranean	13	6.3	6.3	82.7
	Black Sea	20	9.6	9.6	92.3
	Eastern Anatolia	2	1.0	1.0	93.3
	Southeastern Anatolia	14	6.7	6.7	100.0
	Total	208	100.0	100.0	

Employment.status

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	Student	35	16.8	16.8	16.8
	Employed (Private Sector)	46	22.1	22.1	38.9
	Employed (Public Sector)	59	28.4	28.4	67.3
	Self-employed/Entrepreneur	20	9.6	9.6	76.9
	Unemployed	19	9.1	9.1	86.1
	Retired	20	9.6	9.6	95.7
	Other	9	4.3	4.3	100.0
	Total	208	100.0	100.0	

Incomes

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	Below 10,000 TRY	44	21.2	21.2	21.2
	10,000–20,000 TRY	16	7.7	7.7	28.8
	20,000–30,000 TRY	28	13.5	13.5	42.3
	30,000–50,000 TRY	44	21.2	21.2	63.5
	Above 50,000 TRY	76	36.5	36.5	100.0
	Total	208	100.0	100.0	

Marital.status

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	Single	143	68.8	68.8	68.8
	Married	57	27.4	27.4	96.2
	Divorced	8	3.8	3.8	100.0
	Total	208	100.0	100.0	

Family.number

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	1 (Living alone)	24	11.5	11.5	11.5
	2–3	96	46.2	46.2	57.7
	4–5	80	38.5	38.5	96.2
	More than 5	8	3.8	3.8	100.0
	Total	208	100.0	100.0	

Purchase.place

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	Shopping malls	40	19.2	19.2	19.2
	Cosmetic stores (Gratis, Watsons, etc.)	98	47.1	47.1	66.3
	Online shopping platforms	48	23.1	23.1	89.4
	Other	22	10.6	10.6	100.0
	Total	208	100.0	100.0	

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library(haven)
> turkish <- read_sav("C:/Users/pc/Desktop/mémoire/New folder/third chapter
/MICROeconomic analysis/spss data base - Copy.sav")
> View(turkish)
> # تثبيت الحزم إذا لم تكن مثبتة
> install.packages("dplyr")
WARNING: Rtools is required to build R packages but is not currently instal
led. Please download and install the appropriate version of Rtools before p
roceeding:

https://cran.rstudio.com/bin/windows/Rtools/
Installing package into 'C:/Users/pc/AppData/Local/R/win-library/4.4'
(as 'lib' is unspecified)
trying URL 'https://cran.rstudio.com/bin/windows/contrib/4.4/dplyr_1.1.4.zi
p'
Content type 'application/zip' length 1590491 bytes (1.5 MB)
downloaded 1.5 MB

package 'dplyr' successfully unpacked and MD5 sums checked

The downloaded binary packages are in
        C:\Users\pc\AppData\Local\Temp\RtmpGqpwvr\downloaded_packages
> install.packages("psych")
Error in install.packages : Updating loaded packages
> > # تحميل الحزم
> library(dplyr)

Attaching package: 'dplyr'

The following objects are masked from 'package:stats':

    filter, lag

The following objects are masked from 'package:base':

    intersect, setdiff, setequal, union
```

```
Warning message:
package 'dplyr' was built under R version 4.4.3
> library(psych)
>
Restarting R session...

WARNING: Rtools is required to build R packages but is not currently instal
led. Please download and install the appropriate version of Rtools before p
roceeding:

https://cran.rstudio.com/bin/windows/Rtools/
Installing package into 'C:/Users/pc/AppData/Local/R/win-library/4.4'
(as 'lib' is unspecified)
trying URL 'https://cran.rstudio.com/bin/windows/contrib/4.4/psych_2.5.3.zi
p'
Content type 'application/zip' length 3584707 bytes (3.4 MB)
downloaded 3.4 MB

package 'psych' successfully unpacked and MD5 sums checked

The downloaded binary packages are in
        C:\Users\pc\AppData\Local\Temp\Rtmp4yAzMF\downloaded_packages
> #  تشكيل محاور متغير BOYCOTT
> turkish <- turkish %>%
+     mutate(
+         AB = rowMeans(select(., AB1, AB2, AB3, AB4, AB5), na.rm = TRUE),
+         CMB = rowMeans(select(., CMB1, CMB2, CMB3, CMB4, CMB5), na.rm = T
RUE),
+         TAB = rowMeans(select(., TAP1, TAP2, TAP3, TAP4), na.rm = TRUE),
+         EBCH = rowMeans(select(., EBCH1, EBCH2, EBCH3, EBCH4, EBCH5), na.
rm = TRUE)
+     )
Error in turkish %>% mutate(AB = rowMeans(select(., AB1, AB2, AB3, AB4,  :
  could not find function "%>%"
> # تشكيل المتغيرات الرئيسية من المحاور
> turkish <- turkish %>%
+     mutate(
+         BOYCOTT = rowMeans(select(., AB, CMB, TAB, EBCH), na.rm = TRUE),
+         APA = rowMeans(select(., PQP, PC, CA, AA), na.rm = TRUE),
+         TCB = rowMeans(select(., PBH, WTNA, KDMF), na.rm = TRUE)
+     )
Error in turkish %>% mutate(BOYCOTT = rowMeans(select(., AB, CMB, TAB,  :
  could not find function "%>%"
> # تثبيت الحزمة)
> install.packages("dplyr")
WARNING: Rtools is required to build R packages but is not currently instal
led. Please download and install the appropriate version of Rtools before p
roceeding:

https://cran.rstudio.com/bin/windows/Rtools/
Installing package into 'C:/Users/pc/AppData/Local/R/win-library/4.4'
(as 'lib' is unspecified)
trying URL 'https://cran.rstudio.com/bin/windows/contrib/4.4/dplyr_1.1.4.zi
p'
Content type 'application/zip' length 1590491 bytes (1.5 MB)
downloaded 1.5 MB

package 'dplyr' successfully unpacked and MD5 sums checked

The downloaded binary packages are in
        C:\Users\pc\AppData\Local\Temp\Rtmp4yAzMF\downloaded_packages
```

```
> > # تحميل الحزمة في كل مرة تبدأ فيها العمل
> library(dplyr)

Attaching package: 'dplyr'

The following objects are masked from 'package:stats':

    filter, lag

The following objects are masked from 'package:base':

    intersect, setdiff, setequal, union

Warning message:
package 'dplyr' was built under R version 4.4.3
> > #: تشكيل محاور متغير BOYCOTT
> turkish <- turkish %>%
+     mutate(
+         AB = rowMeans(select(., AB1, AB2, AB3, AB4, AB5), na.rm = TRUE),
+         CMB = rowMeans(select(., CMB1, CMB2, CMB3, CMB4, CMB5), na.rm = T
RUE),
+         TAB = rowMeans(select(., TAP1, TAP2, TAP3, TAP4), na.rm = TRUE),
+         EBCH = rowMeans(select(., EBCH1, EBCH2, EBCH3, EBCH4, EBCH5), na.
rm = TRUE)
+     )
> > # تشكيل محاور متغير APA
> turkish <- turkish %>%
+     mutate(
+         PQP = rowMeans(select(., PQP1, PQP2, PQP3, PQP4, PQP5), na.rm = T
RUE),
+         PC = rowMeans(select(., PC1, PC2, PC3, PC4, PC5), na.rm = TRUE),
+         CA = rowMeans(select(., CA1, CA2, CA3, CA4, CA5), na.rm = TRUE),
+         AA = rowMeans(select(., AA1, AA2, AA3, AA4, AA5), na.rm = TRUE)
+     )
> > # تشكيل محاور متغير TCB
> turkish <- turkish %>%
+     mutate(
+         PBH = rowMeans(select(., PBH1, PBH2, PBH3, PBH4, PBH5), na.rm = T
RUE),
+         WTNA = rowMeans(select(., WTNA1, WTNA2, WTNA3, WTNA4, WTNA5), na.
rm = TRUE),
+         KDMF = rowMeans(select(., KDMF1, KDMF2, KDMF3, KDMF4, KDMF5), na.
rm = TRUE)
+     )
> > # تشكيل المتغيرات
> turkish <- turkish %>%
+     mutate(
+         BOYCOTT = rowMeans(select(., AB, CMB, TAB, EBCH), na.rm = TRUE),
+         APA = rowMeans(select(., PQP, PC, CA, AA), na.rm = TRUE),
+         TCB = rowMeans(select(., PBH, WTNA, KDMF), na.rm = TRUE)
+     )
# تحويل جميع الأعمدة إلى numeric عبر unclass
> turkish <- turkish %>%
+     mutate(across(everything(), ~ as.numeric(unclass(.))))
>
 # حساب ألفا لكل محور
 > cat("📌 Cronbach's Alpha لكل محور:\n")
 📌 Cronbach's Alpha لكل محور:
> cat("AB:\n"); print(alpha(turkish[, AB_items]))
AB:
```

```
Reliability analysis
Call: alpha(x = turkish[, AB_items])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean   sd median_r
      0.73      0.72    0.73      0.34 2.6 0.028  3.4 0.92     0.34

    95% confidence boundaries
         lower alpha upper
Feldt     0.67  0.73  0.78
Duhachek  0.68  0.73  0.79

 Reliability if an item is dropped:
    raw_alpha std.alpha G6(smc) average_r S/N alpha se var.r med.r
AB1      0.61      0.60    0.59      0.27 1.5    0.044 0.035  0.23
AB2      0.69      0.68    0.69      0.35 2.1    0.034 0.058  0.34
AB3      0.57      0.56    0.53      0.24 1.3    0.047 0.024  0.21
AB4      0.77      0.77    0.75      0.45 3.3    0.025 0.030  0.43
AB5      0.73      0.72    0.71      0.39 2.6    0.030 0.043  0.35

 Item statistics
      n raw.r std.r r.cor r.drop mean  sd
AB1 208  0.83  0.81  0.80   0.67  3.7 1.5
AB2 208  0.68  0.68  0.55   0.47  3.4 1.3
AB3 208  0.87  0.86  0.88   0.76  3.8 1.3
AB4 208  0.48  0.49  0.27   0.23  3.1 1.2
AB5 208  0.59  0.60  0.44   0.37  3.1 1.3

Non missing response frequency for each item
       1    2    3    4    5 miss
AB1 0.14 0.09 0.14 0.19 0.43    0
AB2 0.12 0.14 0.25 0.20 0.28    0
AB3 0.10 0.08 0.16 0.22 0.44    0
AB4 0.12 0.16 0.38 0.17 0.17    0
AB5 0.13 0.16 0.34 0.19 0.17    0
> cat("\nCMB:\n"); print(alpha(turkish[, CMB_items]))

CMB:

Reliability analysis
Call: alpha(x = turkish[, CMB_items])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean  sd median_r
      0.85      0.85    0.84      0.52 5.5 0.016  3.4 1.1     0.56

    95% confidence boundaries
         lower alpha upper
Feldt     0.81  0.85  0.88
Duhachek  0.82  0.85  0.88

 Reliability if an item is dropped:
     raw_alpha std.alpha G6(smc) average_r S/N alpha se  var.r med.r
CMB1      0.79      0.78    0.76      0.48 3.6    0.024 0.0287  0.44
CMB2      0.78      0.78    0.76      0.46 3.5    0.025 0.0321  0.43
CMB3      0.80      0.79    0.78      0.49 3.8    0.023 0.0398  0.47
CMB4      0.89      0.89    0.86      0.66 7.7    0.013 0.0089  0.66
CMB5      0.82      0.82    0.81      0.53 4.5    0.020 0.0553  0.53

 Item statistics
       n raw.r std.r r.cor r.drop mean  sd
```

```
CMB1 208  0.86  0.86  0.84   0.76  3.6 1.5
CMB2 208  0.88  0.88  0.87   0.79  3.6 1.5
CMB3 208  0.84  0.84  0.80   0.74  3.6 1.4
CMB4 208  0.57  0.58  0.40   0.37  2.7 1.3
CMB5 208  0.78  0.78  0.69   0.64  3.6 1.4

Non missing response frequency for each item
        1    2    3    4    5 miss
CMB1 0.15 0.07 0.23 0.13 0.42    0
CMB2 0.15 0.09 0.20 0.16 0.40    0
CMB3 0.14 0.10 0.17 0.22 0.37    0
CMB4 0.25 0.22 0.23 0.18 0.12    0
CMB5 0.13 0.07 0.22 0.19 0.38    0
> cat("\nTAB:\n"); print(alpha(turkish[, TAB_items]))

TAB:

Reliability analysis
Call: alpha(x = turkish[, TAB_items])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean  sd median_r
      0.87      0.87    0.84      0.63 6.9 0.014  3.2 1.1     0.63

    95% confidence boundaries
         lower alpha upper
Feldt     0.84  0.87   0.9
Duhachek  0.84  0.87   0.9

