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Article

Perceptions of Turkish entrepreneurs and employees about Hungarian business environment and attitudes

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Research Article

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Perceptions of Turkish Entrepreneurs and Employees About Hungarian Business Environment and Attitudes

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Abstract: Since the enrolment of Turkey in the Customs Union, Turkish exporters start to explore the Hungarian market and day by day increased the volume of trade between those two nations. In this case, the location of Hungary had a significant role, not just for the internal market but also potential to have trade with neighbour countries. Today, partially, the opportunities in Hungary are starting to become noticed by Turkish entrepreneurs. In the last decade, the main characteristic of the Turkish in Hungary is that they went to this country as entrepreneurs. The main characteristic that distinguishes the Turks living in Hungary from other European countries is that they are entrepreneurs, not workers. The aim of this research is to reveal the differences between the perceptions of Turkish entrepreneurs and employees of Hungarian business environment and attitudes towards Turkish entrepreneurship. This study was carried out on a total of 102 participants who were divided into two equal groups in terms of the number of participants. In results, it has been found out that employees and entrepreneurs has been differed by educational level, duration time in Hungary and sector which they operate. In short, the motivation of employees to be an entrepreneur is low.

Keywords: Turkish entrepreneurs, Turkish employees, business environment, Hungary, Turkish expats, commercial relations

1 Introduction

The Hungarians, under the rule of the Ottoman Empire, were influenced by mutual cultural monuments and architectural structures during this period. Hungarian encounter with coffee, textile products and baths during the Ottoman period set grounds for the Hungarian and Turkish nations to reconnect with each other, effects of which can still be observed today (Acunaz, 2015).

In the Republican era, the relations established between Turkey and Hungary have reinforced the views of the two allies on each other. During this period, much research on the common backgrounds of Hungarians and Turkish was carried out (Eckhart & Kafesoğlu, 1949). The secondary kinship between the two nations, culture and language kinship were also revealed through research. The researchers of the two countries signed a partnership in this period. Armin Vambery was the pioneer of Turkish language education in Hungary. Hundreds of Hungarian engineers have come to Turkey to build bridges, roads and railways during the republic period upon Atatürk's invitation. Hungarian linguists were also involved in the formation of the new Turkish language. In addition, Hungarian Institute, founded in this period as a part of

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Ankara University, employed Hungarian instructors as well (Namal, 2009). During the period between the two world wars, many Turkish students were educated in Hungary. Moreover, the Hungarian government currently provides a state scholarship for Turkey since 2014 which is called *Stipendium Hungaricum*. Following the scholarship application, many Turkish people started to live in Hungary, some of whom, having career oriented plans and strong entrepreneurship skills, offer potential as future entrepreneurs (Yavuzaslan, 2017).

Since the enrollment of Turkey in the Customs Union, Turkish exporters developed strong relations with Hungary to have access to the new market. In this case, location of Hungary had a significant role (Harrison, 1997). Today, although partially, the opportunities in Hungary are starting to become noticed by Turkish entrepreneurs, transporters and Hungarian shuttle traders. Therefore, the main characteristic of the Turkish in Hungary is that they went to this country as entrepreneurs. The main characteristic that distinguishes the Turks living in Hungary from people from other European countries is that they are entrepreneurs, not workers. For this reason, it is much easier for them to organize for the Hungarian market opportunities to be used adequately. (Boudier-Bensebaa, 2005)

As a result of Hungary's membership of the European Union since May 1, 2004, the "Free Trade Agreement" signed between Turkey and Hungary in 1997 was invalidated, and the Customs Union rules were put into force instead. Since this date, Turkey's trade with Hungary has begun to be carried out under Customs Union rules, and the vision and the equivalent effect taxes for Turkey's industrial products have been reduced to the lowest level. Agricultural products, which had previously been subject to mutual concessional trade right with a restrictive list under the Free Trade Agreement, also began to be implemented in the same direction as the EU, with Hungary being included in the Common Agricultural Policy (Ferto & Hubbard, 2003).

