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Identifying the Factors Affecting Second-Home Purchase Decisions of Foreigners in Turkey: An Exploratory Mixed-Method Approach

Abstract

Turkey has been among the most preferred countries by foreigners for purchasing a "second home" (SH) since the beginning of the 2000s. This explorative and descriptive study aims to determine the factors which affect the purchasing behaviors of foreigners who have bought an SH in Turkey in the framework of nationalities. The study employed a sequential mixed method, which included quantitative and qualitative aspects. As a result of the qualitative research, it was found that the factors affecting the decisions of foreign residents to purchase a home in Alanya were grouped under four main themes and twelve subthemes. A quantitative method was conducted based on the results of the qualitative research as well as the literature review. The results of the study show that the SH purchasing behavior of foreigners and their intentions of purchasing are significantly differentiated according to nationalities. This study contributes insight into the issue of the SH buying behavior of foreigners and presents marketing and managerial implications.

Keywords: second-home, migration, international second-home residents, demography, Turkey

1. Introduction

In the last few decades, international migration has become a major concern for academicians, politicians as well as construction and real estate companies. Thus, there has been a significant increase in the volume of empirical studies on international migration in the past few years. These scientific studies have contributed positively to the understanding of international migration (Maza et al., 2013). One type of international migration is amenity migration, defined as the spatial change of relatively wealthy people from different age groups for a better-quality life at full time or for a certain period (Benson & O'Reilly, 2009). In short, amenity migration is a new type of migration that individuals with high levels of wealth do voluntarily to lead better lives (Spalding, 2013; Sudas & Mutluer, 2010). The concept of amenity migration is used in the literature in different disciplines with diverse forms in various parts of the world. In these studies, migration specialists examine the reasons for migration decisions, the processes experienced, and the choice of place to migrate (Warnes & Williams, 2006). Tourism geography experts examine the relationship between tourism and migration and the sociological and cultural consequences of migration to the migrated city. Population geography experts investigate the effects of the migration movement on the population (Warnes, 1992). Economists address the economic consequences of their migration (Graves & Waldman, 1991). Finally, gerontologists investigate the migration processes of retirees and the elderly (Serow, 2001).

The concept of amenity migration is expressed in different names by different scholars. Most studies on "amenity migration" have been examined under the concept of international retirement migration (Carlson et al., 1998; Cuba, 1991; Haas & Serow, 1993; Hazelrigg & Hardy, 1995). Amenity migration is also discussed by different academics under the terms "lifestyle migration" (Benson & O'Reilly, 2009; Curry et al.,

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2001; McIntyre, 2009; Mitchell, 2004), "second home" (Hall & Müller, 2004; Pitkänen, 2008), "elderly migration" (Sastry, 1992; Warnes & Williams, 2006), and "long-stay tourism" (Ono, 2008; Stedman et al., 2006). In fact, SH has been a subject of migration and tourism studies (McIntyre, 2009; Hall & Müller, 2004). O'Reilly (2007) regards people who purchased SHs from another country as among migrants who can be examined under amenity migration or lifestyle migration.

Tourism experiences play an important role in purchasing an SH. In this context, international SHs, addressed in the context of amenity migration, are considered as a subcategory of post-tourism movement (Abbasian & Müller, 2019; Bourdeau, 2008; Janoschka & Haas, 2014; Lipkina, 2013; Müller, 2011). It is stated that the general profile of people with SHs in Turkey, especially from European Union countries, is composed of pensioners seeking alternative lifestyles. These people are mostly settled in Turkey's major coastal tourism centers through property acquisition (Sudas & Mutluer, 2010).

The study was carried out based on the concept of SHs since some of the foreigners involved in the research were retired and some were employees, age groups were heterogeneous, and all participants had SHs in Alanya. An SH is defined as a real property located in a place other than the place of residence, built in destinations having natural or cultural attractions, integrated with tourism, good for real estate investment, and used for recreational purposes during certain periods of the year (Emekli, 2014). In the 2000s, with respect to SH purchases by foreigners, Turkey is included in the list of favorite destinations, including Spain, Italy, Portugal, and others (Ozerim, 2012). King et al. (2019) state that migrations, considered as part of amenity migration, have shifted from traditional destinations such as the southwest of Spain and France to new destinations and indicate that traditional destinations have become inactive. Majority of the destinations have become "saturated" with lifestyle and retirement immigrants, resulting in a boost in housing prices. Thus, countries such as Turkey, Morocco, Thailand, and Malaysia have become favorite countries for SHs (Abbasian & Müller, 2019; King et al., 2019; Wong & Musa, 2014; Wong & Musa, 2015). Turkey has been hosting residential tourists since the early 1990s. Compared with traditional residential tourist areas in Spain, Italy, or Portugal, Turkey offers a Mediterranean climate, with cheaper cost of living and a different culture that attract these people to the country (Ozyurt et al. 2018).

Studies determining the sources of motivation for foreigners' SH ownership and the factors affecting their SH purchase will help understand purchase decision processes (Abbasian & Müller, 2019; Chaplin, 1999; Nazli, 2019; Hoggart & Buller, 1995; Lipkina, 2013; Maza et al., 2013; Okuyucu & Somuncu, 2016). It is important for destination management and marketing to investigate the criteria foreigners emphasize on regarding their SH purchase. Although there are studies on this subject, it is observed that these are often in macro areas aiming to determine the basic motivations of choosing a destination, examining the effects of secondary housing on regional development, and determining the effects of second residences on the environment and culture. This study aimed to reveal why foreigners bought SHs in Alanya, what factors affect second-housing purchase decisions, through which channels they bought an SH, and how long they stayed in the SH, within the framework of different nationalities. The research was carried out in the Alanya region, where foreigners have significantly purchased SHs in Turkey. In 2018, a total of 6,186 people from 74 countries purchased housing in Alanya. To date, 42,882 people from 90 countries have acquired real estate there (Alanya Ticaret ve Sanayi Odası [ALTSO], 2019). Alanya was chosen as the research area for its increasing popularity in terms of international SHs in Turkey. This study contributes to destination management and respective disciplines by shedding light on the second-residence purchasing behavior of foreigners. In the following section, the concept of SHs and Turkey's perspective with motivation factors of international SH residents are provided. Following this, the methodology and results of the analyses are presented. The paper concludes with a discussion of the results, study limitations, and future research suggestions.