 Reliability if an item is dropped:
     raw_alpha std.alpha G6(smc) average_r S/N alpha se   var.r med.r
TAP1      0.83      0.83    0.77      0.62 5.0    0.020 0.00022  0.63
TAP2      0.83      0.84    0.77      0.63 5.1    0.020 0.00084  0.62
TAP3      0.83      0.84    0.77      0.63 5.1    0.020 0.00009  0.63
TAP4      0.84      0.84    0.78      0.64 5.4    0.019 0.00028  0.64

 Item statistics
       n raw.r std.r r.cor r.drop mean  sd
TAP1 208  0.87  0.86  0.79   0.74  3.4 1.5
TAP2 208  0.84  0.85  0.78   0.73  3.1 1.2
TAP3 208  0.85  0.85  0.78   0.73  3.2 1.3
TAP4 208  0.84  0.84  0.76   0.71  3.2 1.2

Non missing response frequency for each item
        1    2    3    4    5 miss
TAP1 0.18 0.11 0.23 0.15 0.34    0
TAP2 0.13 0.14 0.38 0.22 0.13    0
TAP3 0.14 0.12 0.32 0.23 0.18    0
TAP4 0.12 0.14 0.38 0.17 0.19    0
> cat("\nEBCH:\n"); print(alpha(turkish[, EBCH_items]))

EBCH:

Reliability analysis
Call: alpha(x = turkish[, EBCH_items])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean  sd median_r
      0.89      0.89    0.88      0.63 8.5 0.012  3.5 1.2     0.64

    95% confidence boundaries
         lower alpha upper
```

```
Feldt     0.87  0.89  0.91
Duhachek  0.87  0.89  0.92

 Reliability if an item is dropped:
      raw_alpha std.alpha G6(smc) average_r S/N alpha se  var.r med.r
EBCH1      0.88      0.88    0.85      0.65 7.4    0.014 0.0043  0.67
EBCH2      0.87      0.88    0.85      0.64 7.1    0.014 0.0033  0.64
EBCH3      0.86      0.86    0.83      0.60 6.1    0.016 0.0041  0.61
EBCH4      0.88      0.88    0.85      0.65 7.5    0.014 0.0020  0.65
EBCH5      0.86      0.86    0.83      0.60 6.1    0.016 0.0039  0.60

 Item statistics
       n raw.r std.r r.cor r.drop mean  sd
EBCH1 208  0.82  0.81  0.74   0.70  3.5 1.5
EBCH2 208  0.83  0.82  0.76   0.72  3.4 1.4
EBCH3 208  0.87  0.88  0.84   0.80  3.5 1.4
EBCH4 208  0.80  0.80  0.74   0.69  3.5 1.4
EBCH5 208  0.87  0.88  0.84   0.80  3.5 1.3

Non missing response frequency for each item
         1    2    3    4    5 miss
EBCH1 0.18 0.04 0.21 0.20 0.37    0
EBCH2 0.17 0.11 0.22 0.21 0.30    0
EBCH3 0.12 0.09 0.29 0.15 0.35    0
EBCH4 0.13 0.11 0.25 0.16 0.36    0
EBCH5 0.12 0.12 0.20 0.27 0.30    0
>
> cat("\nPQP:\n"); print(alpha(turkish[, PQP_items]))

PQP:

Reliability analysis
Call: alpha(x = turkish[, PQP_items])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean   sd median_r
      0.88      0.88    0.88       0.6 7.7 0.013  3.1 0.98     0.59

    95% confidence boundaries
         lower alpha upper
Feldt     0.86  0.88  0.91
Duhachek  0.86  0.88  0.91

 Reliability if an item is dropped:
     raw_alpha std.alpha G6(smc) average_r S/N alpha se  var.r med.r
PQP1      0.88      0.88    0.86      0.65 7.3    0.014 0.0045  0.65
PQP2      0.85      0.86    0.83      0.60 5.9    0.017 0.0068  0.59
PQP3      0.85      0.85    0.83      0.58 5.6    0.018 0.0071  0.57
PQP4      0.85      0.86    0.83      0.60 5.9    0.017 0.0046  0.58
PQP5      0.86      0.86    0.83      0.60 6.0    0.017 0.0088  0.61

 Item statistics
       n raw.r std.r r.cor r.drop mean  sd
PQP1 208  0.78  0.77  0.68   0.64  3.0 1.3
PQP2 208  0.84  0.84  0.79   0.74  3.0 1.2
PQP3 208  0.85  0.86  0.82   0.77  3.1 1.1
PQP4 208  0.83  0.84  0.80   0.74  3.2 1.1
PQP5 208  0.83  0.83  0.78   0.73  3.3 1.2

Non missing response frequency for each item
        1    2    3    4    5 miss
```

```
PQP1 0.20 0.06 0.38 0.23 0.13    0
PQP2 0.16 0.13 0.39 0.22 0.10    0
PQP3 0.12 0.14 0.38 0.25 0.11    0
PQP4 0.13 0.10 0.33 0.37 0.08    0
PQP5 0.12 0.12 0.29 0.29 0.17    0
> cat("\nPC:\n"); print(alpha(turkish[, PC_items]))

PC:

Reliability analysis
Call: alpha(x = turkish[, PC_items])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean sd median_r
      0.85      0.86    0.85      0.54 5.9 0.016  3.2  1     0.54

    95% confidence boundaries
         lower alpha upper
Feldt     0.82  0.85  0.88
Duhachek  0.82  0.85  0.89

 Reliability if an item is dropped:
    raw_alpha std.alpha G6(smc) average_r S/N alpha se  var.r med.r
PC1      0.81      0.81    0.78      0.52 4.4    0.021 0.0047  0.54
PC2      0.81      0.81    0.77      0.52 4.3    0.022 0.0046  0.53
PC3      0.85      0.85    0.83      0.59 5.7    0.017 0.0096  0.58
PC4      0.82      0.82    0.81      0.54 4.6    0.021 0.0148  0.50
PC5      0.83      0.83    0.81      0.55 4.9    0.020 0.0170  0.52

 Item statistics
      n raw.r std.r r.cor r.drop mean  sd
PC1 208  0.83  0.83  0.79   0.71  2.9 1.3
PC2 208  0.83  0.83  0.80   0.73  3.1 1.2
PC3 208  0.73  0.73  0.62   0.57  3.3 1.3
PC4 208  0.81  0.81  0.74   0.69  3.1 1.2
PC5 208  0.79  0.79  0.71   0.66  3.3 1.3

Non missing response frequency for each item
       1    2    3    4    5 miss
PC1 0.22 0.12 0.30 0.22 0.14    0
PC2 0.12 0.12 0.39 0.23 0.14    0
PC3 0.14 0.09 0.30 0.24 0.22    0
PC4 0.13 0.13 0.38 0.18 0.17    0
PC5 0.13 0.09 0.32 0.23 0.23    0
> cat("\nCA:\n"); print(alpha(turkish[, CA_items]))

CA:

Reliability analysis
Call: alpha(x = turkish[, CA_items])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean  sd median_r
      0.85      0.85    0.87      0.54 5.8 0.017  3.1 1.1      0.5

    95% confidence boundaries
         lower alpha upper
Feldt     0.82  0.85  0.88
Duhachek  0.82  0.85  0.88

 Reliability if an item is dropped:
    raw_alpha std.alpha G6(smc) average_r S/N alpha se var.r med.r
```

```
CA1      0.86      0.86    0.87      0.61 6.2    0.016 0.022  0.61
CA2      0.82      0.83    0.83      0.54 4.7    0.020 0.034  0.55
CA3      0.79      0.79    0.80      0.49 3.8    0.024 0.033  0.46
CA4      0.79      0.80    0.79      0.50 4.0    0.024 0.023  0.50
CA5      0.82      0.83    0.80      0.54 4.7    0.021 0.011  0.50

 Item statistics
      n raw.r std.r r.cor r.drop mean  sd
CA1 208  0.68  0.68  0.56   0.50  3.2 1.4
CA2 208  0.77  0.78  0.72   0.64  3.0 1.3
CA3 208  0.86  0.87  0.83   0.77  3.1 1.2
CA4 208  0.86  0.85  0.83   0.75  3.1 1.4
CA5 208  0.79  0.78  0.76   0.66  3.1 1.4

Non missing response frequency for each item
       1    2    3    4    5 miss
CA1 0.19 0.07 0.30 0.24 0.21    0
CA2 0.16 0.17 0.36 0.16 0.15    0
CA3 0.16 0.07 0.40 0.23 0.13    0
CA4 0.22 0.09 0.30 0.17 0.22    0
CA5 0.20 0.12 0.25 0.23 0.21    0
> cat("\nAA:\n"); print(alpha(turkish[, AA_items]))

AA:

Reliability analysis
Call: alpha(x = turkish[, AA_items])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean sd median_r
      0.86      0.86    0.86      0.55 6.2 0.016  3.1  1     0.66

    95% confidence boundaries
         lower alpha upper
Feldt     0.83  0.86  0.89
Duhachek  0.83  0.86  0.89

 Reliability if an item is dropped:
    raw_alpha std.alpha G6(smc) average_r S/N alpha se   var.r med.r
AA1      0.80      0.81    0.80      0.51 4.2    0.023 0.04546  0.53
AA2      0.81      0.81    0.81      0.52 4.4    0.022 0.04633  0.55
AA3      0.90      0.90    0.88      0.70 9.2    0.011 0.00081  0.71
AA4      0.80      0.81    0.80      0.51 4.1    0.023 0.04705  0.53
AA5      0.82      0.82    0.79      0.53 4.5    0.021 0.02786  0.53

 Item statistics
      n raw.r std.r r.cor r.drop mean  sd
AA1 208  0.87  0.87  0.83   0.77  3.0 1.3
AA2 208  0.85  0.85  0.81   0.75  3.1 1.3
AA3 208  0.60  0.59  0.43   0.39  3.4 1.3
AA4 208  0.86  0.87  0.84   0.78  3.2 1.2
AA5 208  0.83  0.84  0.82   0.73  3.0 1.2

Non missing response frequency for each item
       1    2    3    4    5 miss
AA1 0.20 0.11 0.31 0.24 0.15    0
AA2 0.16 0.17 0.27 0.24 0.17    0
AA3 0.14 0.09 0.29 0.22 0.26    0
AA4 0.13 0.10 0.38 0.25 0.15    0
AA5 0.14 0.17 0.31 0.24 0.13    0
>
```

```
> cat("\nPBH:\n"); print(alpha(turkish[, PBH_items]))

PBH:

Reliability analysis
Call: alpha(x = turkish[, PBH_items])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean   sd median_r
       0.7      0.71    0.72      0.33 2.5 0.034  3.4 0.87      0.4

    95% confidence boundaries
         lower alpha upper
Feldt     0.63   0.7  0.76
Duhachek  0.63   0.7  0.76

 Reliability if an item is dropped:
     raw_alpha std.alpha G6(smc) average_r S/N alpha se var.r med.r
PBH1      0.61      0.64    0.64      0.31 1.8    0.045 0.063  0.31
PBH2      0.57      0.59    0.59      0.27 1.5    0.049 0.042  0.27
PBH3      0.69      0.70    0.68      0.37 2.4    0.035 0.032  0.40
PBH4      0.59      0.59    0.59      0.27 1.5    0.047 0.042  0.27
PBH5      0.75      0.76    0.73      0.44 3.2    0.028 0.020  0.47

 Item statistics
       n raw.r std.r r.cor r.drop mean  sd
PBH1 208  0.74  0.72  0.63   0.53  3.2 1.3
PBH2 208  0.79  0.80  0.75   0.62  3.6 1.3
PBH3 208  0.60  0.61  0.48   0.35  3.7 1.3
PBH4 208  0.77  0.79  0.75   0.63  3.7 1.1
PBH5 208  0.51  0.48  0.28   0.22  2.8 1.4

Non missing response frequency for each item
        1    2    3    4    5 miss
PBH1 0.16 0.12 0.28 0.23 0.21    0
PBH2 0.10 0.10 0.23 0.25 0.33    0
PBH3 0.08 0.12 0.22 0.21 0.37    0
PBH4 0.05 0.07 0.29 0.31 0.27    0
PBH5 0.26 0.14 0.24 0.20 0.16    0
> cat("\nWTNA:\n"); print(alpha(turkish[, WTNA_items]))

WTNA:

Reliability analysis
Call: alpha(x = turkish[, WTNA_items])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean   sd median_r
       0.8       0.8     0.8      0.45 4.1 0.022  3.6 0.93     0.38

    95% confidence boundaries
         lower alpha upper
Feldt     0.76   0.8  0.84
Duhachek  0.76   0.8  0.84