Entrepreneurship has been defined many times by different authors who have different industrial perspectives. Joseph Schumpeter defined the entrepreneur as the trailblazer who actualizes change inside business sectors by making new blends. The carrying out of new combinations can take several forms; 1) the introduction of a new good or the quality thereof, 2) the introduction of a new method of production, 3) the opening of a new market, 4) the conquest of a new source of supply of new materials or parts, 5) the carrying out of the new organization of any industry (Schumpeter, 1975). Another definition has been made by Kirzner: the entrepreneur is the person who recognizes the market opportunities and makes benefit from it. The entrepreneur is essentially an arbitrageur. Different from Schumpeter's viewpoint, entrepreneurs move the market towards equilibrium (Kirzner, 1997). In addition, entrepreneurship has been defined as the consequence of the formation of new enterprises and job creation of existing ones (Carree & Thurik, 2003). Moreover, entrepreneurship has been questioned by Shane and Venkataraman in three stages: (1) why, when, and how the creation of good and services opportunity appeared; (2) why, when, and how some of the others have not recognized the opportunity; and (3) why, when, and how the action could be taken for entrepreneurial opportunities (Shane & Venkataraman, 2012).

Entrepreneurship in a developing country, will not only lead to the creation of job opportunities but also contribute to economic development. It is also significant that entrepreneurs are taking the lead in shifting resources from low- to high-efficiency areas (Cetindamar, 2005).

In Hungary, three different business organizations have been designed by Turkish businessmen; Turkey - Hungary Business Council (DEİK) which was established in 1991, the Turkish - Hungarian Chamber of Commerce and Industry which was established in 2000 and the Turkish - Hungarian Business Association which was founded in 1997 (TÜMSIAD).

2 Methodology

2.1 Research Model

The aim of this research is to reveal the differences in perceptions of Turkish entrepreneurs and employees about Hungarian business environment and attitudes towards Turkish entrepreneurship. This research was conducted within the framework of quantitative research methods to determine the differences between the

views of Turkish entrepreneurs and employees on the business environment in Hungary. In quantitative research, it is aimed to reach definite and generalizable results using numerical data. Because of the differences in the experimental groups and control groups, the model of the research was defined as the relational screening model. In the relational screening model, the researcher can examine the relationship between more than one variable or the variation between one variable and another variable (Gürbüz & Şahin, 2014).

2.2 Data collection

With the purpose of gathering the data, a pre-determined questionnaire was presented to entrepreneurs and employees in the research group. The questions have been asked by using a Google form in the Turkish language, which is native language of participants. The collection of data lasted 2 months.

2.3 Sample

The universe of the research is composed of all Turkish entrepreneurs and employees working in various sectors in Hungary. Participants of the survey constitute a total of 102 Turkish individuals, 51 entrepreneurs and 51 employees working in the food, logistics, textile and service sectors in Hungary. Considering the sample sizes that Yazicioglu and Erdoğan (2004) showed for different universe sizes, a sample consisting of at least 96 individuals work in an environment consisting of more than 100 individuals with the probability of $p = 0.5$ and $q = 0.5$ and confidence interval of $\alpha = 0.10$. In order to reach the targeted sample, 60 entrepreneurs and 60 employees who work in Hungary were questioned, and it was considered appropriate to analyze the observations of 102 surveys without missing answers. Sampling of the study was chosen by accident sampling, also known as convenient sampling. According to this technique, the researcher collects data by questionnaire from the appropriate prospective subjects, who are easiest to reach, in order to provide the sample until the required date for the study (Gürbüz & Şahin, 2014).

Demographic information of the responding entrepreneurs and employees is shown in Table 1.

