**LITERATURE REVIEW**

In this section, the studies related to the subject in US-Turkish relations and consuming US branded goods are included. Literature is obtained from articles, national statistical services and columns.

Arslan, Dost & Wilson (2018) explained the historical relationship between the two nations and emphasized the reasons of conflicts. The results and the beginning of the deterioration also explained considering the changing on the US administration, blaming the Turkish Government for the coup attempt, U.S. supporting the YPG and PKK and Pastor Andrew Brunson’s arrest.

Census Bureau (2017) demonstrates the trade partners of U.S. statistically. The data show whole periods and years of trade in goods with Turkey from 1985 to 2017. Every chart includes U.S. exports to Turkey, U.S. imports from Turkey and the U.S. trade balance. The charts have detailed information about trade amounts given on the monthly basis. Amounts have stated in millions on a nominal basis stated (US). Monthly results might not same with totals because of rounding. Every chart includes exports and imports amounts yearly.

Ekizler (2018) states that how do Turkish citizens support the Turkish President’s boycotting campaign against US branded goods. The President of Turkish Restauranteurs and Confectioners Federation led the confectioners and pastry shops to boycott American origin products especially soft drinks and convenience goods. He claims that the importance of this movement is to support Turkish President against Donald Trump. Moreover, he also suggests traditional drinks such as ayran, turnip juice and Turkish soft drink brands rather than American drinks which also cause obesity and weight gain.

Gladstone & Specia (2018) state that the highlights of the deterioration. Emphasizing the problems behind the discussion and which precautions are applied by U.S. Government. Donald Trump’s official share about tariffs on Turkey is mentioned and its immediate effects on the Turkish economy has described. The story behind the tariffs why imposed after Turkey’s refusal to release an American pastor and also the reasons of jailing him specified.

Graham & Rees (2018) refer to the applicable tariffs on US products and how Turkey resisted against US sanctions. The Turkish government has increased duties on certain goods which has an adverse effect on the currency of Turkey. The effect raised because of US counterattacks. Currency drops in Turkey affected international markets as well after the sanctions. Effects on foreign shares reviewed by venture capitalists.

Köse (2018) explains that US-Turkish relations are crisis-driven since 2014 and any occurred problem shows the effect on the current crisis and made up the relations worse than ever. Köse mentioned that two countries are trying to solve problems with consecutive developments of the relationship. However, any disagreement has a destructive effect which makes governments start again to negotiate. The last situation has the same effect on relations to create and aggravate a deterioration of relations between the United States and Turkey.

Rao (2018) states that the President of Turkey turned against US goods through the expanding disagreement. The disagreement has appeared because of jailing the pastor. The reasons of boycotting and Turkish President’s calling people to not use American electronics revealed. Turkish President showed the alternatives for American origin products and suggested about using Turkish Lira to increase the price of Lira rather than using US dollar.

T.C. Resmi Gazete (2018) demonstrates the additional duties on certain products originated in the United States. The legislation also includes a description of goods part. The decision has applied on 14 August and includes 22 different categories on the chart.

Trading Economics (2018) indicates the list of currencies of the world. The indicator monitors U.S. Dollar/Turkish New Lira. The indicator displays immediate currency changes. The index can be arranged considering the yearly, monthly and daily alternatives and different display options also available. The Indicator also displays the records of current, preceding, maximum, minimum levels of the currencies.

United States Trade Representative (2017) demonstrates the detailed export and import amount between Turkey and the United States. Indicating cumulative trade balances and investments. The report has four different parts. These are exports, imports, trade balance and investment. Every category includes historical records of its amounts between the United States and Turkey.

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