 Reliability if an item is dropped:
      raw_alpha std.alpha G6(smc) average_r S/N alpha se var.r med.r
WTNA1      0.73      0.73    0.73      0.40 2.7    0.031 0.034  0.34
WTNA2      0.73      0.73    0.69      0.40 2.7    0.031 0.014  0.38
WTNA3      0.73      0.73    0.69      0.40 2.6    0.031 0.017  0.37
WTNA4      0.81      0.82    0.80      0.52 4.4    0.022 0.032  0.53
WTNA5      0.81      0.81    0.80      0.52 4.3    0.022 0.035  0.50
```

```
 Item statistics
        n raw.r std.r r.cor r.drop mean  sd
WTNA1 208  0.83  0.82  0.77   0.70  3.9 1.3
WTNA2 208  0.82  0.82  0.81   0.70  3.7 1.2
WTNA3 208  0.82  0.83  0.82   0.71  3.7 1.2
WTNA4 208  0.62  0.63  0.46   0.42  3.4 1.2
WTNA5 208  0.65  0.64  0.48   0.44  3.3 1.3

Non missing response frequency for each item
          1    2    3    4    5 miss
WTNA1 0.11 0.04 0.20 0.22 0.44    0
WTNA2 0.06 0.12 0.21 0.28 0.33    0
WTNA3 0.05 0.11 0.29 0.22 0.34    0
WTNA4 0.08 0.14 0.32 0.24 0.22    0
WTNA5 0.12 0.16 0.26 0.24 0.22    0
> cat("\nKDMF:\n"); print(alpha(turkish[, KDMF_items]))

KDMF:

Reliability analysis
Call: alpha(x = turkish[, KDMF_items])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean   sd median_r
      0.75      0.75    0.72      0.38   3 0.027  3.5 0.85     0.38

    95% confidence boundaries
         lower alpha upper
Feldt     0.69  0.75   0.8
Duhachek  0.70  0.75   0.8

 Reliability if an item is dropped:
      raw_alpha std.alpha G6(smc) average_r S/N alpha se  var.r med.r
KDMF1      0.73      0.73    0.68      0.40 2.7    0.031 0.0077  0.41
KDMF2      0.72      0.72    0.67      0.40 2.6    0.031 0.0060  0.39
KDMF3      0.69      0.69    0.65      0.36 2.2    0.036 0.0086  0.35
KDMF4      0.70      0.70    0.64      0.37 2.3    0.034 0.0025  0.38
KDMF5      0.69      0.69    0.63      0.36 2.2    0.035 0.0045  0.36

 Item statistics
        n raw.r std.r r.cor r.drop mean  sd
KDMF1 208  0.67  0.66  0.52   0.46  3.2 1.2
KDMF2 208  0.67  0.67  0.54   0.47  3.7 1.2
KDMF3 208  0.75  0.74  0.65   0.56  3.4 1.3
KDMF4 208  0.72  0.72  0.63   0.54  3.2 1.2
KDMF5 208  0.73  0.74  0.65   0.56  3.8 1.1

Non missing response frequency for each item
          1    2    3    4    5 miss
KDMF1 0.12 0.13 0.34 0.25 0.16    0
KDMF2 0.06 0.11 0.22 0.29 0.32    0
KDMF3 0.14 0.09 0.25 0.32 0.20    0
KDMF4 0.12 0.14 0.28 0.34 0.12    0
KDMF5 0.06 0.06 0.23 0.32 0.33    0
>
> # حساب ألفا لكل متغير
> cat("\n📌 Cronbach's Alpha لكل متغير:\n")

📌 Cronbach's Alpha لكل متغير:
```

```
> cat("BOYCOTT:\n"); print(alpha(turkish[, c(AB_items, CMB_items, TAB_items, EBCH_item
s)]))
BOYCOTT:

Reliability analysis
Call: alpha(x = turkish[, c(AB_items, CMB_items, TAB_items, EBCH_items)])

  raw_alpha std.alpha G6(smc) average_r S/N    ase mean   sd median_r
      0.94      0.94    0.96      0.45  15 0.0058  3.4 0.95     0.44

    95% confidence boundaries
         lower alpha upper
Feldt     0.93  0.94  0.95
Duhachek  0.93  0.94  0.95

 Reliability if an item is dropped:
      raw_alpha std.alpha G6(smc) average_r S/N alpha se var.r med.r
AB1        0.94      0.93    0.95      0.44  14   0.0063 0.026  0.44
AB2        0.94      0.94    0.96      0.46  15   0.0059 0.027  0.45
AB3        0.94      0.93    0.95      0.44  14   0.0063 0.028  0.44
AB4        0.94      0.94    0.96      0.48  16   0.0056 0.020  0.46
AB5        0.94      0.94    0.96      0.46  16   0.0058 0.025  0.46
CMB1       0.93      0.93    0.95      0.43  14   0.0065 0.025  0.44
CMB2       0.93      0.93    0.95      0.44  14   0.0064 0.026  0.43
CMB3       0.94      0.93    0.96      0.44  14   0.0063 0.027  0.44
CMB4       0.94      0.94    0.96      0.46  15   0.0058 0.027  0.46
CMB5       0.94      0.93    0.96      0.44  14   0.0063 0.028  0.44
TAP1       0.93      0.93    0.95      0.44  14   0.0064 0.026  0.43
TAP2       0.94      0.94    0.96      0.45  15   0.0060 0.028  0.44
TAP3       0.94      0.93    0.96      0.44  14   0.0062 0.028  0.44
TAP4       0.94      0.94    0.96      0.45  15   0.0061 0.028  0.44
EBCH1      0.93      0.93    0.95      0.44  14   0.0065 0.026  0.43
EBCH2      0.94      0.93    0.96      0.44  14   0.0062 0.027  0.44
EBCH3      0.94      0.93    0.95      0.44  14   0.0062 0.027  0.44
EBCH4      0.94      0.94    0.96      0.45  14   0.0061 0.028  0.44
EBCH5      0.94      0.93    0.95      0.44  14   0.0063 0.027  0.43

 Item statistics
        n raw.r std.r r.cor r.drop mean  sd
AB1   208  0.78  0.77  0.77   0.74  3.7 1.5
AB2   208  0.55  0.55  0.52   0.49  3.4 1.3
AB3   208  0.76  0.76  0.75   0.73  3.8 1.3
AB4   208  0.31  0.32  0.27   0.25  3.1 1.2
AB5   208  0.49  0.49  0.45   0.43  3.1 1.3
CMB1  208  0.84  0.83  0.83   0.81  3.6 1.5
CMB2  208  0.81  0.80  0.80   0.78  3.6 1.5
CMB3  208  0.76  0.76  0.75   0.73  3.6 1.4
CMB4  208  0.51  0.52  0.48   0.45  2.7 1.3
CMB5  208  0.74  0.74  0.73   0.71  3.6 1.4
TAP1  208  0.80  0.79  0.79   0.76  3.4 1.5
TAP2  208  0.63  0.64  0.63   0.59  3.1 1.2
TAP3  208  0.71  0.72  0.70   0.67  3.2 1.3
TAP4  208  0.67  0.68  0.66   0.63  3.2 1.2
EBCH1 208  0.82  0.82  0.82   0.79  3.5 1.5
EBCH2 208  0.72  0.71  0.70   0.67  3.4 1.4
EBCH3 208  0.73  0.72  0.71   0.69  3.5 1.4
EBCH4 208  0.69  0.69  0.67   0.65  3.5 1.4
EBCH5 208  0.78  0.78  0.77   0.75  3.5 1.3

Non missing response frequency for each item
```

```
         1    2    3    4    5 miss
AB1   0.14 0.09 0.14 0.19 0.43    0
AB2   0.12 0.14 0.25 0.20 0.28    0
AB3   0.10 0.08 0.16 0.22 0.44    0
AB4   0.12 0.16 0.38 0.17 0.17    0
AB5   0.13 0.16 0.34 0.19 0.17    0
CMB1  0.15 0.07 0.23 0.13 0.42    0
CMB2  0.15 0.09 0.20 0.16 0.40    0
CMB3  0.14 0.10 0.17 0.22 0.37    0
CMB4  0.25 0.22 0.23 0.18 0.12    0
CMB5  0.13 0.07 0.22 0.19 0.38    0
TAP1  0.18 0.11 0.23 0.15 0.34    0
TAP2  0.13 0.14 0.38 0.22 0.13    0
TAP3  0.14 0.12 0.32 0.23 0.18    0
TAP4  0.12 0.14 0.38 0.17 0.19    0
EBCH1 0.18 0.04 0.21 0.20 0.37    0
EBCH2 0.17 0.11 0.22 0.21 0.30    0
EBCH3 0.12 0.09 0.29 0.15 0.35    0
EBCH4 0.13 0.11 0.25 0.16 0.36    0
EBCH5 0.12 0.12 0.20 0.27 0.30    0
> cat("\nAPA:\n"); print(alpha(turkish[, c(PQP_items, PC_items, CA_items, AA_items)]))

APA:

Reliability analysis
Call: alpha(x = turkish[, c(PQP_items, PC_items, CA_items, AA_items)])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean   sd median_r
      0.94      0.94    0.97      0.45  16 0.006  3.1 0.87     0.44

    95% confidence boundaries
         lower alpha upper
Feldt     0.93  0.94  0.95
Duhachek  0.93  0.94  0.95

 Reliability if an item is dropped:
     raw_alpha std.alpha G6(smc) average_r S/N alpha se var.r med.r
PQP1      0.94      0.94    0.97      0.45  16   0.0063 0.018  0.44
PQP2      0.94      0.94    0.97      0.45  16   0.0063 0.017  0.44
PQP3      0.94      0.94    0.97      0.45  15   0.0063 0.017  0.44
PQP4      0.94      0.94    0.97      0.44  15   0.0064 0.017  0.44
PQP5      0.94      0.94    0.97      0.45  15   0.0064 0.017  0.44
PC1       0.94      0.94    0.97      0.44  15   0.0065 0.018  0.44
PC2       0.94      0.94    0.97      0.44  15   0.0065 0.018  0.44
PC3       0.94      0.94    0.97      0.46  16   0.0061 0.017  0.45
PC4       0.94      0.94    0.97      0.45  15   0.0064 0.018  0.44
PC5       0.94      0.94    0.97      0.45  15   0.0064 0.018  0.44
CA1       0.94      0.94    0.97      0.45  15   0.0064 0.017  0.44
CA2       0.94      0.94    0.97      0.45  16   0.0063 0.018  0.45
CA3       0.94      0.94    0.97      0.45  16   0.0063 0.018  0.45
CA4       0.94      0.94    0.97      0.46  16   0.0061 0.017  0.45
CA5       0.94      0.94    0.97      0.46  16   0.0060 0.015  0.45
AA1       0.94      0.94    0.97      0.46  16   0.0062 0.016  0.45
AA2       0.94      0.94    0.97      0.45  16   0.0062 0.017  0.45
AA3       0.94      0.94    0.97      0.45  16   0.0062 0.018  0.45
AA4       0.94      0.94    0.97      0.45  16   0.0063 0.017  0.45
AA5       0.94      0.94    0.97      0.45  16   0.0062 0.017  0.45

 Item statistics
       n raw.r std.r r.cor r.drop mean  sd
```

```
PQP1 208  0.70  0.70  0.69   0.65  3.0 1.3
PQP2 208  0.69  0.70  0.69   0.65  3.0 1.2
PQP3 208  0.72  0.73  0.72   0.69  3.1 1.1
PQP4 208  0.78  0.78  0.78   0.75  3.2 1.1
PQP5 208  0.72  0.73  0.72   0.69  3.3 1.2
PC1  208  0.77  0.77  0.76   0.74  2.9 1.3
PC2  208  0.79  0.79  0.78   0.76  3.1 1.2
PC3  208  0.60  0.60  0.58   0.55  3.3 1.3
PC4  208  0.76  0.77  0.76   0.73  3.1 1.2
PC5  208  0.72  0.72  0.71   0.68  3.3 1.3
CA1  208  0.76  0.76  0.75   0.72  3.2 1.4
CA2  208  0.68  0.68  0.66   0.63  3.0 1.3
CA3  208  0.71  0.71  0.70   0.67  3.1 1.2
CA4  208  0.61  0.60  0.59   0.56  3.1 1.4
CA5  208  0.56  0.55  0.54   0.50  3.1 1.4
AA1  208  0.64  0.64  0.64   0.60  3.0 1.3
AA2  208  0.66  0.66  0.65   0.61  3.1 1.3
AA3  208  0.65  0.65  0.63   0.61  3.4 1.3
AA4  208  0.67  0.67  0.66   0.63  3.2 1.2
AA5  208  0.65  0.65  0.64   0.60  3.0 1.2