Table 1. Table of demographic variables

	Frequency	Percent
Gender		
Female	24	24
Male	78	76
Age		
18-29 Age	38	37
Over 30 Age	64	63
Education		
High School	43	42
Bachelor and Master/PhD	59	58
Residence Duration in Hungary		
Under 3 Years	37	36
3-6 Years	23	23
Over 6 Years	42	41
Position		
Entrepreneur	51	50
Employee	51	50
Working Hours/Week		
1-45 Hour/Week	58	57
Over 45 Hour/Week	44	43
Average Monthly Income		
150.000-300.000 HUF	48	47

	Frequency	Percent
Over 300.000 HUF	54	53
Working Duration in Current Position		
Under 3 Years	41	40
3-6 Years	30	29
Over 6 Years	31	30
Sector		
Food Industry	47	46
Logistics Industry	18	18
Textile Industry	20	19
Service Industry	17	17
Number of Employees		
0-10 Persons	47	46
11-50 Persons	32	31
Over 250 Persons	14	14
50-250 Persons	9	9
Company Size		
Small Size	47	46
Medium Size	32	31
Large Size	23	23
Target Audience		
Corporate Clients	20	20
Retail Clients	36	35
Retail and Corporate Clients	46	45
Place of The Head Office		
Hungary	76	75
Turkey	26	25
Total	102	100

This research has been conducted among female (24%) and male (76%) Turkish people who live in Hungary. Most of the participants are over 30 years old (63%). Some participants have high school (42%) degrees, while the remaining have bachelor and master/Ph.D. (58%) degrees. The participants have either been living in Hungary for 3 to 6 years (23%) or over 6 years (41%). The number of entrepreneurs (50%) and employees (50%) is equal. The participants' work sector can be sorted as food sector (46%), logistics sector (18%), textile sector (19%) and service sector (17%). Participants work in small size (46%), medium size (31%) and large size (23%) firms. As we can see from Table 1, the bigger portion of the target audience for participants is retail and corporate clients (45%) while the smallest portion is corporate clients (20%). In addition, 76 head offices of firms are in Hungary while 26 head offices of firms are in Turkey.

2.4 Measurement

The survey was prepared for examining the perception of foreign Turkish entrepreneurs and employees of the Hungarian business environment. The questionnaire includes a scale consisting of 4 dimensions after demographic questions. In demographic questions, 13 questions have been asked to get more information. There are 18 items in scale to measure the perception of the Hungarian business environment and the attitudes towards Turkish entrepreneurship.

2.5 Testing reliability and validity

Factor analysis, which splits a variable into determined groups, depends on numbers to create new variables (Karagöz, 2016). In this section, the number of factors and explanations of the pre-determined and categorized question pool items were examined using explanatory factor analysis. Then, the results of the reliability analysis of the items, which had been determined as the result of the factor analysis earlier, were examined.

Table 2. Outcomes of factor and reliability analysis

	Factor Loadings	Eigenvalue of Rotated Factors	Cronbach's Alpha
Commercial Relations		29.588	0.800
Item9	.781		
Item10	.753		
Item11	.750		
Item12	.633		
Attitude Towards Turkish and Turkish Brands		2.893	0.787
Item1	.769		
Item13	.762		
Item2	.749		
Item14	.592		
Item15	.378		
Attitude Towards Enterprise and Collaboration		26.934	0.791
Item4	.811		
Item16	.716		
Item5	.588		
Item18	.506		
Item17	.443		
Conditions for Commercial Life		26.771	0.815
Item7	.856		
Item6	.826		
Item8	.752		

Based on Eigenvalues > 1
Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization
KMO: 0.748; Bartlett's Test of Sphericity Sig: .000
Cronbach's Alpha: 0.867; Total of % Variance: %66

According to the explanatory factor analysis results, it was determined that the scale have a structure consisting of 4 factors. The KMO statistic is $0.748 > 0.500$, which is sufficient. In addition, the total variance explained was 66%. As a result of the analysis which was made, total internal consistency coefficient $\alpha = 0.867$ was observed for all scales. Internal consistency coefficient was $\alpha = 0.800$ for the first subscale of the scale, $\alpha = 0.787$ for the second subscale, $\alpha = 0.791$ for the third subscale, and $\alpha = 0.815$ for the fourth subscale. Accordingly, it has been determined that scale sub-dimensions are highly reliable.

