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ANALYSIS OF THE CITIZENS OF AZERBAIJAN CONCERNING TURKISH TEXTILE AND APPAREL GOODS FROM THE PERSPECTIVE OF CUSTOMER SATISFACTION¹

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ABSTRACT

Textile and apparel sector is an important sector for Turkey. In this sense, the perceptions and satisfaction of the target customers in terms of sales of textile and apparel products in both European and regional countries are of interest to investors. The main purpose of this study is to measure the impact of marketing decisions carried out by companies operating in the Turkish textile and apparel sectors on customer satisfaction. In this respect, the survey applied to the citizens of Azerbaijan tried to determine the effect of marketing mix on customer satisfaction in textile and garment sectors. In addition, the effects of age, marital status and personal income on satisfaction of Azerbaijani citizens in terms of Turkish textile and apparel products and brands were examined. Standardized regression coefficients have a statistically significant effect of Place dimension on customer satisfaction and affect customer satisfaction positively. It was observed that promotion dimension did not have a statistically significant effect on customer satisfaction. As a result of the analysis, it was seen that product dimension had a statistically significant effect on customer satisfaction and had a positive effect on customer satisfaction. As a result, it has been concluded that the satisfaction of consumers of Turkish textile products in Azerbaijan is affected by Place and product related variables, but it is not affected by promotion.

Keywords: Marketing mix, azerbaijan, turkey, turkish textile, customer satisfaction.

¹ In this study, Alanya Alaaddin Keykubat University Institute of Social Sciences, Department of International Trade Program prepared and presents the impacts of marketing mix on customer satisfaction regarding the Turkish textile and ready wear industry on Azerbaijani citizens that was re-analyzed by using the survey data used in the MS thesis.

INTRODUCTION

Textile and apparel sectors have a strategic importance for our country due to its high share in exports and production (BOSTAN & others. 2010: 57). This sector was included among the primary sectors that should be developed in the meetings held during the foundation of the Republic and was included in the planning. (Gürdal, 2000: 48) As a matter of fact, it is seen that textile and garment sector is an area that affects the economic development process of developing countries due to the added value it provides, employment and export opportunities (Çetin & Ecevit, 2008: 117).

In this respect, the companies that want to open up to international markets in the sector should be able to meet the needs of the customer mass in the target countries and the need for existing products, cultural structure and customer analysis should be analysed correctly. Today, the development of technology has led to the development of free market thinking and the goods and services produced have started to show homogeneous features. In order for companies to survive and compete, marketing has gained importance to please their customers and they should take the concept of customer satisfaction in the forefront of marketing their products and services (Eroğlu, 2005: 10).

Providing quality products and services as a perception of customer satisfaction is about meeting customer requirements. Customer satisfaction, a business term, is a measure of how products and services that a company provides meet or exceed customer expectations. Businesses are increasingly interested in acquiring existing customers while targeting non-customers. The level of satisfaction may vary depending on the other options that the customer may have and other products on which the customer can compare the products of the enterprise (Ling, 2007: 20).

To date, there are many studies on the relationship between the marketing mix and customer satisfaction in marketing and its impact on customer satisfaction. Research reveals the impact of mixed elements on customer satisfaction, while revealing the relationship between marketing mix and customer loyalty. For example, Zineldin and Philipson's (2007) study found that there is a relationship between marketing mix and customer satisfaction.

In this direction, we aimed to measure the effect of marketing components and other variables on customer satisfaction in textile and apparel sectors. Azerbaijani citizens were selected as the persons in the applied region and Turkish textile and garment sectors was chosen as subject and satisfaction of their citizens towards their brands and products in the mentioned sectors within the marketing mix was measured. Thus, the image of Turkish textile and garment products in the foreign market of Azerbaijan was determined and the role of marketing mix activities on satisfaction was explained. As a result, the aim and motivation of this work is to show how Azerbaijan citizens attitude and approaches are towards Turkish products in the textile and ready wear sector for the currently operating businesses and also be a road map for those that want to engage in this business.

LITERATURE

Bawa and others, (2015), it was found that there is a relationship between marketing mix and customer satisfaction additionally; marketing mix also affects customer satisfaction. According to this study, it is explained that 50% of the change on customer satisfaction is connected with marketing components. On the other hand, while product, promotion and location/Place mix elements have an effect on customer satisfaction, price mix has no effect.

Yelkur (2000) examined the effect of marketing-oriented marketing mix on customer satisfaction. According to the results, it has been explained that the applications made for the marketing mix affect customer satisfaction positively. In the literature, regarding the studies examining customer satisfaction, it is emphasized that customers who purchase the product/service produced by an enterprise and are satisfied with these product exhibit behaviours towards purchasing again. It is observed that the satisfied customers increase the level of relationship with the business, share their experiences with others and give more feedback (suggestions) to the business (Tüzün & Devrani,2008).