Non missing response frequency for each item
        1    2    3    4    5 miss
PQP1 0.20 0.06 0.38 0.23 0.13    0
PQP2 0.16 0.13 0.39 0.22 0.10    0
PQP3 0.12 0.14 0.38 0.25 0.11    0
PQP4 0.13 0.10 0.33 0.37 0.08    0
PQP5 0.12 0.12 0.29 0.29 0.17    0
PC1  0.22 0.12 0.30 0.22 0.14    0
PC2  0.12 0.12 0.39 0.23 0.14    0
PC3  0.14 0.09 0.30 0.24 0.22    0
PC4  0.13 0.13 0.38 0.18 0.17    0
PC5  0.13 0.09 0.32 0.23 0.23    0
CA1  0.19 0.07 0.30 0.24 0.21    0
CA2  0.16 0.17 0.36 0.16 0.15    0
CA3  0.16 0.07 0.40 0.23 0.13    0
CA4  0.22 0.09 0.30 0.17 0.22    0
CA5  0.20 0.12 0.25 0.23 0.21    0
AA1  0.20 0.11 0.31 0.24 0.15    0
AA2  0.16 0.17 0.27 0.24 0.17    0
AA3  0.14 0.09 0.29 0.22 0.26    0
AA4  0.13 0.10 0.38 0.25 0.15    0
AA5  0.14 0.17 0.31 0.24 0.13    0
> cat("\nTCB:\n"); print(alpha(turkish[, c(PBH_items, WTNA_items, KDMF_items)]))

TCB:

Reliability analysis
Call: alpha(x = turkish[, c(PBH_items, WTNA_items, KDMF_items)])

  raw_alpha std.alpha G6(smc) average_r S/N   ase mean   sd median_r
      0.89       0.9    0.92      0.37 8.6 0.011  3.5 0.79     0.37

    95% confidence boundaries
         lower alpha upper
Feldt     0.87  0.89  0.91
Duhachek  0.87  0.89  0.91

 Reliability if an item is dropped:
      raw_alpha std.alpha G6(smc) average_r S/N alpha se var.r med.r
```

```
PBH1       0.89      0.89    0.91      0.37 8.2   0.0114 0.024  0.38
PBH2       0.88      0.89    0.91      0.36 7.7   0.0121 0.022  0.37
PBH3       0.89      0.89    0.91      0.36 8.0   0.0116 0.022  0.37
PBH4       0.88      0.89    0.91      0.36 7.7   0.0119 0.023  0.37
PBH5       0.90      0.90    0.92      0.40 9.4   0.0099 0.014  0.40
WTNA1      0.88      0.88    0.91      0.35 7.6   0.0122 0.021  0.36
WTNA2      0.88      0.88    0.91      0.35 7.7   0.0121 0.020  0.37
WTNA3      0.88      0.88    0.91      0.35 7.6   0.0121 0.020  0.37
WTNA4      0.89      0.89    0.92      0.37 8.1   0.0115 0.025  0.37
WTNA5      0.89      0.90    0.92      0.38 8.6   0.0110 0.024  0.40
KDMF1      0.89      0.89    0.91      0.37 8.2   0.0114 0.024  0.39
KDMF2      0.89      0.89    0.91      0.36 8.0   0.0117 0.022  0.37
KDMF3      0.89      0.89    0.92      0.36 8.0   0.0117 0.025  0.37
KDMF4      0.89      0.89    0.91      0.37 8.1   0.0115 0.025  0.38
KDMF5      0.89      0.89    0.91      0.37 8.1   0.0115 0.025  0.38

 Item statistics
        n raw.r std.r r.cor r.drop mean  sd
PBH1  208  0.62  0.61  0.59   0.54  3.2 1.3
PBH2  208  0.73  0.73  0.73   0.68  3.6 1.3
PBH3  208  0.65  0.65  0.63   0.58  3.7 1.3
PBH4  208  0.72  0.73  0.71   0.67  3.7 1.1
PBH5  208  0.31  0.30  0.23   0.20  2.8 1.4
WTNA1 208  0.76  0.76  0.76   0.71  3.9 1.3
WTNA2 208  0.74  0.75  0.75   0.69  3.7 1.2
WTNA3 208  0.75  0.76  0.76   0.70  3.7 1.2
WTNA4 208  0.62  0.62  0.58   0.55  3.4 1.2
WTNA5 208  0.51  0.50  0.44   0.42  3.3 1.3
KDMF1 208  0.60  0.60  0.57   0.53  3.2 1.2
KDMF2 208  0.66  0.66  0.64   0.60  3.7 1.2
KDMF3 208  0.66  0.66  0.62   0.59  3.4 1.3
KDMF4 208  0.62  0.62  0.60   0.55  3.2 1.2
KDMF5 208  0.62  0.62  0.59   0.55  3.8 1.1

Non missing response frequency for each item
         1    2    3    4    5 miss
PBH1  0.16 0.12 0.28 0.23 0.21    0
PBH2  0.10 0.10 0.23 0.25 0.33    0
PBH3  0.08 0.12 0.22 0.21 0.37    0
PBH4  0.05 0.07 0.29 0.31 0.27    0
PBH5  0.26 0.14 0.24 0.20 0.16    0
WTNA1 0.11 0.04 0.20 0.22 0.44    0
WTNA2 0.06 0.12 0.21 0.28 0.33    0
WTNA3 0.05 0.11 0.29 0.22 0.34    0
WTNA4 0.08 0.14 0.32 0.24 0.22    0
WTNA5 0.12 0.16 0.26 0.24 0.22    0
KDMF1 0.12 0.13 0.34 0.25 0.16    0
KDMF2 0.06 0.11 0.22 0.29 0.32    0
KDMF3 0.14 0.09 0.25 0.32 0.20    0
KDMF4 0.12 0.14 0.28 0.34 0.12    0
KDMF5 0.06 0.06 0.23 0.32 0.33    0
>
> # حساب ألفا لكل الاستبيان
> cat("\n📌 Cronbach's Alpha لكل الاستبيان:\n")

📌 Cronbach's Alpha لكل الاستبيان:
> all_items <- c(AB_items, CMB_items, TAB_items, EBCH_items,
+                PQP_items, PC_items, CA_items, AA_items,
+                PBH_items, WTNA_items, KDMF_items)
> print(alpha(turkish[, all_items]))
```

```
Reliability analysis
Call: alpha(x = turkish[, all_items])

  raw_alpha std.alpha G6(smc) average_r S/N    ase mean   sd median_r
      0.97      0.97    0.99      0.35  29 0.0033  3.3 0.78     0.35

    95% confidence boundaries
         lower alpha upper
Feldt     0.96  0.97  0.97
Duhachek  0.96  0.97  0.97

 Reliability if an item is dropped:
      raw_alpha std.alpha G6(smc) average_r S/N alpha se var.r med.r
AB1        0.97      0.97    0.99      0.34  28    0.0034 0.025  0.35
AB2        0.97      0.97    0.99      0.35  29    0.0033 0.025  0.36
AB3        0.97      0.97    0.99      0.35  28    0.0034 0.026  0.35
AB4        0.97      0.97    0.99      0.36  29    0.0032 0.024  0.36
AB5        0.97      0.97    0.99      0.35  29    0.0033 0.026  0.36
CMB1       0.97      0.97    0.99      0.34  28    0.0034 0.025  0.35
CMB2       0.97      0.97    0.99      0.34  28    0.0034 0.025  0.35
CMB3       0.97      0.97    0.99      0.35  28    0.0034 0.025  0.35
CMB4       0.97      0.97    0.99      0.35  29    0.0033 0.025  0.36
CMB5       0.97      0.97    0.99      0.34  28    0.0034 0.026  0.35
TAP1       0.96      0.97    0.99      0.34  28    0.0034 0.025  0.35
TAP2       0.97      0.97    0.99      0.35  28    0.0034 0.026  0.35
TAP3       0.97      0.97    0.99      0.34  28    0.0034 0.026  0.35
TAP4       0.97      0.97    0.99      0.35  28    0.0034 0.026  0.35
EBCH1      0.96      0.97    0.99      0.34  28    0.0034 0.025  0.35
EBCH2      0.97      0.97    0.99      0.34  28    0.0034 0.026  0.35
EBCH3      0.97      0.97    0.99      0.34  28    0.0034 0.026  0.35
EBCH4      0.97      0.97    0.99      0.35  28    0.0034 0.026  0.35
EBCH5      0.97      0.97    0.99      0.34  28    0.0034 0.025  0.35
PQP1       0.97      0.97    0.99      0.34  28    0.0034 0.026  0.35
PQP2       0.97      0.97    0.99      0.35  28    0.0034 0.026  0.35
PQP3       0.97      0.97    0.99      0.34  28    0.0034 0.026  0.35
PQP4       0.97      0.97    0.99      0.34  28    0.0034 0.025  0.35
PQP5       0.97      0.97    0.99      0.34  28    0.0034 0.026  0.35
PC1        0.97      0.97    0.99      0.34  28    0.0034 0.026  0.35
PC2        0.97      0.97    0.99      0.35  28    0.0034 0.026  0.35
PC3        0.97      0.97    0.99      0.35  28    0.0033 0.026  0.35
PC4        0.97      0.97    0.99      0.35  28    0.0033 0.025  0.35
PC5        0.97      0.97    0.99      0.34  28    0.0034 0.026  0.35
CA1        0.97      0.97    0.99      0.34  28    0.0034 0.025  0.35
CA2        0.97      0.97    0.99      0.35  28    0.0034 0.026  0.35
CA3        0.97      0.97    0.99      0.34  28    0.0034 0.026  0.35
CA4        0.97      0.97    0.99      0.35  28    0.0033 0.026  0.36
CA5        0.97      0.97    0.99      0.35  29    0.0033 0.025  0.36
AA1        0.97      0.97    0.99      0.35  28    0.0033 0.026  0.35
AA2        0.97      0.97    0.99      0.35  28    0.0033 0.025  0.36
AA3        0.97      0.97    0.99      0.34  28    0.0034 0.026  0.35
AA4        0.97      0.97    0.99      0.35  28    0.0033 0.026  0.35
AA5        0.97      0.97    0.99      0.35  28    0.0033 0.025  0.36
PBH1       0.97      0.97    0.99      0.35  28    0.0033 0.026  0.36
PBH2       0.97      0.97    0.99      0.35  28    0.0034 0.026  0.35
PBH3       0.97      0.97    0.99      0.35  28    0.0033 0.026  0.35
PBH4       0.97      0.97    0.99      0.35  28    0.0033 0.026  0.35
PBH5       0.97      0.97    0.99      0.36  29    0.0032 0.023  0.36
WTNA1      0.97      0.97    0.99      0.34  28    0.0034 0.025  0.35
WTNA2      0.97      0.97    0.99      0.34  28    0.0034 0.026  0.35
```

WTNA3	0.97	0.97	0.99	0.34	28	0.0034	0.026	0.35
WTNA4	0.97	0.97	0.99	0.35	28	0.0033	0.026	0.36
WTNA5	0.97	0.97	0.99	0.35	29	0.0033	0.026	0.36
KDMF1	0.97	0.97	0.99	0.35	29	0.0033	0.025	0.36
KDMF2	0.97	0.97	0.99	0.35	28	0.0033	0.026	0.35
KDMF3	0.97	0.97	0.99	0.35	28	0.0033	0.026	0.35
KDMF4	0.97	0.97	0.99	0.35	29	0.0033	0.026	0.36
KDMF5	0.97	0.97	0.99	0.35	28	0.0033	0.026	0.36

Item statistics

	n	raw.r	std.r	r.cor	r.drop	mean	sd
AB1	208	0.70	0.69	0.69	0.68	3.7	1.5
AB2	208	0.42	0.42	0.41	0.40	3.4	1.3
AB3	208	0.65	0.64	0.64	0.63	3.8	1.3
AB4	208	0.21	0.21	0.20	0.19	3.1	1.2
AB5	208	0.45	0.45	0.44	0.42	3.1	1.3
CMB1	208	0.72	0.72	0.72	0.71	3.6	1.5
CMB2	208	0.69	0.69	0.69	0.68	3.6	1.5
CMB3	208	0.66	0.65	0.65	0.64	3.6	1.4
CMB4	208	0.40	0.39	0.39	0.37	2.7	1.3
CMB5	208	0.70	0.70	0.70	0.69	3.6	1.4
TAP1	208	0.78	0.77	0.77	0.76	3.4	1.5
TAP2	208	0.64	0.64	0.64	0.62	3.1	1.2
TAP3	208	0.69	0.69	0.69	0.68	3.2	1.3
TAP4	208	0.64	0.64	0.64	0.62	3.2	1.2
EBCH1	208	0.77	0.77	0.77	0.76	3.5	1.5
EBCH2	208	0.67	0.67	0.67	0.65	3.4	1.4
EBCH3	208	0.71	0.71	0.71	0.69	3.5	1.4
EBCH4	208	0.65	0.64	0.64	0.63	3.5	1.4
EBCH5	208	0.76	0.75	0.75	0.74	3.5	1.3
PQP1	208	0.67	0.67	0.67	0.66	3.0	1.3
PQP2	208	0.65	0.66	0.65	0.63	3.0	1.2
PQP3	208	0.68	0.69	0.69	0.67	3.1	1.1
PQP4	208	0.68	0.69	0.69	0.66	3.2	1.1
PQP5	208	0.73	0.73	0.73	0.71	3.3	1.2
PC1	208	0.70	0.70	0.70	0.69	2.9	1.3
PC2	208	0.66	0.66	0.66	0.64	3.1	1.2
PC3	208	0.62	0.62	0.61	0.60	3.3	1.3
PC4	208	0.62	0.62	0.62	0.60	3.1	1.2
PC5	208	0.68	0.68	0.67	0.66	3.3	1.3
CA1	208	0.75	0.75	0.75	0.74	3.2	1.4
CA2	208	0.63	0.63	0.63	0.61	3.0	1.3
CA3	208	0.66	0.66	0.66	0.64	3.1	1.2
CA4	208	0.52	0.52	0.52	0.49	3.1	1.4
CA5	208	0.43	0.44	0.43	0.41	3.1	1.4
AA1	208	0.57	0.57	0.57	0.55	3.0	1.3
AA2	208	0.49	0.49	0.49	0.46	3.1	1.3
AA3	208	0.70	0.70	0.70	0.68	3.4	1.3
AA4	208	0.56	0.56	0.56	0.54	3.2	1.2
AA5	208	0.46	0.46	0.46	0.43	3.0	1.2
PBH1	208	0.47	0.47	0.47	0.45	3.2	1.3
PBH2	208	0.62	0.62	0.62	0.60	3.6	1.3
PBH3	208	0.55	0.56	0.55	0.53	3.7	1.3
PBH4	208	0.56	0.56	0.56	0.54	3.7	1.1
PBH5	208	0.14	0.14	0.13	0.10	2.8	1.4
WTNA1	208	0.73	0.73	0.72	0.71	3.9	1.3
WTNA2	208	0.70	0.70	0.70	0.69	3.7	1.2
WTNA3	208	0.71	0.71	0.71	0.69	3.7	1.2
WTNA4	208	0.50	0.50	0.50	0.48	3.4	1.2
WTNA5	208	0.46	0.46	0.45	0.43	3.3	1.3