2. Conceptual framework of second homes

The migration movement from rural areas to cities began in an effort to find jobs along with the process of industrialization. According to data from the 2018 Revision of World Urbanization Prospects produced by the Population Division of the UN Department of Economic and Social Affairs, in 1950, 30% of the world's population lived in cities whereas in 2018, this increased to 55%. This percentage is seen to be higher in developed countries (North America: 82%, Europe: 74%). It is estimated that in 2050, 68% of the world's population will live in cities (United Nations Department of Economic and Social Affairs [UNDESA], 2019). On the other hand, a reverse migration is observed, with a view to stay away from modern living in the face of the wave of migration caused by the process of industrialization and satisfying desires formed against natural life (Cohen & Taylor, 1992). It has been shown in recent research that the wave of migration has emerged with a motivation to improve people's quality of life and develop their socioeconomic statuses (Benson & O'Reilly, 2009; Spalding, 2013). In this context, we come across the concept of second homes (SHs), defined as a fixed property located in a place other than the place of residence, used for recreational purposes in certain periods of the year, built in places with high natural or cultural attraction (rivers, lakes, hot springs, seashores, etc.), and integrated with tourism and investment property (Emekli, 2014). The main point for SHs is that they are built for short- and long-term leisure and recreation (Okuyucu & Somuncu, 2016; Nazlı, 2019).

Many different terms are used in the literature to describe SHs. In this regard, Perles-Ribes et al. (2018) criticized the same concept to be expressed in different terms in the literature. Researchers have suggested that expressing the same phenomenon in different terms such as "second homes" and "residential tourism" constitutes a fragmented and disjointed literature. Perles-Ribes et al. (2018) stated that researchers focusing mainly on North American–Canadian and Scandinavian destinations use the term "second homes" while those in Mediterranean countries such as Spain and France prefer "residential tourism." In particular, research on "residential tourism" has expanded to integrate not only SH ownership issues but also those who want to rent their homes to tourists (Perles-Ribes et al., 2018). In this framework, Perles-Ribes et al. (2018) recommended the use of the same term for a phenomenon that is essentially the same, or at least two expressions should be treated synonymously.

The significant increase in SHs occurred especially after the Second World War. At the end of the first half of the 20th century, economic opportunities increased as a result of rapid industrialization and urbanization, significant technological advances in communication and transportation, reduction in weekly working time, increased leisure time, increased education level, increased levels of automobile ownership, developments in retirement opportunities, stressful life of cities, excessive population density in cities, and environmental pollution, including factors that affect the development of the second-housing phenomenon (Casado-Diaz, 2004; Coppersmith, 2007; Daytime, 2003; Hall & Müller, 2004; Hiltunen & Rehunen, 2014). Legislative changes made by the states to facilitate foreigners' acquisition of housing have also significantly increased the sales of SHs (Abbasian & Müller, 2019; Okuyucu & Somuncu, 2016).

SHs are classified according to various features in the literature. For example, in his study, Marsden (1977) examined SHs on the Queensland coast in terms of their use. He classified SHs into four categories: (1) SHs often used on weekends and holidays by owners and nonpaying guests; (2) SHs rented by their owners for income, often in the summer; (3) SHs often purchased for retirement but meanwhile let out as commercial holiday homes, apart from occasional family use; (4) SHs purchased for investment purposes and usually managed and operated by a company. Another study classified three types of SHs: non-mobile, mobile, and semi-mobile (Hall & Müller, 2004). However, most research focused on non-mobile SHs (Hall, 2014).

Especially in the last 30–40 years, SHs have been an important research subject in terms of economic, social and cultural effects and also attracted the attention of tourism researchers (Hall et al., 2009). In some countries,

SHs' bed capacity is much more than that of accommodation enterprises (Nazlı, 2019). For example, SHs' bed capacity in Switzerland is four times that of accommodation enterprises (Kozak & Duman, 2011). Similarly, SHs account for the majority of Spain's total bed capacity (Moreno-Izquierdo et al., 2019).

The first SH settlement in Turkey started in the 1950s on the shores of Izmir-Cesme in the Aegean region. The most important reason for the spread of SHs in Turkey is the legal changes and regulations after 1960. It was after 1980 that a rapid increase was observed in SH purchases in the Aegean and Mediterranean coasts with the promotion of coastal tourism in Turkey. In particular, 1982 was an important year for Turkey tourism, as Tourism and Incentive Law was enacted. The implementation of this law facilitated the allocation of lands to domestic and foreign companies who would like to invest in tourism. In 1985–1989, the allocation of treasury lands and the granting of housing loans to SHs were among the developments that sped up their construction (Emekli, 2014). From the 1980s, SHs began to be integrated into the economy by using them in the tourism sector in Turkey, and thus, they have become more effective. To that end, various public and nongovernmental organizations have conducted various research and projects aimed at introducing SHs to tourism (Kozak & Duman, 2011).