While the first factor was named "Commercial Relations", the second factor was named "Attitude Towards the Turkish and Turkish Brands". The third factor was named "Attitude Towards Enterprise and Collaboration", and the fourth factor was named "Conditions for Commercial Life".

2.6 Data Analysis

Table 3 contains Kolmogorov-Smirnov Z test results and skewness-kurtosis values for the variables examined. The majority of the variables are distributed appropriately in a normal distribution ($p > .05$). Accordingly, it has been determined that the application of parametric analysis is appropriate. During the analysis process of acquired data Correlation Analysis, Independent-Sample T-Test and One way ANOVA was applied in terms of deductive statistics. Independent-Sample T-test intends to compare the mean of two samples independent of each other. One way ANOVA, also known as the F test, is applied to test whether the

mean of the two groups is equal to each other. Correlation analysis is a statistical method used to determine whether there is a linear relationship between two variables; if there is, the direction and severity can be known (Gürbüz & Şahin, 2014).

Table 3. Results of Kolmogorov Smirnov Z test

	Entrepreneur		Employee	
	Z	p	Z	p
Commercial Relations	1.116	.165	1.219	.102
Attitude Towards Turkish and Turkish Brands	1.427	.034	1.123	.160
Attitude Towards Enterprise and Collaboration	0.865	.443	1.210	.107
Conditions for Commercial Life	1.040	.229	0.730	.661

Table 4. Examination of gender differences in Turkish employers' and employees' perception of Hungarian business environment

		M±SD	t
Commercial Relations	Female	14.9±2.3	-0.898
	Male	15.5±2.8	
Attitude Towards Turkish Brands	Female	18.7±2.8	-0.808
	Male	19.2±3.1	
Attitude Towards Enterprise	Female	17.0±3.9	-1.999*
	Male	18.5±3.0	
Conditions for Commercial Life	Female	9.1±3.4	-0.028
	Male	9.1±2.8	

* $p < .05$, ** $p < .01$, M=Mean, SD=Standard Deviation, t= t Value

According to the Independent T-Test results which can be seen in Table 4; considering gender as an independent variable, there is no statistically significant difference encountered in perception of commercial relations ($t(100)=-0.898$; $p=.372$), perception of attitudes towards Turkish and Turkish brands ($t(100)=-0.808$; $p=.421$) and perception of conditions for commercial life ($t(100)=-0.028$; $p=.978$) in Hungary ($p > .05$).

However, considering gender as an independent variable, statistically significant differences were encountered in the perception of attitudes towards enterprise and collaboration ($t(31.7)=-1.999$; $p=.048$) in Hungary ($p < .05$). Based on the meaningful results, we have determined that male participants have a higher positive perception of attitudes towards enterprise and collaboration in Hungary than female participants.

Table 5. Examination of age differences in Turkish employers' and employees' perception of Hungarian business environment

		M±SD	t
Commercial Relations	18-29 Age	14.6±3.0	-2.340*
	Over 30 Age	15.8±2.5	
Attitude Towards Turkish Brands	18-29 Age	18.4±2.4	-1.926
	Over 30 Age	19.5±3.2	
Attitude Towards Enterprise	18-29 Age	17.5±2.5	-1.574
	Over 30 Age	18.5±3.6	
Conditions for Commercial Life	18-29 Age	9.3±2.7	0.439
	Over 30 Age	9.0±3.0	

* $p < .05$, ** $p < .01$, M=Mean, SD=Standard Deviation, t= t Value

According to the Independent T-Test results, which can be seen in Table 5, which considers age as independent variable, there is no statistically significant difference encountered in perception of attitudes towards Turkish and Turkish brands ($t(100)=-1.926$; $p=.057$), perception of attitudes towards enterprise and

collaboration ($t(100)=-1.574$; $p=.119$) and perception of conditions for commercial life ($t(100)=0.439$; $p=.661$) in Hungary ($p>.05$).