```
KDMF1 208  0.43  0.43  0.43   0.40  3.2 1.2
KDMF2 208  0.59  0.59  0.59   0.58  3.7 1.2
KDMF3 208  0.57  0.58  0.57   0.55  3.4 1.3
KDMF4 208  0.43  0.43  0.43   0.40  3.2 1.2
KDMF5 208  0.51  0.52  0.52   0.49  3.8 1.1

Non missing response frequency for each item
         1    2    3    4    5 miss
AB1   0.14 0.09 0.14 0.19 0.43    0
AB2   0.12 0.14 0.25 0.20 0.28    0
AB3   0.10 0.08 0.16 0.22 0.44    0
AB4   0.12 0.16 0.38 0.17 0.17    0
AB5   0.13 0.16 0.34 0.19 0.17    0
CMB1  0.15 0.07 0.23 0.13 0.42    0
CMB2  0.15 0.09 0.20 0.16 0.40    0
CMB3  0.14 0.10 0.17 0.22 0.37    0
CMB4  0.25 0.22 0.23 0.18 0.12    0
CMB5  0.13 0.07 0.22 0.19 0.38    0
TAP1  0.18 0.11 0.23 0.15 0.34    0
TAP2  0.13 0.14 0.38 0.22 0.13    0
TAP3  0.14 0.12 0.32 0.23 0.18    0
TAP4  0.12 0.14 0.38 0.17 0.19    0
EBCH1 0.18 0.04 0.21 0.20 0.37    0
EBCH2 0.17 0.11 0.22 0.21 0.30    0
EBCH3 0.12 0.09 0.29 0.15 0.35    0
EBCH4 0.13 0.11 0.25 0.16 0.36    0
EBCH5 0.12 0.12 0.20 0.27 0.30    0
PQP1  0.20 0.06 0.38 0.23 0.13    0
PQP2  0.16 0.13 0.39 0.22 0.10    0
PQP3  0.12 0.14 0.38 0.25 0.11    0
PQP4  0.13 0.10 0.33 0.37 0.08    0
PQP5  0.12 0.12 0.29 0.29 0.17    0
PC1   0.22 0.12 0.30 0.22 0.14    0
PC2   0.12 0.12 0.39 0.23 0.14    0
PC3   0.14 0.09 0.30 0.24 0.22    0
PC4   0.13 0.13 0.38 0.18 0.17    0
PC5   0.13 0.09 0.32 0.23 0.23    0
CA1   0.19 0.07 0.30 0.24 0.21    0
CA2   0.16 0.17 0.36 0.16 0.15    0
CA3   0.16 0.07 0.40 0.23 0.13    0
CA4   0.22 0.09 0.30 0.17 0.22    0
CA5   0.20 0.12 0.25 0.23 0.21    0
AA1   0.20 0.11 0.31 0.24 0.15    0
AA2   0.16 0.17 0.27 0.24 0.17    0
AA3   0.14 0.09 0.29 0.22 0.26    0
AA4   0.13 0.10 0.38 0.25 0.15    0
AA5   0.14 0.17 0.31 0.24 0.13    0
PBH1  0.16 0.12 0.28 0.23 0.21    0
PBH2  0.10 0.10 0.23 0.25 0.33    0
PBH3  0.08 0.12 0.22 0.21 0.37    0
PBH4  0.05 0.07 0.29 0.31 0.27    0
PBH5  0.26 0.14 0.24 0.20 0.16    0
WTNA1 0.11 0.04 0.20 0.22 0.44    0
WTNA2 0.06 0.12 0.21 0.28 0.33    0
WTNA3 0.05 0.11 0.29 0.22 0.34    0
WTNA4 0.08 0.14 0.32 0.24 0.22    0
WTNA5 0.12 0.16 0.26 0.24 0.22    0
KDMF1 0.12 0.13 0.34 0.25 0.16    0
KDMF2 0.06 0.11 0.22 0.29 0.32    0
KDMF3 0.14 0.09 0.25 0.32 0.20    0
```

```
KDMF4 0.12 0.14 0.28 0.34 0.12    0
KDMF5 0.06 0.06 0.23 0.32 0.33    0
>

>
library(dplyr)
>
> # Define all item groups
> AB_items <- c("AB1", "AB2", "AB3", "AB4", "AB5")
> CMB_items <- c("CMB1", "CMB2", "CMB3", "CMB4", "CMB5")
> TAB_items <- c("TAP1", "TAP2", "TAP3", "TAP4")
> EBCH_items <- c("EBCH1", "EBCH2", "EBCH3", "EBCH4", "EBCH5")
>
> PQP_items <- c("PQP1", "PQP2", "PQP3", "PQP4", "PQP5")
> PC_items <- c("PC1", "PC2", "PC3", "PC4", "PC5")
> CA_items <- c("CA1", "CA2", "CA3", "CA4", "CA5")
> AA_items <- c("AA1", "AA2", "AA3", "AA4", "AA5")
>
> PBH_items <- c("PBH1", "PBH2", "PBH3", "PBH4", "PBH5")
> WTNA_items <- c("WTNA1", "WTNA2", "WTNA3", "WTNA4", "WTNA5")
> KDMF_items <- c("KDMF1", "KDMF2", "KDMF3", "KDMF4", "KDMF5")
>
> # Combine for variable-level
> BOYCOTT_items <- c(AB_items, CMB_items, TAB_items, EBCH_items)
> APA_items     <- c(PQP_items, PC_items, CA_items, AA_items)
> TCB_items     <- c(PBH_items, WTNA_items, KDMF_items)
>
> # Define list of all groups
> groups <- list(
+     AB = AB_items,
+     CMB = CMB_items,
+     TAB = TAB_items,
+     EBCH = EBCH_items,
+     PQP = PQP_items,
+     PC = PC_items,
+     CA = CA_items,
+     AA = AA_items,
+     PBH = PBH_items,
+     WTNA = WTNA_items,
+     KDMF = KDMF_items,
+     BOYCOTT = BOYCOTT_items,
+     APA = APA_items,
+     TCB = TCB_items
+ )
>
> # Function to compute stats for each group
> compute_stats <- function(data, items, group_name) {
+     cat("\n-------------------------------------\n")
+     cat("Results for:", group_name, "\n")
+     cat("-------------------------------------\n")
+
+     for (item in items) {
+         values <- data[[item]]
+         m <- mean(values, na.rm = TRUE)
+         s <- sd(values, na.rm = TRUE)
+         t <- t.test(values, mu = 3)  # Likert midpoint
+         cat(paste0(item, " | Mean = ", round(m, 2),
+                    " | SD = ", round(s, 2),
+                    " | t(", t$parameter, ") = ", round(t$statistic, 2),
+                    ", p = ", round(t$p.value, 4), "\n"))
```

```
+     }
+
+     # Stats for the whole group as one composite variable
+     group_mean <- rowMeans(data[, items], na.rm = TRUE)
+     m <- mean(group_mean, na.rm = TRUE)
+     s <- sd(group_mean, na.rm = TRUE)
+     t <- t.test(group_mean, mu = 3)
+     cat(paste0("[", group_name, " Composite] | Mean = ", round(m, 2),
+                " | SD = ", round(s, 2),
+                " | t(", t$parameter, ") = ", round(t$statistic, 2),
+                ", p = ", round(t$p.value, 4), "\n"))
+ }
>
> # Loop through all groups and print results
> for (grp in names(groups)) {
+     compute_stats(turkish, groups[[grp]], grp)
+ }

-------------------------------------
Results for: AB
-------------------------------------
AB1 | Mean = 3.68 | SD = 1.46 | t(207) = 6.75, p = 0
AB2 | Mean = 3.39 | SD = 1.34 | t(207) = 4.24, p = 0
AB3 | Mean = 3.83 | SD = 1.33 | t(207) = 8.95, p = 0
AB4 | Mean = 3.11 | SD = 1.23 | t(207) = 1.24, p = 0.2167
AB5 | Mean = 3.11 | SD = 1.26 | t(207) = 1.27, p = 0.2055
[AB Composite] | Mean = 3.42 | SD = 0.92 | t(207) = 6.64, p = 0

-------------------------------------
Results for: CMB
-------------------------------------
CMB1 | Mean = 3.59 | SD = 1.46 | t(207) = 5.82, p = 0
CMB2 | Mean = 3.56 | SD = 1.47 | t(207) = 5.53, p = 0
CMB3 | Mean = 3.57 | SD = 1.43 | t(207) = 5.76, p = 0
CMB4 | Mean = 2.71 | SD = 1.34 | t(207) = -3.15, p = 0.0019
CMB5 | Mean = 3.62 | SD = 1.4 | t(207) = 6.45, p = 0
[CMB Composite] | Mean = 3.41 | SD = 1.12 | t(207) = 5.29, p = 0

-------------------------------------
Results for: TAB
-------------------------------------
TAP1 | Mean = 3.37 | SD = 1.48 | t(207) = 3.56, p = 5e-04
TAP2 | Mean = 3.08 | SD = 1.19 | t(207) = 0.94, p = 0.3503
TAP3 | Mean = 3.18 | SD = 1.28 | t(207) = 2.06, p = 0.0408
TAP4 | Mean = 3.16 | SD = 1.25 | t(207) = 1.89, p = 0.0603
[TAB Composite] | Mean = 3.2 | SD = 1.11 | t(207) = 2.57, p = 0.0109

-------------------------------------
Results for: EBCH
-------------------------------------
EBCH1 | Mean = 3.53 | SD = 1.47 | t(207) = 5.19, p = 0
EBCH2 | Mean = 3.35 | SD = 1.44 | t(207) = 3.51, p = 6e-04
EBCH3 | Mean = 3.53 | SD = 1.35 | t(207) = 5.63, p = 0
EBCH4 | Mean = 3.51 | SD = 1.4 | t(207) = 5.28, p = 0
EBCH5 | Mean = 3.52 | SD = 1.33 | t(207) = 5.62, p = 0
[EBCH Composite] | Mean = 3.49 | SD = 1.17 | t(207) = 6, p = 0

-------------------------------------
Results for: PQP
-------------------------------------
PQP1 | Mean = 3.05 | SD = 1.27 | t(207) = 0.54, p = 0.5866
```

```
PQP2 | Mean = 2.96 | SD = 1.17 | t(207) = -0.53, p = 0.5952
PQP3 | Mean = 3.08 | SD = 1.15 | t(207) = 1.03, p = 0.3047
PQP4 | Mean = 3.15 | SD = 1.14 | t(207) = 1.95, p = 0.0521
PQP5 | Mean = 3.28 | SD = 1.22 | t(207) = 3.34, p = 0.001
[PQP Composite] | Mean = 3.1 | SD = 0.98 | t(207) = 1.54, p = 0.1257