Other reasons for the popularity of SHs in Turkey include the development of tourism and the country's progress in the course of its full membership in the European Union (EU). The steps taken by Turkey regarding its EU membership in the 2000s have enabled the country to become an attractive destination. These achievements can be regarded as among the effective factors that caused European citizens to migrate to Turkey (Tuna & Ozbek, 2012). Moreover, a 2003 regulation that facilitated property purchases in Turkey has led to an increase in the demand by European citizens for SHs located in coastal towns, which are the heart of tourism, and, consequently, a boost in the real estate and construction sectors across these localities (Abbasian & Müller, 2019; Tamer-Gorer, 2014).

3. Motivation factors of international second-home residents

The concept of motivation in tourism and travel studies has been one of the most frequently discussed concepts to understand tourist behavior. In tourism and migration research, the pull-and-push motivation model is considered the dominant paradigm. Dann (1977) explained the answer to the question "Why do tourists travel?" with the pull-and-push motivation factor. Pull motivation factors are defined as the ability and features of a destination to meet people's needs and wishes. These factors are considered external motivations such as destination attributes (Dann, 1981; Devesa et al., 2010). Meanwhile, push motivation factors are considered to drive and encourage a person to travel (Dann, 1977). Push factors make people want to travel while pull factors enable people to choose a specific destination (Oh et al., 1995; Pizam & Mansfeld, 1999). In short, push factors focus on whether to go, and pull factors focus on where to go (Kim et al., 2003).

Push and pull factors influence the process of an actual decision to migrate to a new community (Carlson et al., 1998). Research indicates that the pull motivation factors of international SH residents include climate (Åkerlund, 2017; Casado-Diaz, 1999; Casado-Diaz et al., 2004; Pampel et al., 1984; Rodriguez et al., 1998; Sunil et al., 2007; Warnes & Patterson, 1998; Wong & Musa, 2014; Wong & Musa, 2015), legal conveniences in property purchasing (Müller, 2011), natural beauty (Lipkina, 2013), house prices (Hall & Müller, 2004; Gibler et al., 2009; Kauppila, 2010; Lipkina, 2013; Rodriguez et al., 1998; Rodriguez et al., 2004; Warnes & Patterson, 1998), and advanced health services (Åkerlund, 2017; Casado-Diaz, 2006; Gibler et al., 2009; Ono, 2008; Pampel et al., 1984; Sunil et al., 2007). Literature suggests that push factors reflect the psychological drivers of behavior such as escape, rest and relaxation, social interaction, health and fitness, improved knowledge, adventure, and prestige (Wong et al., 2017; Wu & Pearce, 2014). According to Haas and Serow (1993), pull factors play a critical role in settlement decisions compared with push factors. It is stated that SH owners usually acquire property for their postretirement period. In the literature review, it is seen that people

who purchase SH outside their home country are mostly retirees. Therefore, there is a significant impact of international retirement migration on SH acquisition (Bakirci, 2007; Nazlı, 2019).

The desire to move away from cold climates and improve quality of life is among the important motivator factors in migration and the acquisition of an SH (Casado-Diaz et al., 2004). In a study conducted by King et al. (1998) on Spain, Algarve, Tuscany, and Malta regarding international retirement migrations in Europe, the primary cause was seen to be climatic conditions. According to the results of a study by Rodriguez et al. (1998) on foreigners who have settled in the Costa del Sol region of Spain, the climate, lifestyle of local residents, and economic conditions were determined to be the major factors in preferring this region. A study performed by King et al. (2000) and Rodriguez (2001) that investigated the migration of pensioners to Spain revealed that climatic conditions were also the primary cause of migration. Casado-Diaz (2006), who studied the migration of Northern European citizens to Spain, found that climate was also the first cause among others, including health care, a calmer life, and a lower cost of living. A study conducted on British people who settled in Malta following retirement determined that climate and economic factors were the main reasons for such preference (Warnes & Patterson, 1998).

Bai and Chow (2014) probed into the factors that led to the migration of Hong Kong residents to southern China. They found that lower costs, better environment and opportunities, desired lifestyle, cultural views and perspectives, background living and work experience, financial resources, marriage, and relations between generations were effective in making decisions for migration. They put forth that dissatisfaction with the settlement, lower communication with friends and relatives, and lack of medical services were the factors that could cause the migration of pensioners from this region to another place. A study conducted by Lipkina (2013) determined the factors that affect the purchase of an SH in Finland by Russians. Among the main motives for SH ownership and its location in Finland are the strongly positive image of Finland, its untouched and clean nature, similar climatic conditions, lake landscape with personal access to the lakeshore, and price rates for SHs. Other motives, such as relaxation and activities, play a secondary role.

In addition, the facilities in the destination as well as the positive holiday experience gained in that destination are among the major pull factors for amenity migration. Carlson et al. (1998) conducted a survey on 462 people aged 50 years and above to investigate the causes of retirement migration to Idaho. Carlson et al. (1998) concluded in their study that the main pull factors for Idaho were mainly the range of outdoor activities and quality and pace of life. They stated that the participants had visited the place at least five times before they settled in and therefore had no difficulty in establishing social relations once they settled. In a study conducted by Nagatomo (2008), a significant correlation was found between tourism and making a decision for migration with respect to migration from Japan to Australia. A study conducted by Avci et al. (2008) regarding foreign residents in Fethiye identified that approximately 92% of them spend vacations there at least once before they settled in.

Health-related factors are often among the reasons that urge to live abroad for a better life. It has been shown that elderly German citizens prefer the Canary Islands to heal (Breuer, 2005). South Asian countries, such as Singapore, Thailand, and Malaysia, have become a center of attraction for retirement migration, especially thanks to investments in health tourism since the late 1990s (Gibler et al., 2009; Ono, 2008; Wong & Musa, 2014).