However, considering age as an independent variable, a statistically significant difference has been encountered in the perception of commercial relations ($t(100)=-2.340$; $p=.021$) in Hungary ($p<.05$). The results show that participants who are over 30 years of age have a higher positive perception of commercial relations in Hungary than participants who are between 18-29.

Table 6. Examination of education differences in Turkish employers' and employees' perception of Hungarian business environment

		M±SD	t
Commercial Relations	High School	16.0±2.3	2.163*
	Bachelor and Over	14.9±2.9	
Attitude Towards Turkish Brands	High School	20.0±2.8	2.535*
	Bachelor and Over	18.5±3.0	
Attitude Towards Enterprise	High School	18.6±3.5	1.290
	Bachelor and Over	17.8±3.0	
Conditions for Commercial Life	High School	9.4±3.2	1.018
	Bachelor and Over	8.9±2.7	

* $p<.05$, ** $p<.01$, $M=Mean$, $SD=Standard Deviation$, $t=t Value$

According to Independent T-Test results, which can be seen in Table 6, that considers education as an independent variable, there is no statistically significant difference encountered in perception of attitudes towards enterprise and collaboration ($t(100)=1.290$; $p=.200$) and perception of conditions for commercial life ($t(100)=1.018$; $p=.311$) in Hungary ($p>.05$).

Nevertheless, considering education as an independent variable, a statistically significant difference has been encountered in the perception of commercial relations ($t(100)=2.163$; $p=.033$), and attitudes towards the Turkish and Turkish brands ($t(100)=2.535$; $p=.013$) in Hungary ($p<.05$). According to the results, participants who have a high school degree education have a higher positive perception of commercial relations and attitudes towards Turkish brands in Hungary than participants who have bachelor/master/Ph.D. degree.

Table 7. Examination of residence duration in Hungary differences in Turkish employer's and employee's perception of Hungarian business environment

		M±SD	F
Commercial Relations	Under 3 Years	14.6±3.1	2.493
	3-6 Years	15.8±2.0	
	Over 6 Years	15.8±2.6	
Attitude Towards Turkish Brands	Under 3 Years	18.5±2.9	1.966
	3-6 Years	20.0±2.3	
	Over 6 Years	19.1±3.3	
Attitude Towards Enterprise	Under 3 Years	18.5±3.0	5.270**
	3-6 Years	19.5±2.5	
	Over 6 Years	17.0±3.5	
Conditions for Commercial Life	Under 3 Years	9.8±2.3	2.487
	3-6 Years	9.3±3.2	
	Over 6 Years	8.4±3.1	

* $p<.05$, ** $p<.01$, $M=Mean$, $SD=Standard Deviation$, $F=F Value$

Table 7 shows One Way ANOVA results. Considering residence duration in Hungary as independent variable, there is no statistically significant difference encountered in perception of commercial relations

($F(2-99)=2.493$; $p=.088$), perception of attitudes towards the Turkish and Turkish brands ($F(2-99)=1.966$; $p=.145$) and perception of conditions for commercial life ($F(2-99)=2.487$; $p=.088$) in Hungary ($p>.05$).

Yet, considering residence duration in Hungary as an independent variable, a statistically significant difference has been encountered in the perception of attitudes towards enterprise and collaboration ($F(2-99)=5.270$; $p=.007$) in Hungary ($p<.01$). According to the results, participants who have been living in Hungary for 3-6 years have a higher positive perception of attitudes towards enterprise and collaboration in Hungary than participants who have been living in Hungary for over 6 years.