------------------------------------
Results for: PC
------------------------------------
PC1 | Mean = 2.93 | SD = 1.34 | t(207) = -0.73, p = 0.468
PC2 | Mean = 3.13 | SD = 1.18 | t(207) = 1.65, p = 0.1014
PC3 | Mean = 3.3 | SD = 1.31 | t(207) = 3.34, p = 0.001
PC4 | Mean = 3.11 | SD = 1.23 | t(207) = 1.29, p = 0.1971
PC5 | Mean = 3.32 | SD = 1.29 | t(207) = 3.54, p = 5e-04
[PC Composite] | Mean = 3.16 | SD = 1.01 | t(207) = 2.28, p = 0.0237

------------------------------------
Results for: CA
------------------------------------
CA1 | Mean = 3.21 | SD = 1.36 | t(207) = 2.19, p = 0.0293
CA2 | Mean = 2.96 | SD = 1.26 | t(207) = -0.5, p = 0.6209
CA3 | Mean = 3.1 | SD = 1.22 | t(207) = 1.19, p = 0.2346
CA4 | Mean = 3.09 | SD = 1.42 | t(207) = 0.93, p = 0.3545
CA5 | Mean = 3.13 | SD = 1.4 | t(207) = 1.39, p = 0.1662
[CA Composite] | Mean = 3.1 | SD = 1.05 | t(207) = 1.34, p = 0.1814

------------------------------------
Results for: AA
------------------------------------
AA1 | Mean = 3.03 | SD = 1.32 | t(207) = 0.32, p = 0.7527
AA2 | Mean = 3.09 | SD = 1.31 | t(207) = 0.95, p = 0.3413
AA3 | Mean = 3.38 | SD = 1.33 | t(207) = 4.06, p = 1e-04
AA4 | Mean = 3.19 | SD = 1.2 | t(207) = 2.32, p = 0.0214
AA5 | Mean = 3.04 | SD = 1.23 | t(207) = 0.45, p = 0.6527
[AA Composite] | Mean = 3.14 | SD = 1.02 | t(207) = 2.04, p = 0.0429

------------------------------------
Results for: PBH
------------------------------------
PBH1 | Mean = 3.2 | SD = 1.35 | t(207) = 2.16, p = 0.0318
PBH2 | Mean = 3.62 | SD = 1.29 | t(207) = 6.96, p = 0
PBH3 | Mean = 3.67 | SD = 1.3 | t(207) = 7.49, p = 0
PBH4 | Mean = 3.69 | SD = 1.1 | t(207) = 9.12, p = 0
PBH5 | Mean = 2.84 | SD = 1.42 | t(207) = -1.61, p = 0.1088
[PBH Composite] | Mean = 3.41 | SD = 0.87 | t(207) = 6.73, p = 0

------------------------------------
Results for: WTNA
------------------------------------
WTNA1 | Mean = 3.85 | SD = 1.32 | t(207) = 9.33, p = 0
WTNA2 | Mean = 3.7 | SD = 1.21 | t(207) = 8.3, p = 0
WTNA3 | Mean = 3.7 | SD = 1.18 | t(207) = 8.5, p = 0
WTNA4 | Mean = 3.38 | SD = 1.2 | t(207) = 4.57, p = 0
WTNA5 | Mean = 3.29 | SD = 1.29 | t(207) = 3.28, p = 0.0012
[WTNA Composite] | Mean = 3.58 | SD = 0.93 | t(207) = 9.08, p = 0

------------------------------------
Results for: KDMF
------------------------------------
KDMF1 | Mean = 3.21 | SD = 1.2 | t(207) = 2.54, p = 0.0118
KDMF2 | Mean = 3.72 | SD = 1.19 | t(207) = 8.69, p = 0
```

```
KDMF3 | Mean = 3.35 | SD = 1.28 | t(207) = 3.95, p = 1e-04
KDMF4 | Mean = 3.21 | SD = 1.18 | t(207) = 2.53, p = 0.0122
KDMF5 | Mean = 3.79 | SD = 1.15 | t(207) = 9.98, p = 0
[KDMF Composite] | Mean = 3.46 | SD = 0.85 | t(207) = 7.75, p = 0

------------------------------------
Results for: BOYCOTT
------------------------------------
AB1 | Mean = 3.68 | SD = 1.46 | t(207) = 6.75, p = 0
AB2 | Mean = 3.39 | SD = 1.34 | t(207) = 4.24, p = 0
AB3 | Mean = 3.83 | SD = 1.33 | t(207) = 8.95, p = 0
AB4 | Mean = 3.11 | SD = 1.23 | t(207) = 1.24, p = 0.2167
AB5 | Mean = 3.11 | SD = 1.26 | t(207) = 1.27, p = 0.2055
CMB1 | Mean = 3.59 | SD = 1.46 | t(207) = 5.82, p = 0
CMB2 | Mean = 3.56 | SD = 1.47 | t(207) = 5.53, p = 0
CMB3 | Mean = 3.57 | SD = 1.43 | t(207) = 5.76, p = 0
CMB4 | Mean = 2.71 | SD = 1.34 | t(207) = -3.15, p = 0.0019
CMB5 | Mean = 3.62 | SD = 1.4 | t(207) = 6.45, p = 0
TAP1 | Mean = 3.37 | SD = 1.48 | t(207) = 3.56, p = 5e-04
TAP2 | Mean = 3.08 | SD = 1.19 | t(207) = 0.94, p = 0.3503
TAP3 | Mean = 3.18 | SD = 1.28 | t(207) = 2.06, p = 0.0408
TAP4 | Mean = 3.16 | SD = 1.25 | t(207) = 1.89, p = 0.0603
EBCH1 | Mean = 3.53 | SD = 1.47 | t(207) = 5.19, p = 0
EBCH2 | Mean = 3.35 | SD = 1.44 | t(207) = 3.51, p = 6e-04
EBCH3 | Mean = 3.53 | SD = 1.35 | t(207) = 5.63, p = 0
EBCH4 | Mean = 3.51 | SD = 1.4 | t(207) = 5.28, p = 0
EBCH5 | Mean = 3.52 | SD = 1.33 | t(207) = 5.62, p = 0
[BOYCOTT Composite] | Mean = 3.39 | SD = 0.95 | t(207) = 5.93, p = 0

------------------------------------
Results for: APA
------------------------------------
PQP1 | Mean = 3.05 | SD = 1.27 | t(207) = 0.54, p = 0.5866
PQP2 | Mean = 2.96 | SD = 1.17 | t(207) = -0.53, p = 0.5952
PQP3 | Mean = 3.08 | SD = 1.15 | t(207) = 1.03, p = 0.3047
PQP4 | Mean = 3.15 | SD = 1.14 | t(207) = 1.95, p = 0.0521
PQP5 | Mean = 3.28 | SD = 1.22 | t(207) = 3.34, p = 0.001
PC1 | Mean = 2.93 | SD = 1.34 | t(207) = -0.73, p = 0.468
PC2 | Mean = 3.13 | SD = 1.18 | t(207) = 1.65, p = 0.1014
PC3 | Mean = 3.3 | SD = 1.31 | t(207) = 3.34, p = 0.001
PC4 | Mean = 3.11 | SD = 1.23 | t(207) = 1.29, p = 0.1971
PC5 | Mean = 3.32 | SD = 1.29 | t(207) = 3.54, p = 5e-04
CA1 | Mean = 3.21 | SD = 1.36 | t(207) = 2.19, p = 0.0293
CA2 | Mean = 2.96 | SD = 1.26 | t(207) = -0.5, p = 0.6209
CA3 | Mean = 3.1 | SD = 1.22 | t(207) = 1.19, p = 0.2346
CA4 | Mean = 3.09 | SD = 1.42 | t(207) = 0.93, p = 0.3545
CA5 | Mean = 3.13 | SD = 1.4 | t(207) = 1.39, p = 0.1662
AA1 | Mean = 3.03 | SD = 1.32 | t(207) = 0.32, p = 0.7527
AA2 | Mean = 3.09 | SD = 1.31 | t(207) = 0.95, p = 0.3413
AA3 | Mean = 3.38 | SD = 1.33 | t(207) = 4.06, p = 1e-04
AA4 | Mean = 3.19 | SD = 1.2 | t(207) = 2.32, p = 0.0214
AA5 | Mean = 3.04 | SD = 1.23 | t(207) = 0.45, p = 0.6527
[APA Composite] | Mean = 3.13 | SD = 0.87 | t(207) = 2.09, p = 0.0378

------------------------------------
Results for: TCB
------------------------------------
PBH1 | Mean = 3.2 | SD = 1.35 | t(207) = 2.16, p = 0.0318
PBH2 | Mean = 3.62 | SD = 1.29 | t(207) = 6.96, p = 0
PBH3 | Mean = 3.67 | SD = 1.3 | t(207) = 7.49, p = 0
PBH4 | Mean = 3.69 | SD = 1.1 | t(207) = 9.12, p = 0
```

```
PBH5 | Mean = 2.84 | SD = 1.42 | t(207) = -1.61, p = 0.1088
WTNA1 | Mean = 3.85 | SD = 1.32 | t(207) = 9.33, p = 0
WTNA2 | Mean = 3.7 | SD = 1.21 | t(207) = 8.3, p = 0
WTNA3 | Mean = 3.7 | SD = 1.18 | t(207) = 8.5, p = 0
WTNA4 | Mean = 3.38 | SD = 1.2 | t(207) = 4.57, p = 0
WTNA5 | Mean = 3.29 | SD = 1.29 | t(207) = 3.28, p = 0.0012
KDMF1 | Mean = 3.21 | SD = 1.2 | t(207) = 2.54, p = 0.0118
KDMF2 | Mean = 3.72 | SD = 1.19 | t(207) = 8.69, p = 0
KDMF3 | Mean = 3.35 | SD = 1.28 | t(207) = 3.95, p = 1e-04
KDMF4 | Mean = 3.21 | SD = 1.18 | t(207) = 2.53, p = 0.0122
KDMF5 | Mean = 3.79 | SD = 1.15 | t(207) = 9.98, p = 0
[TCB Composite] | Mean = 3.48 | SD = 0.79 | t(207) = 8.81, p = 0
>
# regression
> # Simple linear regression: TCB as dependent, BOYCOTT as independent
> model <- lm(TCB ~ BOYCOTT, data = turkish)
>
> # Show summary of regression model
> summary(model)

Call:
lm(formula = TCB ~ BOYCOTT, data = turkish)

Residuals:
     Min       1Q   Median       3Q      Max
-1.39498 -0.28253 -0.05264  0.26004  2.70794

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  1.62646    0.15307   10.63   <2e-16 ***
BOYCOTT      0.54894    0.04361   12.59   <2e-16 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.5945 on 206 degrees of freedom
Multiple R-squared:  0.4348,   Adjusted R-squared:  0.432
F-statistic: 158.5 on 1 and 206 DF,  p-value: < 2.2e-16

>
> # انحدار بسيط بين TCB و BOYCOTT
> model <- lm(TCB ~ BOYCOTT, data = turkish)
>
> # طباعة ملخص النموذج
> summary(model)

Call:
lm(formula = TCB ~ BOYCOTT, data = turkish)

Residuals:
     Min       1Q   Median       3Q      Max
-1.39498 -0.28253 -0.05264  0.26004  2.70794

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  1.62646    0.15307   10.63   <2e-16 ***
BOYCOTT      0.54894    0.04361   12.59   <2e-16 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.5945 on 206 degrees of freedom
Multiple R-squared:  0.4348,   Adjusted R-squared:  0.432
```

```
F-statistic: 158.5 on 1 and 206 DF,  p-value: < 2.2e-16

>
> # حساب R² و R
> r_squared <- summary(model)$r.squared
> r <- sqrt(r_squared)
>
> # طباعة النتائج
> cat("R-squared =", r_squared, "\n")
R-squared = 0.4347783
> cat("R =", r, "\n")
R = 0.6593772
>
> # رسم العلاقة مع خط الانحدار
> library(ggplot2)

Attaching package: 'ggplot2'

The following objects are masked from 'package:psych':

    %+%, alpha

Warning message:
package 'ggplot2' was built under R version 4.4.3
>
> ggplot(turkish, aes(x = BOYCOTT, y = TCB)) +
+     geom_point(color = "blue", alpha = 0.6) +
+     geom_smooth(method = "lm", se = TRUE, color = "red") +
+     labs(title = "Linear Regression: BOYCOTT → TCB",
+          x = "BOYCOTT",
+          y = "TCB") +
+     theme_minimal()
`geom_smooth()` using formula = 'y ~ x'


ggplot(turkish, aes(x = BOYCOTT, y = TCB)) +
+     geom_point(color = "blue", alpha = 0.6) +
+     geom_smooth(method = "lm", se = TRUE, color = "red") +
+     labs(title = "Linear Regression: BOYCOTT → TCB",
+          x = "BOYCOTT",
+          y = "TCB") +
+     theme_minimal()
`geom_smooth()` using formula = 'y ~ x'
>
> # Simple linear regression: BOYCOTT → WTNA
> model <- lm(WTNA ~ BOYCOTT, data = turkish)
>
> # Print model summary
> summary(model)