Examining the reasons why foreigners prefer Turkey, key reasons primarily seen are the climate (sea-sand-sun), as well as the low cost of living, affordable housing prices and amendments made in property acquisition within the framework of the EU harmonization process. A study conducted by Balkir et al. (2008) indicated that the main reason foreigners choose Turkey was its climatic conditions. Tuna and Ozbek (2012) stated that climatic factors played an important role in the constellation of retirement migrations from Europe to Turkey along the coastal regions. Besides this, the comparatively low housing prices in Turkey as opposed to

the country of origin, favorable geographical conditions for healthy living, relationships established with local residents, and the frequent visits by the tourists also played a part in making a decision to settle in.

4. Methodology

The study employed a sequential mixed method, in which qualitative and quantitative methods are used together in the research process (Creswell, 2008). It is covered by exploratory research, which is preferred in cases where no empirical research has been conducted or where there are few studies related to cases (Cooper et al., 2001; Bengtsson, 2016). Exploratory research was conducted using the case study approach from qualitative research patterns. A case study involves an in-depth examination of an event (Hancock & Algozzine, 2006). The research also fits a case study as researchers have no control over the situation (Yin, 1984). The findings obtained in the qualitative research, the first stage, were used to develop the quantitative study, which was the second stage, and to contact the broader audience within the scope of the survey.

The qualitative data of the study was obtained via in-depth interviews conducted with twenty participants with five different nationalities (German, Russian, Norwegian, Danish, and Finnish) who purchased an SH in Alanya; they were recruited using convenience sampling. The interviews were conducted in English because the participants did not speak Turkish. The qualitative research stage aimed to determine which criteria were effective in home purchasing in Alanya by foreign citizens. The qualitative research data was collected through a semi structured interview form consisting of three open-ended questions. Convenience sampling was used in the study from purposeful sampling strategies (Patton, 2015). Convenience sampling refers to recruiting subjects of the population who are easily accessible to the researcher (Etikan et al., 2016). The interviews were held between April 2018 and September 2019 at the offices of real estate agencies that helped with the availability of the participants. The answers to the questions were recorded in writing, and the interviews took 30 to 45 minutes. Transcriptions of the interview records were issued after the interviews with the participants were completed. The transcriptions obtained were read three times by the researchers and made ready for content analysis.

Content analysis was used to examine the recorded interviews. The data obtained in the qualitative research were scrutinized to create the main theme and subthemes. In qualitative research, the concept of credibility is used as the equivalent of validity and reliability (Merriam & Tisdell, 2015; Whittmore et al., 2001). In this context, credibility was provided by data and researcher diversification, applying the opinions of independent experts with knowledge and experience in qualitative data analysis, and a detailed description of the research process. During content analysis, two researchers discussed the main themes and subthemes, after which they reached a consensus. As a result, the main themes and subthemes were determined. Afterward, three independent specialist academicians were consulted to ensure the cogency and validity of the research. The main theme and subthemes obtained as a result of the content analysis were submitted to three independent specialists for review, and thus, their support was obtained (Creswell, 2008). In this process, independent specialists reached a consensus and supported the cogency and reliability of the findings.

Quantitative data was obtained through the survey (questionnaire) forms using convenience sampling, which is a nonprobability sampling technique. The questionnaire forms consisted of two parts. The first part included questions to identify the demographic characteristics of the participants, the characteristics of the home they have purchased, and the periods/seasons of the year they spend in Alanya as well as their purposes of purchasing homes. The second part consisted of statements (questions) intended to determine which criteria were effective in home purchases of the foreign residents. The second part of the questionnaire was formed based on the findings obtained from the qualitative research, which formed the first step of the study as well as the literature reviews (Casado-Diaz, 2006; Haas & Serrow, 1993; King et al., 2019; Lipkina, 2013; Wong & Musa, 2014; Wong & Musa, 2015). Data was collected from members of the Alanya Foreigners Committee

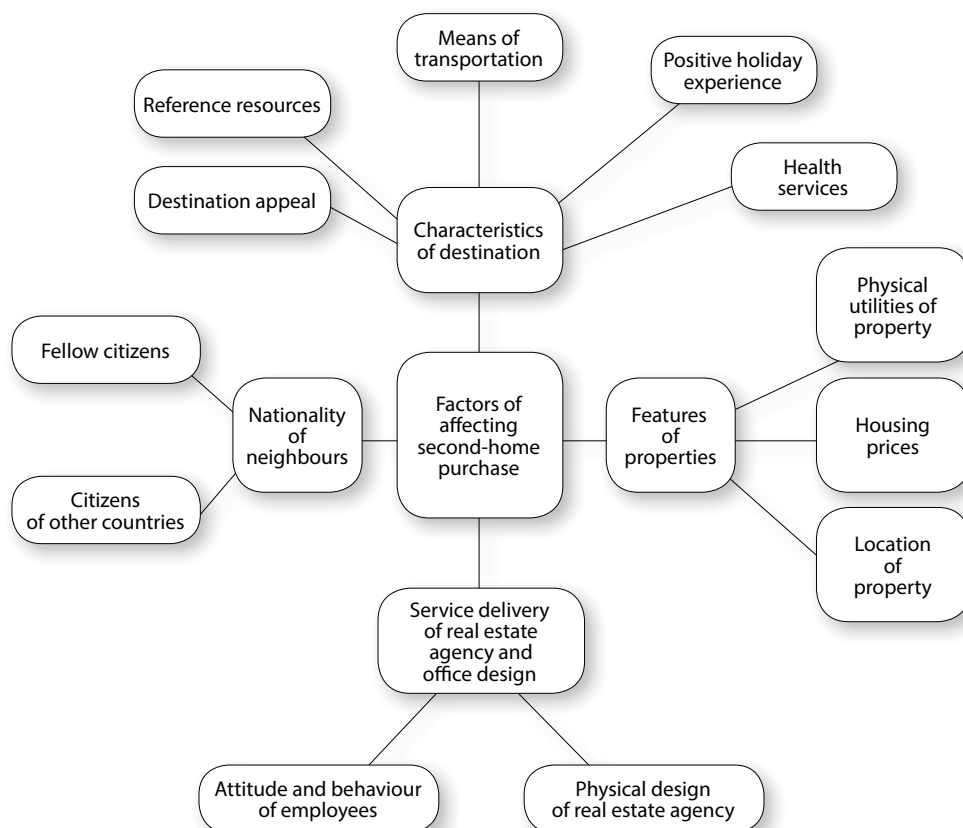
and members of Foreigners' Associations in Alanya. During the research, the Alanya Foreigners Council and the Foreign National Associations in Alanya were visited, and the questionnaire forms were distributed by hand. They were revisited after two weeks to collect the questionnaire forms. Quantitative research data was obtained between September and December 2019. The statements in the second part of the questionnaire were measured using a five-point Likert scale: from 1 (not effective at all) to 5 (extremely effective). The following subsections present and discuss the results of the qualitative and quantitative study.