In similar studies, there is a positive, moderate and meaningful relationship between marketing mix elements and customer satisfaction (Wahab et al. 2016), where service mix activities affect customer satisfaction positively and significantly (Ismail et al. 2015). It has been shown that Ateba and others. (2015), where the marketing mix activities directed towards the internal customer will have an indirect impact on the external customer (Nuseir & Madanat 2015).

The target population of the enterprises varies according to the customer base and market structure from country to country. In this sense, our target which is the population of Azerbaijan, It is observed that there are studies analysing other factors affecting the perspective, satisfaction and purchasing behaviour regarding imported textile products and ready wear garment from Turkey. In Naghizada's study, considering the factors that affect the purchasing behaviour of the society and the factors affecting the brand selection it has been revealed that the behaviour of the staff, the atmosphere of the store as well as the quality of the product affect the purchasing behaviour of the consumers (Naghizada, 2019).

Bardakci, analysed how Azerbaijani consumers can behave differently from Turkish consumers when they buy products and how they look at Turkish goods and how they behave in general. In the study, some consumers may reject products or services that are generally accepted in Turkey and the general reason for this consumer behaviour are due to aspects such as demography, economic, social, cultural and psychological factors (2015). Likewise it is also highlighted in another study that there are differences between Turkey and Azerbaijan consumers, and taking these characteristics into consideration, it will be beneficial in making the right decisions for investments between the two countries (Poyraz, 2017).

METHODOLOGY

In the methodology part of the research, firstly the purpose and importance of the research are explained and then the method and data collection technique used in the application are explained. Then, the sample was explained within the framework of the population, a model was developed for the research and hypotheses were determined.

Purpose and Importance of Research

With the effect of globalization, enterprises have started to search for new customers in order to protect their competitive power and increase their profitability. Increasing saturation in local markets and difficult competition with global firms compel businesses to invest internationally. In this context, businesses start to carry out marketing activities in areas that are compatible with the target customer group. Thus, they find new markets where they can market their products and work to increase their awareness in these markets.

This study was conducted to measure the impact of marketing components on customer satisfaction. Azerbaijani citizens and Turkish textile and apparel sectors were chosen as the subjects in the applied region. As a result, the satisfaction of the citizens of Azerbaijan towards their brands and products in the sectors mentioned in the marketing mix was measured. Thus, the image of Turkish textile and garment products in the foreign market of Azerbaijan was determined and the role of marketing mix activities on satisfaction was explained. In addition, the level of recognition of the brands operating in the sector has emerged.

Research Method and Data Collection Technique

The research was carried out by quantitative research method and firstly literature review was done and the situation of the sectors was examined. During the study period, many domestic and foreign sources were researched and scientific and institutional resources were included in order to carry out the purpose. Resources such as scientific books, academic articles, undergraduate, doctoral and specialist theses were used for literature review. For the analysis of the current situation in the textile and garment sectors, national and international institution reports were utilized. Both primary and secondary data sources were used throughout the study.

In the application part, the most appropriate questionnaire method was used according to the subject and purpose determined in the collection of the data needed. The questionnaires in the studies conducted by Zinnurov (2010) and Düzgün (2015) were taken into consideration in the creation of the questionnaire. The questionnaire was composed of three parts. In the first part, 11 questions were given to determine the demographic characteristics of the participants and their attitudes towards the products and brands related to the targeted sectors. Gender, age, marital status, occupation, income level and educational status were discussed. In the second part, a 5-point Likert-type attitude scale consisting of 19 statements was taken and the elements of the marketing mix were divided into product, price, promotion and Place dimensions by factor analysis. Finally, in the third part, a 5-point Likert-type attitude scale consisting of 7 expressions is included and analysed with factor analysis within the framework of customer satisfaction.

As a method of data collection, concrete questionnaires were filled out by conveying them to individuals within the framework of the sample. The survey form was applied mainly in the capital of Azerbaijan, Baku and other important cities. In addition, the questionnaire form prepared on the websites of www.surveey.com and Google Forums was distributed to the people in link format. The questionnaire was prepared on two pages and prepared in Turkish. Then, the questions and expressions asked in the survey were translated into Azerbaijani Turkish and Russian in order to be clear and understandable by the citizens of Azerbaijan. Turkish questionnaire is given in Annex-1, Azerbaijan Turkish questionnaire is given in Annex-2 and Russian questionnaire is given in Annex-3.

Structural Equation Modelling (SEM) method was used in the research. The analysis was performed with AMOS v24 statistical package program. Confirmatory factor analysis (CFA) was used for validity tests and path analysis methods were used for hypothesis testing.

Population and sample of the research

The population of the study consists of citizens of Azerbaijan. According to 2017 data, the country's population is 9.8 million (ACDİK, 2018).