Table 8. Examination of position differences in Turkish employers' and employees' perception of Hungarian business environment

		M±SD	t
Commercial Relations	Entrepreneur	15.1±3.3	-0.946
	Employee	15.6±2.0	
Attitude Towards Turkish Brands	Entrepreneur	18.7±3.5	-1.331
	Employee	19.5±2.3	
Attitude Towards Enterprise	Entrepreneur	17.3±3.6	-2.708**
	Employee	18.9±2.7	
Conditions for Commercial Life	Entrepreneur	8.3±3.1	-2.811**
	Employee	9.9±2.5	

* $p<.05$, ** $p<.01$, M=Mean, SD=Standard Deviation, t= t Value

According to Independent T-Test results, which can be seen in Table 8, considering position as independent variable, there is no statistically significant difference encountered in perception of commercial relations ($t(81.2)=-0.946$; $p=.347$), perception of attitudes towards the Turkish and Turkish brands ($t(85.2)=-1.331$; $p=.187$) in Hungary ($p>.05$).

However, considering position as an independent variable, a statistically significant difference has been encountered in the perception of attitudes towards enterprise and collaboration ($t(92.8)=-2.708$; $p=.008$) and perception of conditions for commercial life ($t(96.1)=-2.811$; $p=.006$) in Hungary ($p<.01$). According to the results, employee participants have a higher positive perception of attitudes towards enterprise and collaboration and conditions for commercial life in Hungary than entrepreneur participants.

Table 9. Examination of working hours/week differences in Turkish employers' and employees' perception of Hungarian business environment

		M±SD	t
Commercial Relations	1-45 Hour/Week	15.9±2.4	2.212*
	Over 45 Hour/Week	14.7±3.0	
Attitude Towards Turkish Brands	1-45 Hour/Week	19.5±3.0	1.641
	Over 45 Hour/Week	18.6±2.9	
Attitude Towards Enterprise	1-45 Hour/Week	18.6±3.2	1.894
	Over 45 Hour/Week	17.4±3.3	
Conditions for Commercial Life	1-45 Hour/Week	10.1±3.1	4.275**
	Over 45 Hour/Week	7.8±2.2	

* $p<.05$, ** $p<.01$, M=Mean, SD=Standard Deviation, t= t Value

According to Independent T-Test results which can be seen in Table 9, considering working hours/week as an independent variable, there is no statistically significant difference that has been encountered in perception of attitudes towards the Turkish and Turkish brands ($t(100)=1.641$; $p=.104$), perception of attitudes towards enterprise and collaboration ($t(100)=1.894$; $p=.061$) in Hungary ($p>.05$).

In addition, considering working hours/week as an independent variable, statistically significant differences have been encountered in the perception of commercial relations ($t(100)=2.212$; $p=.029$) and perception of conditions for commercial life ($t(99.5)=4.275$; $p=.000$) in Hungary ($p<.05$). The results show that participants who work for 1-45 hour/week have a higher positive perception of commercial relations and conditions for commercial life in Hungary than participants who work for over 45 hours/week.

Table 10. Examination of average monthly income differences in Turkish employers' and employees' perception of Hungarian business environment

		M±SD	t
Commercial Relations	150.000-300.000 HUF	15.4±2.1	0.079
	Over 300.000 HUF	15.3±3.2	
Attitude Towards Turkish Brands	150.000-300.000 HUF	18.8±2.8	-1.111
	Over 300.000 HUF	19.4±3.2	
Attitude Towards Enterprise	150.000-300.000 HUF	18.6±2.8	1.433
	Over 300.000 HUF	17.7±3.6	
Conditions for Commercial Life	150.000-300.000 HUF	9.5±2.5	1.337
	Over 300.000 HUF	8.7±3.2	

* $p<.05$, ** $p<.01$, M=Mean, SD=Standard Deviation, t= t Value

According to Independent T-Test results which can be seen in Table 10, considering average monthly income as independent variable, there is no statistically significant difference encountered in perception of commercial relations ($t(91.8)=0.079$; $p=.937$), perception of attitudes towards the Turkish and Turkish brands ($t(100)=-1.111$; $p=.269$), perception of attitudes towards enterprise and collaboration ($t(100)=1.433$; $p=.155$) and perception of conditions for commercial life ($t(98.6)=1.337$; $p=.184$) in Hungary ($p>.05$).