5. Results

5.1. Qualitative study

The content analysis found that the factors affecting residents' decision to purchase an SH in Alanya had four main themes (Figure 1). First is "*Characteristics of Destination*" and consists of five subthemes: (1) "*Destination Appeal*," which covers the features related to the climate, low cost of living, hospitality of locals, and natural beauty. (2) "*Reference Resources*," which has two aspects that affect decisions to settle in Alanya. The first aspect is the fact that their close friends from their countries have already purchased a property in Alanya, and the second one is the fact that citizens of other countries have also done so. (3) "*Means of Transportation*," which includes the geographical proximity of foreign citizens in Alanya to their home countries and accessibility to Alanya. (4) "*Positive Holiday Experience*," which includes satisfaction with visits to Alanya for holiday purposes in previous years. (5) "*Health Services*," which includes the availability of health services and the ease of access to them.

Figure 1
Factors affecting second-home purchase



The second main theme is *"Features of Property,"* which consists of three subthemes: (1) *"Physical Utilities of Property,"* which is related to the architectural concept, social and sports facilities (fitness, Turkish bath, sauna, sports area, etc.) of the property, the age and size of the property and whether it is furnished or unfurnished, the availability of a pool, wide balcony, car park, and private security service. (2) *"Housing Prices,"* which includes the fact that housing prices are more affordable as compared with those in their own countries and other Mediterranean countries. (3) *"Location of Property,"* which covers the proximity of the property to the beach and the city center.

The third main theme is *"Service Delivery of Real Estate Agency and Office Design,"* which consists of two subthemes: (1) *"Attitude and Behavior of Employees,"* which covers the attitudes and behaviors of employees of real estate agencies (consistency, reliability of statements and behaviors, informing customers accurately, and aspects of meeting and welcoming customers). (2) *"Physical Design of Real Estate Agency,"* which refers to the vehicle (make and model) used by the real estate agency to show the property.

The last main theme is *"Nationality of Neighbors,"* which points out the effect of neighbors' nationalities on preferences in property selection. This theme consists of the subthemes *"Fellow Citizens"* and *"Citizens of Other Countries."*

5.2. Quantitative study

In the research findings, the descriptive statistics of the participants were indicated via cross-tabulation analysis by nationality to submit a sufficient amount of data. Table 1 shows the demographic characteristics of the participants. They were assessed under four groups according to country. The first group consists of German citizens only (25.5%). The second group consists of participants from Northern European countries such as Denmark, Finland, Latvia, Lithuania, Norway and Sweden (27.8%). The third group consists of Russian citizens (28.4%). The fourth group consists of participants from Middle East countries such as Iran, Iraq, Jordan, Kuwait, Lebanon, and Syria (18.3%).

Table 1
Sample characteristics (n = 518)

	Germany %25.5	Northern Europe % 27.8	Russia % 28.4	Middle East countries %18.3
Gender				
Female	25.8%	43.8%	65.3%	0.0%
Male	74.2%	56.3%	34.7%	100.0%
Marital status				
Married	86.4%	88.9%	87.8%	100.0%
Single	13.6%	11.1%	12.2%	0.0%
Age				
30-39 years	0.0%	6.9%	49.7%	9.5%
40-49 years	9.1%	34.7%	50.3%	82.1%
50 years and over	90.9%	58.3%	0.0%	8.4%
Occupation				
Retired	82.6%	43.1%	0.0%	0.0%
Private sector employees	11.4%	27.1%	38.1%	13.7%
Self employed	6.1%	29.9%	61.9%	86.3%

According to the findings in Table 1, the gender distributions of the participants differ by country. The majority of the participants were married. Those with the oldest average age (50 and above) are German citizens, and the youngest (30–39) participants are Russians. The age distribution of the Northern European participants is similar to that of the German participants. Also, the distribution of the participants by occupation differs according to country. The majority of German participants were retired. Half of the participants from

Northern Europe were also retired while the other half were still working. A high proportion of Russian participants were self-employed in their own countries; the rest of the group were private sector employees in their own countries. Likewise, it is inferred that the majority of the participants from the Middle East were self-employed in their own countries. There were no pensioners among the participants from Russia and the Middle East who are settled in Alanya. Since nearly all the participants avoided giving any answers about their education levels, incomes, economic value of their homes and expenditures, no statement could be made on these features.

