**ABSTRACT**

In this study, I analyzed the downward trajectory of US-Turkish relations which affected consuming US branded goods by Turkey. Moreover, the main reasons of relationship breakdown and how the Turkish Government adopted a particular attitude against US products included. I also reviewed what people think about consuming US branded goods according to current US-Turkish relations. I used some supportive articles, national and international statistical services, columns and researches for a better understanding of the topic. I prepared a questionnaire to reflect consumers opinion about US branded goods. This report also includes figures, statistics and graphs.

**Key Words:** US Goods, US Branded Goods, Turkey–US Relations, US Products in Turkey, Consuming US brands, Boycotting of US branded goods

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