In order to determine the sample dimension for the research, formulas according to the number of population, confidence interval and other factors were specified in the book sources related to many research methods and sample calculations were made. As a result of this, sampling calculations according to the population numbers have been explained in the form of tables. The following Table 3.1 describes the specific sample dimensions developed by Sekaran (1992: 253), which are accepted for certain populations.

Table 1. Sample Dimension Required by Universe Dimension

Universe Dimension (N)	Required Sample Dimension (S)
10	10
100	80
1.000	278
10.000	370
100.000	384
1.000.000	384
10.000.000	384

Source: Sekaran 1992: Compiled from 253; Altunışık and others 2015: 137.

When the population is put on the table, it is determined that the sample group with the power to represent the universe consisting of 9.8 million people is 384 people. It was considered that keeping the number above this number during the implementation of the questionnaires would be statistically meaningful and the results obtained in statistical analyses would be more reliable. The sampling method used in the study was applied. The questionnaire form was collected from 429 people and 375 of them were received by hand and 54 of them

were filled out via the link distributed online. It was determined that 10 of the questionnaires obtained were not filled in properly, they were not suitable for the analysis, and these questionnaires were excluded from the analysis. As a result, analyses were conducted on 419 questionnaires.

Research Model

The model of the research is shown in Figure 1. As seen in the figure, the model of this study consists of the independent variables “Product”, “Price”, “Promotion” and “Location / Place” and “Customer Satisfaction” that are included in the Marketing Mix:

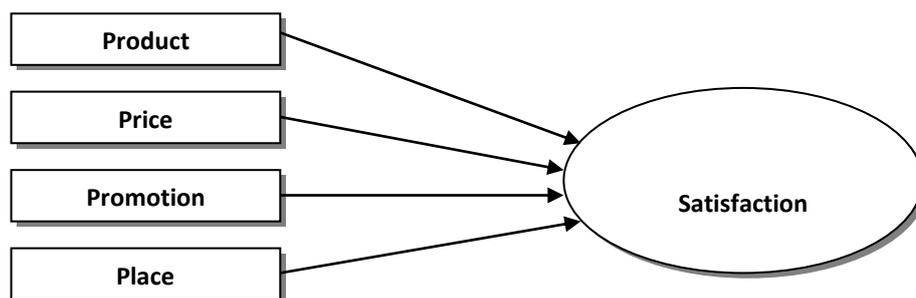


Figure 1. Conceptual Research Model: The Effect of Marketing Mix Elements and Customer Satisfaction

VALIDITY and RELIABILITY TESTS

Confirmatory factor analysis (CFA) was used to test the validity of the scale used in the study. The price dimension was excluded from the analysis because it did not pass validity tests. The analyses were continued with the factor structure obtained as a result of confirmatory factor analysis (Figure 2).