According to the results in Table 2, participants' duration of homeownership in Alanya differs statistically according to country ($\chi^2 = 567,860$; $p < 0.005$). The majority of German and Northern European participants stated that they have had a residence in Alanya for 10 years or more. The Russian and Middle East participants have bought a second house in Alanya within the last five years. The Russian citizens have been residing in Alanya mostly for 1–6 years while those from the Middle East have been residing for 1–3 years. It was also found that the type of residence preferred by the participants differed statistically by country ($\chi^2 = 237,304$; $p < 0.005$). Germans and Northern Europeans mostly preferred housing units within a building complex. Additionally, 35% of the Northern Europeans choose villa-type homes as a second preference while this rate among German participants was 11%. The Russian participants mostly preferred flats. Participants from the Middle East stated that they purchased homes primarily in a building complex, and then villa-type houses, but preferred flats less.

Table 2
Participants' knowledge of second-home ownership in Alanya

	Germany	Northern Europe	Russia	Middle East countries
Years of residence in Alanya ($\chi^2 = 567,860$; $p < 0.005$)				
1-3 years	0.0%	0.0%	38.1%	71.6%
4-6 years	0.0%	10.4%	57.1%	27.4%
7-9 years	10.6%	43.1%	4.8%	1.1%
10 years and over	89.4%	46.5%	0.0%	0.0%
Residence type ($\chi^2 = 237,304$; $p < 0.005$)				
Housing complex	81.1%	60.4%	32.7%	54.7%
Villa-type homes	11.4%	34.7%	0.0%	30.5%
Flats	7.6%	4.9%	67.3%	14.7%
Obtaining housing ($\chi^2 = 92,424$; $p < 0.005$)				
Local real estate agents	75.0%	45.1%	76.2%	23.2%
Agents with a foreign partner	25.0%	54.9%	23.8%	76.8%
Time in residence ($\chi^2 = 266,815$; $p < 0.005$)				
Spring	42.4%	22.9%	9.5%	24.2%
Summer	17.4%	7.6%	78.9%	64.2%
Autumn	40.2%	62.5%	4.1%	7.4%
Winter	0.0%	6.9%	7.5%	4.2%
Purpose of housing purchase ($\chi^2 = 171,390$; $p < 0.005$)				
Purpose of making an investment	9.8%	8.3%	32.0%	66.3%
To live in the region	90.2%	79.2%	54.4%	14.7%
Establishing a business connection	0.0%	12.5%	13.6%	18.9%

According to Table 2, the way of obtaining housing by country differed statistically ($\chi^2 = 92,424$; $p < 0.005$). The German and Russian participants stated that they mostly preferred local real estate agents while the Northern European citizens preferred both local real estate agents and those with a foreign partner relatively equally. On the other hand, the participants from the Middle East preferred mainly foreign real estate agents in home purchases. The results indicate that real estate agents with foreign partners are a factor affecting the home purchases of citizens from the Middle East and Northern Europe.

The participants' duration stay in Alanya differs statistically according to season ($x^2 = 266,815$; $p < 0.005$). According to the results in Table 2, German participants generally preferred spring and autumn while Northern Europeans preferred autumn. The majority of the participants from Middle East countries and Russia stated that they mostly preferred to stay in Alanya during the summer months. Also, the purpose of home purchases in Alanya differed statistically according to country ($x_2 = 171,390$; $p < 0.005$). A great majority of the citizens from Germany and Northern Europe stated that they purchased a home to live in the region. But the Russian participants stated that they primarily purchased a home to live in the region and secondly for investment purposes. The majority of the Middle East citizens (85%) purchased a home in Alanya to make an investment and establish business connections. Only 15% of the participants from the Middle East stated that they purchased a home to live in the region. The German participants did not mention "business purposes" as a motive for purchasing a home.

The results of the ANOVA analysis in Table 3 identified that the factors that affect home purchases of participants in Alanya differ statistically by country. Affordable living conditions and the hospitality of the local people, which are included within the scope of destination appeal, stand out as key factors for all participants in the four groups. Climatic conditions also had a significant effect on the decision of home purchases for the German, Northern European, and Russian participants. As for those from the Middle East, the climatic factor did not have a definitive impact on their home purchase decisions. Natural beauty was also found to have a significant effect on the decision to purchase a home, especially for the participants from the Middle East.

Table 3
ANOVA results regarding the factors affecting second-home purchase decisions

	Germany	Northern Europe	Russia	Middle East countries	Total	F	Sig.
	\bar{x}	\bar{x}	\bar{x}	\bar{x}			
Destination appeal							
Warm climate	4.94	4.69	4.94	3.09	4.53	410,990	0.000
Affordable living conditions	4.24	3.56	4.51	4.40	4.16	90,688	0.000
Hospitality of the local people	4.39	4.35	3.85	4.13	4.18	33,811	0.000
Natural beauties	3.43	2.77	3.65	4.31	3.39	197,715	0.000
Reference resources							
Fellow citizens' purchase of housing in Alanya	4.02	4.20	3.61	2.77	3.73	116,481	0.000
Citizens of other countries purchase of housing in Alanya	2.98	2.94	2.76	4.17	3.12	104,601	0.000
Means of transportation							
Geographical proximity	3.02	2.73	4.11	4.07	3.44	201,084	0.000
Easy access	4.07	4.19	4.50	4.21	4.25	22,467	0.000
Positive holiday experience							
Positive holiday experience about Alanya		3.97	4.63	3.80	4.23	86,352	0.000
Health services							
Availability of health services	4.31	4.00	2.67	2.56	3.44	349,854	0.000
Ease of access to health services	4.32	4.05	2.61	2.93	3.50	367,288	0.000
Physical utilities of property							
Architectural concept	3.31	4.44	2.17	3.96	3.42	321,527	0.000
Availability of social & sports facilities	3.99	4.23	2.44	2.07	3.27	531,652	0.000
Age of the home	3.98	4.35	2.22	2.96	3.40	535,470	0.000
Furnished home	3.99	4.60	2.42	2.00	3.35	609,418	0.000
Pool	4.65	4.07	3.88	3.13	3.99	192,432	0.000
Spacious balcony	4.30	4.01	2.51	4.21	3.70	387,728	0.000
Size of the home and the number of rooms	2.15	2.05	1.84	4.25	2.42	592,067	0.000
Carpark	3.70	3.82	2.41	3.12	3.26	182,009	0.000
Private security	4.06	4.52	2.70	3.09	3.63	396,946	0.000