Call:
lm(formula = WTNA ~ BOYCOTT, data = turkish)

Residuals:
     Min       1Q   Median       3Q      Max
-1.37104 -0.31623 -0.03485  0.32451  2.94074

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  1.20663    0.16641   7.251 8.21e-12 ***
BOYCOTT      0.70320    0.04741  14.832  < 2e-16 ***
```

```
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.6464 on 206 degrees of freedom
Multiple R-squared:  0.5164,   Adjusted R-squared:  0.5141
F-statistic:   220 on 1 and 206 DF,  p-value: < 2.2e-16

>
> # Calculate R-squared and R
> r_squared <- summary(model)$r.squared
> r <- sqrt(r_squared)
>
> # Display results
> cat("R-squared =", r_squared, "\n")
R-squared = 0.5164268
> cat("R =", r, "\n")
R = 0.7186284
>
> # Plot the relationship
> library(ggplot2)
>
> ggplot(turkish, aes(x = BOYCOTT, y = WTNA)) +
+     geom_point(color = "blue", alpha = 0.6) +
+     geom_smooth(method = "lm", se = TRUE, color = "red") +
+     labs(title = "Linear Regression: BOYCOTT → WTNA",
+          x = "BOYCOTT",
+          y = "WTNA") +
+     theme_minimal()
`geom_smooth()` using formula = 'y ~ x'
# Simple linear regression: PQP → TCB
> model <- lm(TCB ~ PQP, data = turkish)
>
> # Print model summary
> summary(model)

Call:
lm(formula = TCB ~ PQP, data = turkish)

Residuals:
     Min       1Q   Median       3Q      Max
-1.51773 -0.43403  0.01619  0.37448  2.48227

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)   2.0596     0.1494  13.781   <2e-16 ***
PQP           0.4582     0.0459   9.981   <2e-16 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.6493 on 206 degrees of freedom
Multiple R-squared:  0.326,    Adjusted R-squared:  0.3227
F-statistic: 99.63 on 1 and 206 DF,  p-value: < 2.2e-16

>
> # Calculate R-squared and R
> r_squared <- summary(model)$r.squared
> r <- sqrt(r_squared)
>
> # Display results
> cat("R-squared =", r_squared, "\n")
R-squared = 0.3259797
```

```
> cat("R =", r, "\n")
R = 0.5709463
>
> # Plot the relationship
> library(ggplot2)
>
> ggplot(turkish, aes(x = PQP, y = TCB)) +
+     geom_point(color = "blue", alpha = 0.6) +
+     geom_smooth(method = "lm", se = TRUE, color = "red") +
+     labs(title = "Linear Regression: PQP → TCB",
+          x = "PQP",
+          y = "TCB") +
+     theme_minimal()
`geom_smooth()` using formula = 'y ~ x'
 # Simple linear regression: PC → TCB
 > model <- lm(TCB ~ PC, data = turkish)
 >
 > # Print model summary
 > summary(model)

 Call:
 lm(formula = TCB ~ PC, data = turkish)

 Residuals:
      Min       1Q   Median       3Q      Max
 -1.52922 -0.41163  0.01383  0.34328  2.47078

 Coefficients:
             Estimate Std. Error t value Pr(>|t|)
 (Intercept)  2.08801    0.14888  14.024   <2e-16 ***
 PC           0.44120    0.04489   9.828   <2e-16 ***
 ---
 Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

 Residual standard error: 0.6525 on 206 degrees of freedom
 Multiple R-squared:  0.3192,   Adjusted R-squared:  0.3159
 F-statistic: 96.59 on 1 and 206 DF,  p-value: < 2.2e-16

 >
 > # Calculate R-squared and R
 > r_squared <- summary(model)$r.squared
 > r <- sqrt(r_squared)
 >
 > # Display results
 > cat("R-squared =", r_squared, "\n")
 R-squared = 0.3192121
 > cat("R =", r, "\n")
 R = 0.5649886
 >
 > # Plot the relationship
 > library(ggplot2)
 >
 > ggplot(turkish, aes(x = PC, y = TCB)) +
 +     geom_point(color = "blue", alpha = 0.6) +
 +     geom_smooth(method = "lm", se = TRUE, color = "red") +
 +     labs(title = "Linear Regression: PC → TCB",
 +          x = "PC",
 +          y = "TCB") +
 +     theme_minimal()
 `geom_smooth()` using formula = 'y ~ x'
```

```
>


>
# Simple linear regression: CA → TCB
> model <- lm(TCB ~ CA, data = turkish)
>
> # Print model summary
> summary(model)

Call:
lm(formula = TCB ~ CA, data = turkish)

Residuals:
     Min       1Q   Median       3Q      Max
-1.59838 -0.44074  0.02592  0.29608  2.40162

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  2.17720    0.14089  15.453   <2e-16 ***
CA           0.42118    0.04306   9.781   <2e-16 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.6535 on 206 degrees of freedom
Multiple R-squared:  0.3171,   Adjusted R-squared:  0.3138
F-statistic: 95.67 on 1 and 206 DF,  p-value: < 2.2e-16

>
> # Calculate R-squared and R
> r_squared <- summary(model)$r.squared
> r <- sqrt(r_squared)
>
> # Display results
> cat("R-squared =", r_squared, "\n")
R-squared = 0.3171384
> cat("R =", r, "\n")
R = 0.5631504
>
> # Plot the relationship
> library(ggplot2)
>
> ggplot(turkish, aes(x = CA, y = TCB)) +
+     geom_point(color = "blue", alpha = 0.6) +
+     geom_smooth(method = "lm", se = TRUE, color = "red") +
+     labs(title = "Linear Regression: CA → TCB",
+          x = "CA",
+          y = "TCB") +
+     theme_minimal()
`geom_smooth()` using formula = 'y ~ x'
>


>
# Simple linear regression: AA → TCB
> model <- lm(TCB ~ AA, data = turkish)
>
> # Print model summary
> summary(model)

Call:
```

```
lm(formula = TCB ~ AA, data = turkish)

Residuals:
     Min       1Q   Median       3Q      Max
-1.69519 -0.42801 -0.00269  0.41760  2.09654

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  2.30397    0.15555  14.811  < 2e-16 ***
AA           0.37468    0.04706   7.961 1.13e-13 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.6916 on 206 degrees of freedom
Multiple R-squared:  0.2353,   Adjusted R-squared:  0.2316
F-statistic: 63.38 on 1 and 206 DF,  p-value: 1.13e-13

>
> # Calculate R-squared and R
> r_squared <- summary(model)$r.squared
> r <- sqrt(r_squared)
>
> # Display results
> cat("R-squared =", r_squared, "\n")
R-squared = 0.2352784
> cat("R =", r, "\n")
R = 0.485055
>
> # Plot the relationship
> library(ggplot2)
>
> ggplot(turkish, aes(x = AA, y = TCB)) +
+     geom_point(color = "blue", alpha = 0.6) +
+     geom_smooth(method = "lm", se = TRUE, color = "red") +
+     labs(title = "Linear Regression: AA → TCB",
+          x = "AA",
+          y = "TCB") +
+     theme_minimal()
`geom_smooth()` using formula = 'y ~ x'
>
 # Simple linear regression: PQP → WTNA
 > model <- lm(WTNA ~ PQP, data = turkish)
 >
 > # Print model summary
 > summary(model)

 Call:
 lm(formula = WTNA ~ PQP, data = turkish)

 Residuals:
      Min       1Q   Median       3Q      Max
 -1.41218 -0.52532  0.04165  0.36336  2.58782

 Coefficients:
             Estimate Std. Error t value Pr(>|t|)
 (Intercept)  1.85560    0.17274   10.74   <2e-16 ***
 PQP          0.55657    0.05305   10.49   <2e-16 ***
 ---
 Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1
```

```
Residual standard error: 0.7504 on 206 degrees of freedom
Multiple R-squared:  0.3482,   Adjusted R-squared:  0.3451
F-statistic: 110.1 on 1 and 206 DF,  p-value: < 2.2e-16

>
> # Calculate R-squared and R
> r_squared <- summary(model)$r.squared
> r <- sqrt(r_squared)
>
> # Display results
> cat("R-squared =", r_squared, "\n")
R-squared = 0.3482208
> cat("R =", r, "\n")
R = 0.5901024
>
> # Plot the relationship
> library(ggplot2)
>
> ggplot(turkish, aes(x = PQP, y = WTNA)) +
+     geom_point(color = "blue", alpha = 0.6) +
+     geom_smooth(method = "lm", se = TRUE, color = "red") +
+     labs(title = "Linear Regression: PQP → WTNA",
+          x = "PQP",
+          y = "WTNA") +
+     theme_minimal()
`geom_smooth()` using formula = 'y ~ x'
>


>
> # Simple linear regression: PC → WTNA
> model <- lm(WTNA ~ PC, data = turkish)
>
> # Print model summary
> summary(model)

Call:
lm(formula = WTNA ~ PC, data = turkish)

Residuals:
     Min       1Q   Median       3Q      Max
-1.50229 -0.50373 -0.05438  0.39670  2.49771

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)   2.0016     0.1777  11.260   <2e-16 ***
PC            0.5007     0.0536   9.342   <2e-16 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.779 on 206 degrees of freedom
Multiple R-squared:  0.2976,   Adjusted R-squared:  0.2942
F-statistic: 87.28 on 1 and 206 DF,  p-value: < 2.2e-16

>
> # Calculate R-squared and R
> r_squared <- summary(model)$r.squared
> r <- sqrt(r_squared)
>
> # Display results
> cat("R-squared =", r_squared, "\n")
```

```
R-squared = 0.2975969
> cat("R =", r, "\n")
R = 0.5455244
>
> # Plot the relationship
> library(ggplot2)
>
> ggplot(turkish, aes(x = PC, y = WTNA)) +
+     geom_point(color = "blue", alpha = 0.6) +
+     geom_smooth(method = "lm", se = TRUE, color = "red") +
+     labs(title = "Linear Regression: PC → WTNA",
+          x = "PC",
+          y = "WTNA") +
+     theme_minimal()
`geom_smooth()` using formula = 'y ~ x'

# Simple linear regression: CA → WTNA
> model <- lm(WTNA ~ CA, data = turkish)
>
> # Print model summary
> summary(model)

Call:
lm(formula = WTNA ~ CA, data = turkish)

Residuals:
    Min      1Q  Median      3Q     Max
-1.6925 -0.5376 -0.0010  0.5807  2.4014

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  2.12913    0.16942  12.567   <2e-16 ***
CA           0.46949    0.05178   9.067   <2e-16 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.7858 on 206 degrees of freedom
Multiple R-squared:  0.2852,   Adjusted R-squared:  0.2818
F-statistic: 82.21 on 1 and 206 DF,  p-value: < 2.2e-16

>
> # Calculate R-squared and R
> r_squared <- summary(model)$r.squared
> r <- sqrt(r_squared)
>
> # Display results
> cat("R-squared =", r_squared, "\n")
R-squared = 0.2852384
> cat("R =", r, "\n")
R = 0.5340772
>
> # Plot the relationship
> library(ggplot2)
>
> ggplot(turkish, aes(x = CA, y = WTNA)) +
+     geom_point(color = "blue", alpha = 0.6) +
+     geom_smooth(method = "lm", se = TRUE, color = "red") +
+     labs(title = "Linear Regression: CA → WTNA",
+          x = "CA",
+          y = "WTNA") +
+     theme_minimal()
```

```
`geom_smooth()` using formula = 'y ~ x'


# Simple linear regression: AA → WTNA
> model <- lm(WTNA ~ AA, data = turkish)
>
> # Print model summary
> summary(model)

Call:
lm(formula = WTNA ~ AA, data = turkish)

Residuals:
     Min       1Q   Median       3Q      Max
-1.94485 -0.51920  0.05515  0.48080  2.10645

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  2.17851    0.18200  11.970  < 2e-16 ***
AA           0.44689    0.05506   8.116 4.32e-14 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8091 on 206 degrees of freedom
Multiple R-squared:  0.2423,   Adjusted R-squared:  0.2386
F-statistic: 65.87 on 1 and 206 DF,  p-value: 4.323e-14

>
> # Calculate R-squared and R
> r_squared <- summary(model)$r.squared
> r <- sqrt(r_squared)
>
> # Display results
> cat("R-squared =", r_squared, "\n")
R-squared = 0.2422742
> cat("R =", r, "\n")
R = 0.4922136
>
> # Plot the relationship
> library(ggplot2)
>
> ggplot(turkish, aes(x = AA, y = WTNA)) +
+     geom_point(color = "blue", alpha = 0.6) +
+     geom_smooth(method = "lm", se = TRUE, color = "red") +
+     labs(title = "Linear Regression: AA → WTNA",
+          x = "AA",
+          y = "WTNA") +
+     theme_minimal()
`geom_smooth()` using formula = 'y ~ x'
>