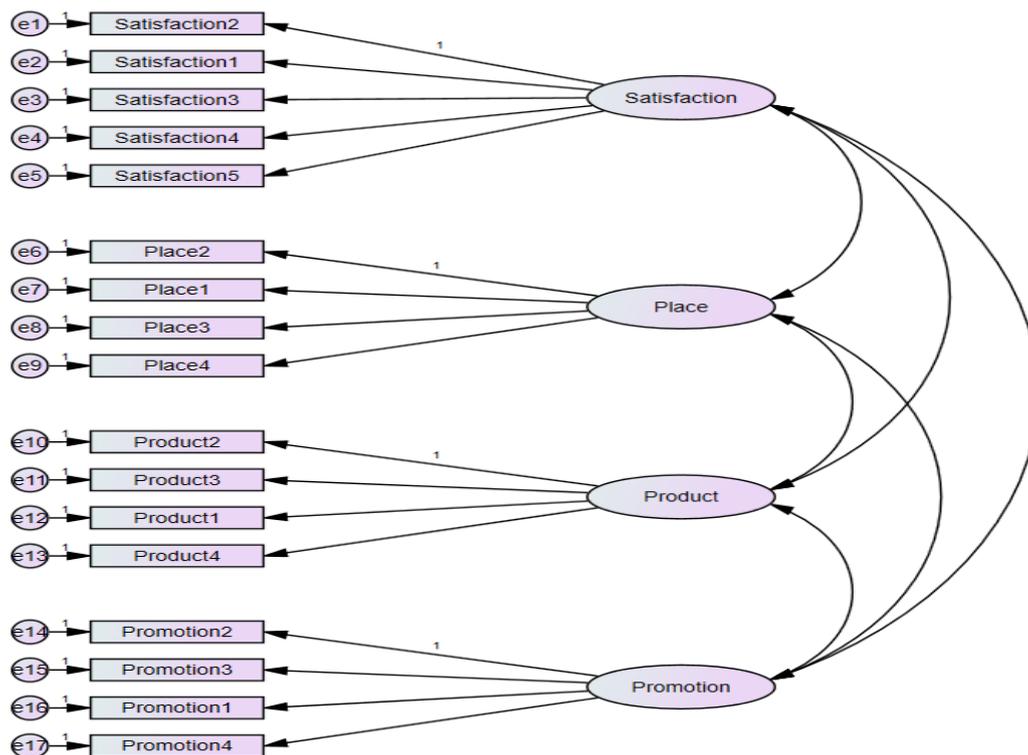


Figure 2. Confirmatory Factor Analysis Model

The goodness of fit values calculated for confirmatory factor analysis give statistically acceptable values (Table 2) For $DF \times 2 = 316,210$; degree of freedom (df) = 113; $\chi^2 / df = 2,798$; CFI = 0.902; IFI=0,903; SRMR = 0.055 and RMSEA = 0.066. All calculated values meet the recommended goodness of fit values.

Table 2. CFA Goodness of Fit Values

Measure	Estimate	Threshold	Interpretation
CMIN	316,210	--	--
DF	113,000	--	--
CMIN/DF	2,798	Between 1 and 3	Excellent
CFI	0,902	>0.95	Acceptable
IFI	0,903	>0.95	Acceptable
SRMR	0,055	<0.08	Excellent
RMSEA	0,066	<0.06	Acceptable

In order to test the validity of the factor structure obtained from DFA, the composite reliability-CR value was calculated (Table 3). The threshold value for CR is 0.70. Since the low CR value was calculated for the price dimension, this dimension was excluded from the analyses. The CR value calculated for the promotion dimension is 0.694. Although the threshold value is less than 0.70, very close to the threshold value is calculated so that the dimension of the promotion was kept in the model.

Table 3. Confirmatory Factor Analysis Validity and Reliability Tests

	CR	MSV	MaxR(H)	Satisfaction	Place	Product	Promotion
Satisfaction	0,782	0,398	0,785	0,647			
Place	0,801	0,405	0,807	0,574***	0,709		
Product	0,713	0,398	0,718	0,631***	0,628***	0,620	
Promotion	0,694	0,405	0,716	0,563***	0,637***	0,556***	0,605
Cronbach's Alpha Coefficient				0,780	0,797	0,705	0,688

Cronbach's alpha coefficient was calculated to test the reliability of the scales used in the study (Table 3). The recommended threshold value for Cronbach's alpha coefficient is 0.70. Cronbach's alpha coefficient calculated for the satisfaction was 0.780; 0,797 for the place; 0,705 for the product and 0,688 for promotion dimension. (Gliem & Gliem, 2003.; Hair et al., 2009.; Kline, 2011). When Cronbach's alpha coefficients calculated for the promotion and product dimensions were slightly below the recommended threshold values, it was concluded that the scales measuring the Place, Promotion, Product and Satisfaction dimensions used in the study were reliable.

Hypothesis Tests

Path analysis was conducted to test the effects of Place, Promotion and Product dimensions on the Customer Satisfaction dimension (Figure 3). In the path analysis, covariance between the external variables were drawn. Each unidirectional arrow drawn from the independent implicit variables (Place, promotion, and product) and the dependent implicit variable (satisfaction) corresponds to a hypothesis. According to the Path analysis model;

The hypotheses established for the effect of Place dimension on the customer satisfaction are as follows:

H₀: The Place dimension does not affect customer satisfaction statistically.

H₁: Place dimension affects customer satisfaction statistically.

The hypotheses regarding the effect of the dimension of promotion on customer satisfaction are as follows:

H₀: Promotion dimension does not affect customer satisfaction statistically.

H₁: Dimension of promotion has a statistically significant effect on customer satisfaction.

The hypotheses regarding the effect of product dimension on customer satisfaction are as follows:

H₀: The dimension of the product does not statistically affect customer satisfaction.

H₁: Product dimension affects customer satisfaction statistically.