Table 3 (continued)

Housing prices							
Housing Prices	3.34	3.26	4.31	4.40	3.79	194,412	0.000
Location of property							
Proximity to the beach	2.95	2.66	4.32	2.21	3.12	291,627	0.000
Proximity to the city center	3.15	2.76	4.21	3.87	3.48	207,277	0.000
Attitude and behavior of employees							
Attitudes and behaviors of agents	4.88	4.73	4.61	4.81	4.75	10,038	0.000
Informing the customer accurately	4.86	4.65	4.88	4.60	4.76	15,487	0.000
Meeting and welcoming the customers	4.11	4.18	3.89	4.74	4.18	77,688	0.000
Physical design of real estate agency							
Physical design of the real estate agency	3.32	3.32	3.44	4.36	3.54	81,939	0.000
Type and brand of the vehicle used for the transfer of clients	2.83	2.49	3.35	4.03	3.10	145,977	0.000
Nationality of neighbours							
Citizens of other countries	3.24	2.81	2.49	4.17	3.08	182,996	0.000
Fellow citizens	3.77	3.98	3.55	2.77	3.58	74,082	0.000

Reference sources involve people (relatives, next of kin, etc.) known by foreign nationals from their own countries as well as citizens from other countries who have previously purchased a home in Alanya. It is determined that people known by the foreigners from their own countries have already purchased a home in Alanya was an important factor affecting the decisions of the German, Russian, and Northern European participants to do the same. As for the participants from the Middle East, the home purchases in Alanya by citizens of their own countries do not affect their decision to purchase a home. For them, the most important factor is the home purchases made in Alanya by citizens of other countries. Table 2 shows that the majority of the participants from the Middle East stated that they purchased a home in Alanya to invest and secure business connections. When considered together with this conclusion, it can be stated that the fact that citizens of other countries have purchased a home in Alanya is therefore considered a pull factor for the Middle East participants. For the German, Northern European, and Russian residents, the home purchases in Alanya by citizens of other countries do not have a decisive impact on their decisions to purchase a home.

According to the ANOVA results in Table 3, the effects of the means of transportation on the decisions to purchase a home differ by country. Geographical proximity had a significant effect on the home purchase decisions of the participants from Russia and the Middle East but not on the decisions of the respondents from Germany and Northern Europe. Also, accessibility is still an important factor for participants in all four groups. The level of development of the means of transport plays a critical role in ensuring the connection of a destination with the outer world. Nowadays, when especially the concept of time and space has changed significantly, people wish to have easy access to the places where they can do pleasant activities in short periods. In particular, the foreigners who have settled in holiday resorts want to spend some parts of the year in these destinations and some parts in their own countries, and they often travel to visit their families and relatives. Therefore, the development of the transportation infrastructure in the town where they settled is considered a component that makes that place an attractive destination. The fact that Alanya is accessible and easy to visit any time of the year has a key effect on the decisions of the foreigners to purchase a home. Similarly, positive holiday experiences in Alanya have a significant effect on the purchase decisions of all participants.

According to the results in Table 3, for the participants from Germany and Northern Europe, the availability of health services and the ease of access to them have a great effect on their home purchasing decisions while for participants from Russia and the Middle East, they do not have a determinant impact. It can be inferred that the participants from Germany and Northern Europe considered them important in their home purchase and settlement decisions because of their advanced age and the frequent need for healthcare services especially in the advanced years.

The architectural concept is more important especially for the participants from Northern Europe and the Middle East, less important for the German participants, and not important for the Russian participants (Table 3). The age of the home, whether it is furnished or unfurnished, the availability of social and sports facilities for the home, as well as the availability of private security and a car park are the key factors for the participants from Germany and Northern European countries. For the Russian participants, these factors were not found to have a major impact on their home purchase decisions. The availability of a pool is a major factor in home purchase decisions for the participants from Northern Europe, Germany, and Russia. The availability of a spacious balcony in the home has a determining effect on the participants from Germany, Northern Europe, and the Middle East while it does not have such an effect on the Russian participants. The size of the home and the number of rooms are variables that have a significant impact only for the Middle East participants. Housing prices in Alanya are found to be important for all participants. In particular, housing prices have a much more determining effect on home purchases for the participants from Russia and the Middle East.

According to the ANOVA results in Table 3, the effect of service delivery and office design on the participants' home purchase decisions differ statistically by country. The service delivery of the real estate agency refers to the attitudes and behaviors of agents, informing the customer accurately and the aspects of meeting and welcoming the customers. Examining the results given in Table 3, it is found out that service delivery of the real estate agency has a significant effect on all participants. While the physical design of the real estate agency and the vehicle used for the transfer of clients to show the property for sale has no decisive effect on home purchase decisions of the citizens from Germany and Northern Europe, it has a partial effect on the Russian citizens. However, it appeared to be rather interesting for the citizens of the Middle East; the physical design of the real estate agency and the vehicle used for the transfer of clients to show the property had a determinant effect on their home purchase decisions.