# One-sample t-test for EBCH
> t_test_ebch <- t.test(turkish$EBCH, mu = 2.61)
> cat("EBCH T-test:\n")
EBCH T-test:
> print(t_test_ebch)

        One Sample t-test

data:  turkish$EBCH
```

```
t = 10.796, df = 207, p-value < 2.2e-16
alternative hypothesis: true mean is not equal to 2.61
95 percent confidence interval:
 3.328037 3.648886
sample estimates:
mean of x
 3.488462

>
> # One-sample t-test for WTNA
> t_test_wtna <- t.test(turkish$WTNA, mu = 2.61)
> cat("\nWTNA T-test:\n")

WTNA T-test:
> print(t_test_wtna)

        One Sample t-test

data:  turkish$WTNA
t = 15.144, df = 207, p-value < 2.2e-16
alternative hypothesis: true mean is not equal to 2.61
95 percent confidence interval:
 3.456898 3.710410
sample estimates:
mean of x
 3.583654
 install.packages("plspm")
 WARNING: Rtools is required to build R packages but is not currently installed. Please
 download and install the appropriate version of Rtools before proceeding:

 https://cran.rstudio.com/bin/windows/Rtools/
 Installing package into 'C:/Users/pc/AppData/Local/R/win-library/4.4'
 (as 'lib' is unspecified)
 trying URL 'https://cran.rstudio.com/bin/windows/contrib/4.4/plspm_0.5.1.zip'
 Content type 'application/zip' length 683286 bytes (667 KB)
 downloaded 667 KB

 package 'plspm' successfully unpacked and MD5 sums checked

 The downloaded binary packages are in
        C:\Users\pc\AppData\Local\Temp\Rtmp4yAzMF\downloaded_packages
 >
 > library(plspm)

 Attaching package: 'plspm'

 The following object is masked from 'package:ggplot2':

     alpha

 The following objects are masked from 'package:psych':

     alpha, rescale, unidim

 Warning message:
 package 'plspm' was built under R version 4.4.3
 >
 > # Define the path matrix (inner model)
 > # For example, BOYCOTT -> APA -> TCB and BOYCOTT -> TCB
 > path_matrix <- matrix(c(0, 1, 0,
```

```
+                         0, 0, 1,
+                         0, 0, 0),
+                       nrow = 3, byrow = TRUE)
> colnames(path_matrix) <- rownames(path_matrix) <- c("BOYCOTT", "APA", "TCB")
>
> # Define the outer model (measurement model)
> outer_model <- list(
+     BOYCOTT = c("AB", "CMB", "TAB", "EBCH"),
+     APA = c("PQP", "PC", "CA", "AA"),
+     TCB = c("PBH", "WTNA", "KDMF")
+ )
>
> # Define the data for the PLS-SEM model
> data <- turkish[, c("AB", "CMB", "TAB", "EBCH", "PQP", "PC", "CA", "AA", "PBH", "WTN
A", "KDMF")]
>
> # Run the PLS-SEM model
> pls_model <- plspm(data, path_matrix, outer_model)
Error in check_path(path_matrix) :
'path_matrix' must be a lower triangular matrix
> path_matrix <- matrix(c(0, 0, 0,
+                         1, 0, 0,
+                         1, 1, 0),
+                       nrow = 3, byrow = TRUE)
> colnames(path_matrix) <- rownames(path_matrix) <- c("BOYCOTT", "APA", "TCB")
>
> # Run the PLS-SEM model
> pls_model <- plspm(data, path_matrix, outer_model)
Warning message:
Setting row names on a tibble is deprecated.
>
> # View the results
> summary(pls_model)
PARTIAL LEAST SQUARES PATH MODELING (PLS-PM)

---------------------------------------------------------
MODEL SPECIFICATION
1   Number of Cases       208
2   Latent Variables      3
3   Manifest Variables    11
4   Scale of Data         Standardized Data
5   Non-Metric PLS        FALSE
6   Weighting Scheme      centroid
7   Tolerance Crit        1e-06
8   Max Num Iters         100
9   Convergence Iters     3
10  Bootstrapping         FALSE
11  Bootstrap samples     NULL

---------------------------------------------------------
BLOCKS DEFINITION
      Block         Type   Size   Mode
1   BOYCOTT    Exogenous      4      A
2       APA   Endogenous      4      A
3       TCB   Endogenous      3      A

---------------------------------------------------------
BLOCKS UNIDIMENSIONALITY
         Mode  MVs  C.alpha  DG.rho  eig.1st  eig.2nd
BOYCOTT     A    4    0.898   0.929     3.07    0.424
```

```
APA          A    4    0.882   0.919     2.96    0.450
TCB          A    3    0.874   0.923     2.40    0.318

-----------------------------------------------------------
OUTER MODEL
          weight  loading  communality  redundancy
BOYCOTT
  1 AB     0.242    0.835        0.698       0.000
  1 CMB    0.279    0.923        0.853       0.000
  1 TAB    0.301    0.852        0.725       0.000
  1 EBCH   0.319    0.889        0.790       0.000
APA
  2 PQP    0.320    0.889        0.790       0.415
  2 PC     0.306    0.921        0.848       0.446
  2 CA     0.284    0.826        0.682       0.358
  2 AA     0.249    0.800        0.640       0.336
TCB
  3 PBH    0.327    0.872        0.761       0.379
  3 WTNA   0.435    0.914        0.835       0.416
  3 KDMF   0.355    0.892        0.797       0.397

-----------------------------------------------------------
CROSSLOADINGS
          BOYCOTT    APA    TCB
BOYCOTT
  1 AB      0.835  0.471  0.556
  1 CMB     0.923  0.604  0.580
  1 TAB     0.852  0.756  0.519
  1 EBCH    0.889  0.672  0.679
APA
  2 PQP     0.715  0.889  0.576
  2 PC      0.667  0.921  0.568
  2 CA      0.579  0.826  0.564
  2 AA      0.513  0.800  0.488
TCB
  3 PBH     0.490  0.523  0.872
  3 WTNA    0.719  0.630  0.914
  3 KDMF    0.552  0.549  0.892

-----------------------------------------------------------
INNER MODEL
$APA
            Estimate   Std. Error    t value   Pr(>|t|)
Intercept   1.19e-16        0.048   2.48e-15   1.00e+00
BOYCOTT     7.25e-01        0.048   1.51e+01   3.53e-35

$TCB
             Estimate   Std. Error     t value   Pr(>|t|)
Intercept   -2.61e-17       0.0494   -5.27e-16   1.00e+00
BOYCOTT      4.33e-01       0.0718    6.03e+00   7.40e-09
APA          3.26e-01       0.0718    4.54e+00   9.39e-06

-----------------------------------------------------------
CORRELATIONS BETWEEN LVs
         BOYCOTT    APA    TCB
BOYCOTT    1.000  0.725  0.669
APA        0.725  1.000  0.640
TCB        0.669  0.640  1.000

-----------------------------------------------------------
```

```
SUMMARY INNER MODEL
               Type     R2  Block_Communality  Mean_Redundancy    AVE
BOYCOTT   Exogenous  0.000              0.766            0.000  0.766
APA      Endogenous  0.525              0.740            0.389  0.740
TCB      Endogenous  0.499              0.797            0.398  0.797

------------------------------------------------------------
GOODNESS-OF-FIT
[1]  0.626

------------------------------------------------------------
TOTAL EFFECTS
    relationships  direct  indirect  total
1  BOYCOTT -> APA   0.725     0.000  0.725
2  BOYCOTT -> TCB   0.433     0.236  0.669
3      APA -> TCB   0.326     0.000  0.326
>

>
```

Abstract

In a world where political tensions increasingly shape market dynamics, this dissertation explores how boycott movements can create unexpected opportunities for local products to enter new markets. Focusing on Turkey as a gateway to Europe, the study highlights how shifts in consumer behavior especially during periods of protest can encourage openness to alternative products that align with cultural values. Using both theoretical and empirical approaches, it examines how cultural alignment, product availability, and trust influence purchasing decisions. The findings show that boycotts, rather than being mere reactions, can serve as catalysts for exportation when strategically leveraged. Through the lens of Algerian cosmetic and para-pharmaceutical products, this research proposes a bold vision: that political disruption can be transformed into economic opportunity when local industries adapt, connect, and respond with purpose.

Keywords: Boycott, exportation, local products, consumer behavior, alternative products, cultural alignment, Turkey.

ملخص

في عالم تُشكّل فيه التوترات السياسية بشكل متزايد ديناميكيات السوق، تستكشف هذه الرسالة كيف يمكن لحملات المقاطعة أن تخلق فرصًا غير متوقعة أمام المنتجات المحلية للدخول إلى أسواق جديدة. من خلال التركيز على **تركيا** كبوابة نحو أوروبا، تُبرز الدراسة كيف أن تغيّرات سلوك المستهلكين، خاصة في فترات الاحتجاج، يمكن أن تعزز الانفتاح على منتجات بديلة تتماشى مع القيم الثقافية. بالاعتماد على منهجية تجمع بين المقاربة النظرية والتحليل الميداني، تدرس الرسالة تأثير الملاءمة الثقافية وتوافر المنتجات والثقة على قرارات الشراء. وتُظهر النتائج أن المقاطعة، بدل أن تكون مجرد ردّ فعل، يمكن أن تُصبح محفزًا حقيقيًا لعمليات التصدير إذا تم استغلالها بشكل استراتيجي. ومن خلال دراسة حالة المنتجات الجزائرية في قطاعي التجميل وشبه الصيدلة، تقترح هذه الأطروحة رؤية جريئة: يمكن تحويل الاضطرابات السياسية إلى فرص اقتصادية عندما تعرف الصناعات المحلية كيف تتكيّف، وتبني جسور التواصل، وتتحرك بذكاء.

الكلمات المفتاحية :المقاطعة، التصدير، المنتجات المحلية، سلوك المستهلك، المنتجات البديلة، الملاءمة الثقافية، تركيا.

Résumé

Dans un monde où les tensions politiques influencent de plus en plus les dynamiques du marché, cette dissertation explore comment les mouvements de boycott peuvent créer des opportunités inattendues pour les produits locaux d’accéder à de nouveaux marchés. En se concentrant sur la Turquie comme passerelle vers l’Europe, l’étude met en lumière comment les évolutions du comportement des consommateurs, notamment en période de protestation,

peuvent favoriser l’ouverture à des produits alternatifs en adéquation avec les valeurs culturelles. En combinant approches théoriques et empiriques, elle analyse comment l’alignement culturel, la disponibilité des produits et la confiance influencent les décisions d’achat. Les résultats montrent que les boycotts, loin d’être de simples réactions, peuvent devenir des catalyseurs d’exportation lorsqu’ils sont exploités de manière stratégique. À travers le prisme des produits algériens dans les secteurs cosmétique et parapharmaceutique, cette recherche propose une vision audacieuse : les bouleversements politiques peuvent être transformés en opportunités économiques lorsque les industries locales savent s’adapter, se connecter et agir avec stratégie.

Mots-clés : Boycott, exportation, produits locaux, comportement des consommateurs, produits alternatifs, alignement culturel, Turquie.

özet

Siyasi gerilimlerin giderek daha fazla piyasa dinamiklerini şekillendirdiği bir dünyada, bu tez, boykot hareketlerinin yerel ürünler için yeni pazarlara açılmada beklenmedik fırsatlar yaratabileceğini incelemektedir. Avrupa’ya açılan bir kapı olarak Türkiye'ye odaklanan çalışma, özellikle protesto dönemlerinde tüketici davranışlarındaki değişimlerin, kültürel değerlere uygun alternatif ürünlere olan ilgiyi nasıl artırabildiğini ortaya koymaktadır. Teorik ve ampirik yaklaşımları birleştiren araştırma, satın alma kararlarını etkileyen kültürel uyum, ürün erişilebilirliği ve güven unsurlarını analiz etmektedir. Bulgular, boykotların yalnızca tepki niteliği taşımadığını, stratejik bir şekilde değerlendirildiklerinde ihracat için birer itici güç olabileceklerini göstermektedir. Cezayir'in kozmetik ve parafarmasötik ürünleri merceğinden bakıldığında, bu araştırma cesur bir vizyon sunmaktadır: Politik krizler, yerel sanayilerin uyum sağlama, bağlantı kurma ve bilinçli hareket etme becerisi sayesinde ekonomik fırsatlara dönüştürülebilir.

Anahtar kelimeler: Boykot, ihracat, yerel ürünler, tüketici davranışı, alternatif ürünler, kültürel uyum, Türkiye.

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