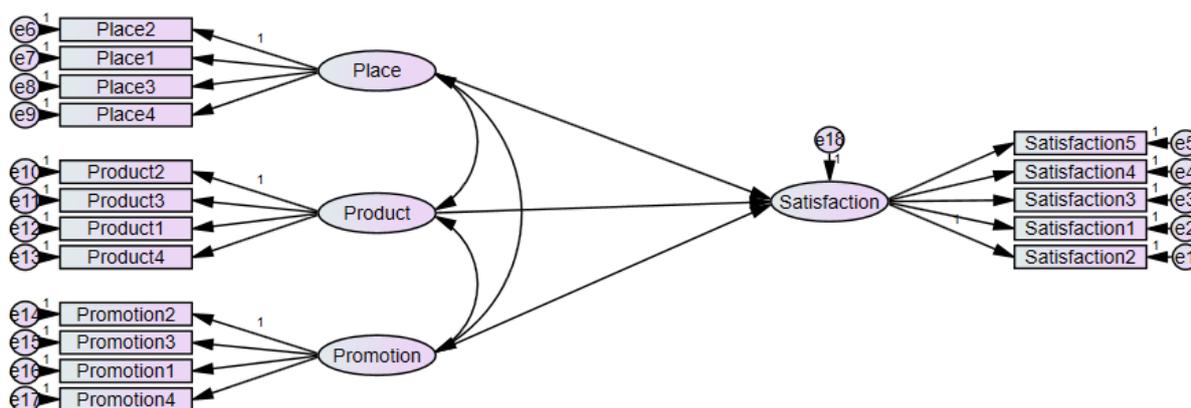


Figure 3. Empirically Tested Model

The goodness of fit values calculated for the empirically tested model exceed the recommended acceptable thresholds. $\chi^2 = 316,210$ calculated for path analysis; degree of freedom (df) = 113; $\chi^2 / df = 2,798$; CFI = 0.902; IFI=0,903; SRMR = 0.055 and RMSEA = 0.066 (Table 3).

Table 4. Path Analysis Compliance Goodness Values

Measure	Estimate	Threshold	Interpretation
CMIN	316,210	--	--
DF	113,000	--	--
CMIN/DF	2,798	Between 1 and 3	Excellent
CFI	0,902	>0.95	Acceptable
IFI	0,903	>0.95	Acceptable
SRMR	0,055	<0.08	Excellent
RMSEA	0,066	<0.06	Acceptable

To test the hypotheses, standardized regression coefficients and statistical significance values of these coefficients were calculated (Table 5). All relationships between the observed variables and implicit variables were statistically significant.

Standardized regression coefficients show that Place dimension has a statistically significant effect on customer satisfaction (std $\beta = 0.183$; $p < 0.05$). H1 is accepted. In other words, the Place dimension affects customer satisfaction positively.

Standardized regression coefficients showed that the size of the promotion has statistically significant effect on customer satisfaction (std $\beta = 0.230$; $p < 0.01$). H2 was accepted. In other words, the promotion dimension affects customer satisfaction positively.

Standardized regression coefficients show that product dimension has a statistically significant effect on customer satisfaction (std $\beta = 0.388$; $p < 0.001$). H3 is accepted. In other words, product dimension affects customer satisfaction positively.

Table 5: Path Analysis Standardised Regression Coefficients

Predictor	Outcome	Std Beta
Place	Satisfaction	,183 *
Product	Satisfaction	,388 ***
Promotion	Satisfaction	,230 **
Satisfaction	Satisfaction2	,658
Satisfaction	Satisfaction1	,642 ***
Satisfaction	Satisfaction3	,642 ***
Satisfaction	Satisfaction4	,588 ***
Satisfaction	Satisfaction5	,698 ***
Place	Place2	,756
Place	Place1	,741 ***
Place	Place3	,700 ***
Place	Place4	,634 ***
Product	Product2	,667
Product	Product3	,629 ***
Product	Product1	,630 ***
Product	Product4	,549 ***
Promotion	Promotion2	,538
Promotion	Promotion3	,737 ***
Promotion	Promotion1	,544 ***

*** p < 0.001

** p < 0.010

* p < 0.050

As a result, it has been concluded that the satisfaction of consumers of textile products of Turkish origin in Azerbaijan is affected by Place and product related variables and not affected by promotion. Since the price dimension did not pass the validity and reliability tests, the effect of the price dimension on customer satisfaction could not be tested. Including the valid and reliable price length in future researches and examining the price dimension should be investigated in future studies.

The Effect on Satisfaction When Age is added to the Model as Control Variable

In the path analysis, the age demographic variable was added to the model as a control variable to test whether age had an effect on the model tested, i.e. satisfaction was affected by age (Figure 4). One-way arrow was drawn to the satisfaction variable from the age variable and the relationship was represented, and covariances were drawn between the age variable and other independent external variables.