Table 11. Examination of working duration in current position differences in Turkish employers' and employees' perception of Hungarian business environment

		M±SD	F
Commercial Relations	Under 3 Years	15.1±1.9	0.589
	3-6 Years	15.3±3.7	
	Over 6 Years	15.8±2.6	
Attitude Towards Turkish Brands	Under 3 Years	18.8±2.5	0.542
	3-6 Years	19.5±2.7	
	Over 6 Years	19.2±3.8	
Attitude Towards Enterprise	Under 3 Years	18.1±2.5	2.440
	3-6 Years	19.0±3.0	
	Over 6 Years	17.2±4.1	
Conditions for Commercial Life	Under 3 Years	9.2±2.4	0.084
	3-6 Years	9.0±3.1	
	Over 6 Years	9.0±3.4	

* $p<.05$, ** $p<.01$, M=Mean, SD=Standard Deviation, F= F Value

According to One Way ANOVA results, which can be seen in Table 11, considering working duration in current position as an independent variable, there is no statistically significant difference encountered in perception of commercial relations ($F(2-99)=0.589$; $p=.557$), perception of attitudes towards the Turkish and Turkish brands ($F(2-99)=0.542$; $p=.583$), perception of attitudes towards enterprise and collaboration ($F(2-99)=2.440$; $p=.092$) and perception of conditions for commercial life ($F(2-99)=0.084$; $p=.919$) in Hungary ($p>.05$).

Table 12. Examination of sector differences in Turkish employers' and employees' perception of Hungarian business environment

		M±SD	F
Commercial Relations	Food Sectors	15.9±2.2	1.651
	Logistics Sectors	14.6±2.7	
	Textile Sectors	15.3±1.9	
	Tertiary Sectors	14.7±4.3	
Attitude Towards Turkish Brands	Food Sectors	19.9±2.5	2.922*
	Logistics Sectors	19.2±3.4	
	Textile Sectors	18.4±3.5	
	Tertiary Sectors	17.7±2.8	
Attitude Towards Enterprise	Food Sectors	18.4±2.9	1.221
	Logistics Sectors	17.3±4.5	
	Textile Sectors	18.9±2.4	
	Tertiary Sectors	17.3±3.3	
Conditions for Commercial Life	Food Sectors	9.6±3.1	0.882
	Logistics Sectors	8.8±2.3	
	Textile Sectors	8.5±3.1	
	Tertiary Sectors	8.8±2.8	

* $p < .05$, ** $p < .01$, M=Mean, SD=Standard Deviation, F= F Value

According to One Way ANOVA results which can be seen in Table 12, considering sector as an independent variable, there is no statistically significant difference encountered in perception of commercial relations ($F(3-98)=1.651$; $p=.183$), perception of attitudes towards enterprise and collaboration ($F(3-98)=1.221$; $p=.306$) and perception of conditions for commercial life ($F(3-98)=0.882$; $p=.453$) in Hungary ($p > .05$).

Yet, considering sector as an independent variable, statistically significant differences have been encountered in the perception of attitudes towards Turkish and Turkish brands ($F(3-98)=2.922$; $p=.038$) in Hungary ($p < .05$). Based on the results, participants who work in the food sector and logistics sector have a higher positive perception of attitudes towards the Turkish and Turkish brands in Hungary than participants who work in textile and service sectors.