The nationality of the neighbors affects the participants' decisions to purchase a home. According to the ANOVA results, the degree of the effect of the neighbors' nationalities differs statistically by country. While neighbors who are the citizens of other countries have a determinant effect on the purchase decisions for the participants from the Middle East, neighbors from their own countries (fellow countrymen) do not have a decisive effect. However, the opposite is seen for the citizens of Germany, Northern Europe, and Russia. The participants from these countries want their neighbors to be primarily from their own countries.

6. Conclusion and implications

With respect to the SH purchases by foreigners, Turkey is included in the list of favorite destinations, including countries such as Spain, Italy, Portugal, and others in the 2000s (Abbasian & Müller, 2019; Ozerim, 2012; King et al., 2019; Balkir & Kirkulak, 2009). Turkey is one of the world's foremost countries in terms of mass tourism and attracts an increasingly high number of tourists who prefer it (World Tourism Organization [UNWTO], 2019). The fact that large groups of people who visit Turkey have continually preferred it as a holiday destination enabled them to get to know the country closely, which in turn rendered the country a target for foreign citizens, encouraging them to purchase a home in Turkey. In addition to the international tourism movement, the legislative amendments in Turkey in accordance with the EU harmonization process as a political factor and the legal regulations accordingly adopted in 2003, which have facilitated the property acquisition of foreigners in Turkey, caused an increase in foreigners' motives to come to Turkey (Sudas & Mutluer, 2008). This process, which usually begins with a touristic trip, continues with a home purchase in that destination and finally culminates in seasonal or permanent settlement.

The research was conducted on foreign citizens who have purchased an SH in Alanya. In this context, the study focused on identifying the factors influencing the decisions of foreigners to purchase an SH in Alanya. From this aspect, the study is significant in that it is a pioneering study focusing on the factors affecting the decisions of foreigners who have already purchased a home in Turkey. Within the scope of the study, the participants were examined in four country groups: Germany, Northern Europe, Russia, and the Middle

East. The type of home preferred by the participants differed statistically by country. The majority of the citizens of Germany and Northern Europe purchased SHs to live in the region while the Russian participants purchased a home primarily to also live in the region first and to invest second. The majority of the Middle East citizens purchased an SH in Alanya for investments and building business connections rather than to live there, the Russian participants purchased homes both to live in the region and make investments as well as build business contacts, and the European participants purchased homes to live in the region.

Considering the findings obtained in general, although there were some common aspects that affected the SH purchase decisions of the foreigners who already purchased a home in Alanya, there were also some other considerations that differed by country. The common points that affected the decisions of the participants from all countries to purchase an SH in Alanya were the warm climate, the hospitality of the local people, the low cost of living, the ease of transportation, the positive holiday experience, and the attitudes and behaviors of real estate employees. The results of this study are similar to those of other research (Åkerlund, 2017; Balkir et al., 2008; Casado-Diaz et al., 2004; Kauppila, 2010; Lipkina, 2013; Nagatomo, 2008; Puzzo, 2006; Rodriguez, 2001; Wong & Musa, 2015; Wong et al., 2017).

The research contributes to the understanding of the SH purchasing behavior of foreigners. At the same time, it reveals the impact of cultural and national differences on purchasing decisions. From this point of view, this research provides a theoretical contribution to consumer behavior, tourism sociology, and destination marketing. The determination of consumer expectations and wishes in the tourism sector, where competition is intensified, provides an important competitive advantage to the enterprises. In this context, the results of the research provide valuable information to practitioners. The results also reveal that businesses operating in the real estate and construction sectors should set different country-specific strategies in their marketing efforts toward SH sales for foreigners. Furthermore, the results of the survey as well as the country-specific characteristics offer comprehensive data on how to approach the clients and establish communication with them. The tourism, construction, and real estate sectors constitute the cornerstones of Alanya's economy. The results of the research will be useful for real estate and construction businesses to develop effective strategies in marketing and customer relations management.

7. Limitations and future research directions

There are several limitations to this research. One is the convenience sampling method, and another is that the participants' occupations are not ranked in the questionnaire form in detailed and comprehensive. The negative effects of tourism are mostly caused by mass consumption. Mass tourism, combined with unplanned structuring and excessive capacity utilization, causes non-recoverable difficulties (Eser et al., 2010). The study also did not address overtourism; researching the impact of overtourism on SH tourism markets will shed light on strategies that should be developed from the perspective of destination marketing. Another limitation is that the economic and sociocultural effects of SHs were not examined. Research shows that migration movements increase housing prices (Gonzalez & Ortega, 2013; Saiz, 2007; Sanchis-Guarner, 2017). In this context, studies aiming to determine the attitudes of local people toward the purchase of SHs by foreigners will contribute to the sociology of tourism. Although SH acquisition by foreigners is initially considered as only an economic input, the effects on the destination are in fact much wider and deeper. Another issue that should be emphasized in this context is the relationship between the immigrant community and the local population (Sudas & Mutluer, 2010). A further limitation is that the research was carried out before the COVID-19 pandemic. Unfortunately, this has affected all countries in such a short time. Many sectors, especially the tourism and travel sectors have had to stop their activities. To prevent outbreaks, many countries have imposed both local and international travel restrictions. The World Tourism and Travel Council (WTTC, 2020) and the UNWTO (2020) have issued statements that this outbreak will deeply affect the tourism industry. As a result, the COVID-19 pandemic particularly and deeply affects countries and regions whose economy depends on the tourism sector. In this context, studies on the impact of the COVID-19 pandemic on the SH tourism market will provide both theoretical and practical contributions.

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Received: June 07, 2020

Revised: July 29, 2020

Revised: August 28, 2020

Accepted: September 03, 2020

Refereed Anonymously