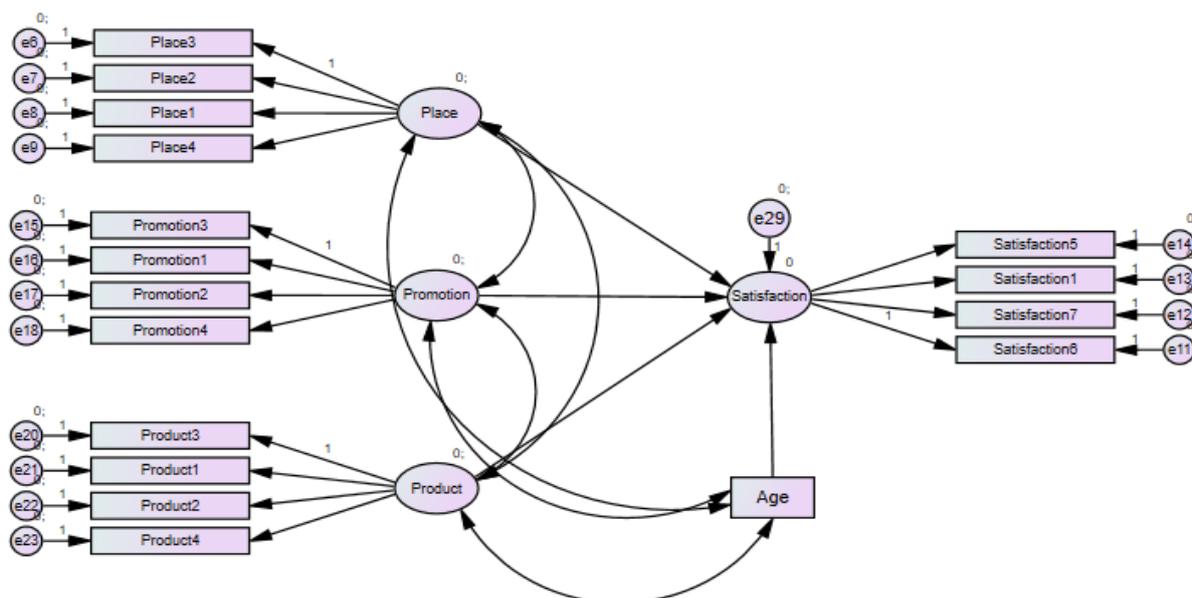


Figure 4. Effect of Age on Satisfaction

Adding age to the model as control variable does not have a statistically significant effect on satisfaction. Customer satisfaction increases with age. (Table 6)

Table 6. Regression Coefficients When Added as age Control Variable

Predictor	Outcome	Std Beta
Place	Satisfaction	,196 *
Product	Satisfaction	,374 ***
Promotion	Satisfaction	,231 **
AGE	Satisfaction	,081
Satisfaction	Satisfaction2	,662
Satisfaction	Satisfaction1	,644 ***
Satisfaction	Satisfaction3	,640 ***
Satisfaction	Satisfaction4	,589 ***
Satisfaction	Satisfaction5	,694 ***
Place	Place2	,756
Place	Place1	,742 ***
Place	Place3	,697 ***
Place	Place4	,637 ***
Product	Product2	,667
Product	Product3	,628 ***
Product	Product1	,633 ***
Product	Product4	,546 ***
Promotion	Promotion2	,537
Promotion	Promotion3	,738 ***
Promotion	Promotion1	,542 ***

*** p < 0.001

** p < 0.010

* p < 0.050

The Effect of Marital Status on Satisfaction When Added to the Model as Control Variable

In the road analysis, marital status demographic variable was added to the model as a control variable in order to test whether age had an effect on the model tested, i.e. satisfaction was affected by marital status (Figure 5). A one-way arrow was drawn to the satisfaction variable from the marital status variable and the relationship was represented, and covariances were drawn between the marital status variable and other independent external variables.

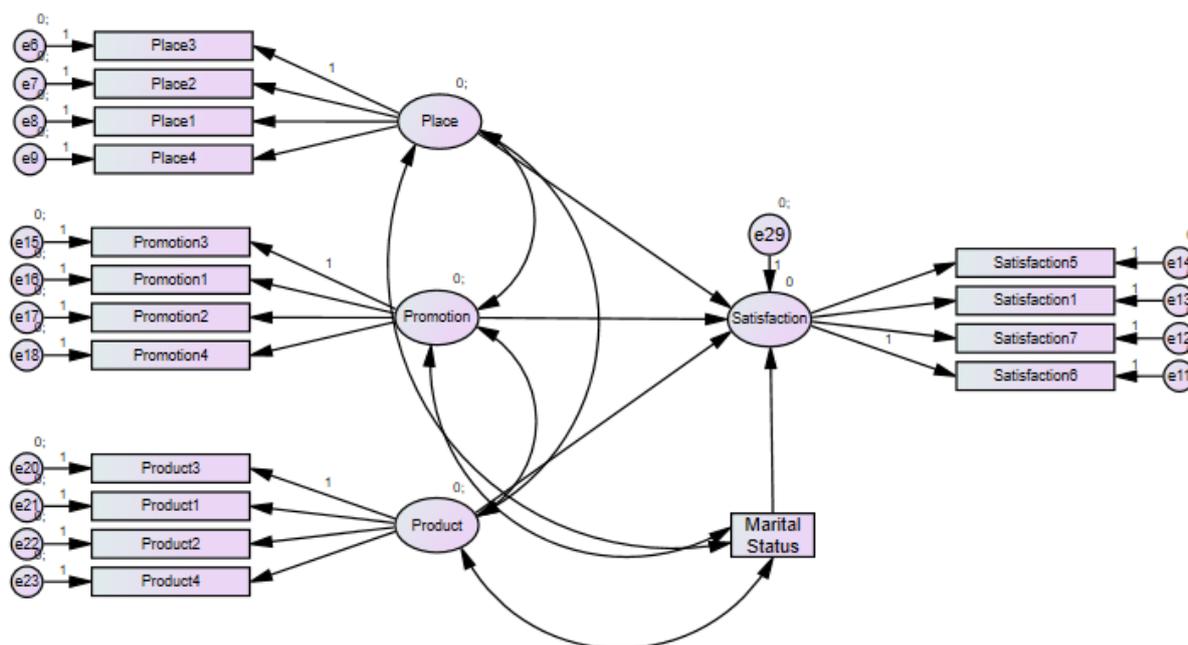


Figure 5. Impact of Marital Status on Satisfaction

When Marital Status was added to the model as a control variable, it had a statistically significant effect on satisfaction. Married people show more satisfaction than Turkish singles to Turkish textile products. (Table 7).

Table 7. Regression Coefficients When Added as Marital Status Control Variable

Predictor	Outcome	Std Beta
Place	Satisfaction	,206 *
Product	Satisfaction	,373 ***
Promotion	Satisfaction	,219 *
Matirial_Status	Satisfaction	,166 ***
Satisfaction	Satisfaction2	,665
Satisfaction	Satisfaction1	,645 ***
Satisfaction	Satisfaction3	,638 ***
Satisfaction	Satisfaction4	,589 ***
Satisfaction	Satisfaction5	,692 ***
Place	Place2	,755
Place	Place1	,743 ***
Place	Place3	,695 ***

Place	Place4	,637 ***
Product	Product2	,667
Product	Product3	,629 ***
Product	Product1	,630 ***
Product	Product4	,549 ***
Promotion	Promotion2	,538
Promotion	Promotion3	,737 ***
Promotion	Promotion1	,544 ***

*** p < 0.001
 ** p < 0.010
 * p < 0.050

3.4. The Effect on Satisfaction When Personal Income is Added as a Control Variable

The marital status demographic variable was added to the model as a control variable in order to test whether Personal Income had an effect on the model tested in the road analysis, i.e. satisfaction was affected by Personal Income (Figure 6). One-way arrow was drawn to the satisfaction variable from the Personal Income variable and the relationship was represented. Covariances were drawn between the Personal Income variable and other independent external variables.

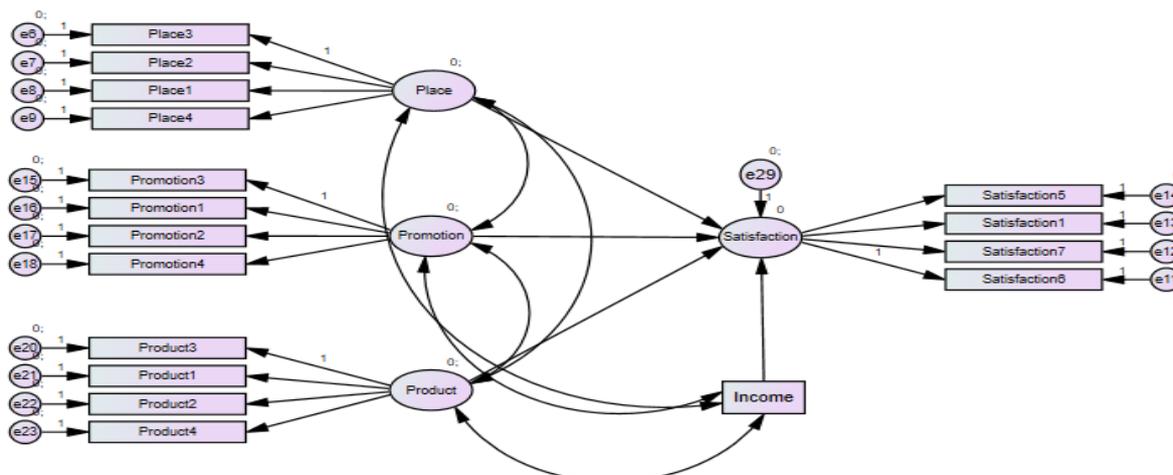


Figure 6. Impact of Personal Income on Satisfaction

When Personal Income is added to the model as a control variable, it does not have a statistically significant effect on satisfaction (Table 8).

Table 8. Regression coefficients when added as personal income control variable

Predictor	Outcome	Std Beta
Place	Satisfaction	,182 *
Product	Satisfaction	,384 ***
Promotion	Satisfaction	,220 *
Income	Satisfaction	,084
Satisfaction	Satisfaction2	,660
Satisfaction	Satisfaction1	,643 ***
Satisfaction	Satisfaction3	,645 ***

Satisfaction	Satisfaction4	,587 ***
Satisfaction	Satisfaction5	,695 ***
Place	Place2	,756
Place	Place1	,741 ***
Place	Place3	,700 ***
Place	Place4	,634 ***
Product	Product2	,667
Product	Product3	,629 ***
Product	Product1	,630 ***
Product	Product4	,549 ***
Promotion	Promotion2	,541
Promotion	Promotion3	,732 ***
Promotion	Promotion1	,545 ***

*** p < 0.001

** p < 0.010

* p < 0.050

ANNEX: Survey Form Used in the Research

Product1	The brand image of Turkish textile companies is strong.
Product2	I like the store / dealer image of Turkish textile brands in Azerbaijan.
Product3	I like the packaging / packaging of Turkish origin textile products.
Product4	Turkish textile brands in Azerbaijan sell a wide range of products.
Product5	I find Turkish textile products durable.
Product6	I find the production quality of Turkish textile products sufficient.
Place5	I can easily access the collections shared by Turkish textile brands in the internet / catalogues in Azerbaijan.
Place6	I believe that Turkish textile companies have enough sales points.
Price1	Prices of Turkish textile products are suitable.
Price2	Turkish origin textile products are worth the money I spend.
Price3	Turkish textile products are more expensive than similar products of other countries.
Promotion4	I am knowledgeable about Turkish textile products.
Promotion1	When I need it, I can easily communicate with Turkish textile brands in Azerbaijan.
Promotion2	I believe that Turkish textile products are known in Azerbaijan.
Promotion3	I find the advertisement of Turkish textile brands in Azerbaijan sufficient.
Place1	Turkish origin textile products are offered in suitable places.
Place2	I like the places where Turkish textile products are offered.
Place3	I find the places where Turkish textile products are offered regularly.
Place4	In places where Turkish origin textile products are offered, hygiene is paid attention.
Satisfaction1	I don't see any time-wasting events at the points where Turkish origin textile products are sold.
Satisfaction2	My all transactions are carried out quickly at the points where Turkish origin textile products are sold.
Satisfaction3	Turkish origin textile products fully meet my needs.
Satisfaction4	Using Turkish origin textile enables me to gain prestige in the society.
Satisfaction5	Turkish origin textile products give me confidence.

RESULT

Turkey's textile and apparel industry in both production and also occupies an important place in the world in terms of trade. In these sectors, it maintains its relations not only with Europe but also with neighbouring countries and realizes the import and export of textiles and garments to these countries.

Turkey's textile and apparel exports to the neighbouring country of Azerbaijan Republic is one of the textile and apparel demand in this market who are of great interest to Turkish companies. In this respect Azerbaijan citizens' attitudes and perceptions towards products that are manufactured in Turkey and imported into the country are effective in this market share. Indeed, to measure attitudes and perceptions and we have done to evaluate the results of our present study, Turkey's textile and apparel sectors towards operating in Azerbaijan of the marketing decisions they walked firms, a slew impact on customer satisfaction results were obtained. In addition, the attitudes and perceptions of Azerbaijani citizens towards products and brands in the mentioned sectors have been tried to be determined through the research.

Confirmatory factor analysis (CFA) was used to test the validity of the scale used in the study. The price dimension was excluded from the analysis because it did not pass validity tests. In order to test the reliability of the scales used in the study, Cronbach's alpha coefficient was calculated. Since Cronbach's alpha coefficients calculated for promotion and product dimensions were slightly below the recommended threshold values, it was concluded that the scales measuring the Place, Promotion, Product and Satisfaction dimensions used in the study were reliable.

Road analysis was conducted to test the effects of Place, Promotion and Product dimensions on the Customer Satisfaction dimension. All relationships between the observed variables and implicit variables were statistically significant.

Standardized regression coefficients have a statistically significant effect of Place dimension on customer satisfaction and affect customer satisfaction positively. It was observed that the promotion dimension affects customer satisfaction positively. As a result of the analysis, it was seen that product dimension had a statistically significant effect on customer satisfaction and had a positive effect on customer satisfaction. As a result, it has been concluded that the satisfaction of consumers of Turkish textile products in Azerbaijan is affected by Place and product related variables, but it is not affected by promotion but the effect of price dimension on customer satisfaction has not been tested.

In addition, demographic variables were added to the model as a control variable in order to test whether age had an effect on the model tested in the road analysis, whether satisfaction was affected by marital status or whether satisfaction was affected by personal income. As a result, adding age to the model as control variable does not have a statistically significant effect on satisfaction. Customer satisfaction increases with age. It has been concluded that there is a statistically significant effect on satisfaction in terms of marital status and that married people are more satisfied than single ones for Turkish textile products. It was found that there was a

statistically significant but weak effect in terms of Personal Income control variable, as the income increased, it showed more satisfaction towards Turkish textile products, but the effect was weak.

Ethical Declaration

In this article, it is complied with the journal's writing rules, publishing principles, research and publishing ethics rules, journal ethics rules.

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