Table 13. Examination of company size differences in Turkish employers' and employees' perception of Hungarian business environment

		M±SD	F
Commercial Relations	Small Scaled	15.3±3.1	0.474
	Medium Scaled	15.1±2.6	
	Large Scaled	15.8±2.0	
Attitude Towards Turkish Brands	Small Scaled	18.3±3.2	3.667*
	Medium Scaled	19.9±3.0	
	Large Scaled	19.7±2.2	
Attitude Towards Enterprise	Small Scaled	17.8±2.9	1.404
	Medium Scaled	17.9±3.9	
	Large Scaled	19.1±2.8	
Conditions for Commercial Life	Small Scaled	9.1±3.0	5.162**
	Medium Scaled	8.1±2.8	
	Large Scaled	10.5±2.2	

* $p < .05$, ** $p < .01$, M=Mean, SD=Standard Deviation, F= F Value

One Way ANOVA results, which can be seen in Table 12, show us that considering company size as an independent variable, there is no statistically significant difference encountered in perception of commercial relations ($F(3-98)=0.474$; $p=.624$), perception of attitudes towards enterprise and collaboration ($F(3-98)=1.404$; $p=.250$) in Hungary ($p>.05$).

However, considering company size as an independent variable, statistically significant differences have been encountered in the perception of attitudes towards the Turkish and Turkish brands ($F(3-98)=3.667$; $p=.029$) and perception of conditions for commercial life ($F(3-98)=5.162$; $p=.007$) in Hungary ($p<.05$). According to our results, participants who work in large size firms have a higher positive perception of attitudes towards the Turkish and Turkish brands and conditions for commercial life in Hungary than participants who work in small-scale firms.

Table 14. Examination of target audience differences in Turkish employers’ and employees’ perception of Hungarian business environment

		M±SD	F
Commercial Relations	Corporate Clients	15.0±2.5	0.771
	Retail Clients	15.1±3.3	
	Retail/Corporate Clients	15.7±2.3	
Attitude Towards Turkish Brands	Corporate Clients	18.2±2.7	1.288
	Retail Clients	19.4±3.0	
	Retail/Corporate Clients	19.3±3.1	
Attitude Towards Enterprise	Corporate Clients	16.8±3.8	4.162*
	Retail Clients	17.7±3.3	
	Retail/Corporate Clients	19.0±2.7	
Conditions for Commercial Life	Corporate Clients	9.9±2.9	0.935
	Retail Clients	9.1±2.8	
	Retail/Corporate Clients	8.8±3.0	

* $p<.05$, ** $p<.01$, M=Mean, SD=Standard Deviation, F= F Value

According to One Way ANOVA results, which can be seen in Table 13, considering target audience as an independent variable, there is no statistically significant difference encountered in perception of commercial relations ($F(2-99)=0.771$; $p=.465$), perception of attitudes towards the Turkish and Turkish brands ($F(2-99)=1.288$; $p=.280$) and perception of conditions for commercial life ($F(2-99)=0.935$; $p=.396$) in Hungary ($p>.05$).

Nevertheless, considering target audience as an independent variable, a statistically significant difference was found in the perception of attitudes towards enterprise and collaboration ($F(2-99)=4.162$; $p=.018$) in Hungary ($p<.05$). The results show that participants who work in firms that target retail/corporate clients have a higher positive perception of attitudes towards enterprise and collaboration in Hungary than participants who work in a firm which targets retail and corporate clients separately.

Table 15. Examination of place of the head office differences in Turkish employers’ and employees’ perception of Hungarian business environment

		M±SD	t
Commercial Relations	Hungary	15.5±2.4	1.102
	Turkey	14.9±3.6	
Attitude Towards Turkish Brands	Hungary	19.3±3.0	1.263
	Turkey	18.5±2.8	
Attitude Towards Enterprise	Hungary	18.2±3.3	0.317
	Turkey	17.9±3.3	
Conditions for Commercial Life	Hungary	8.5±2.9	-3.489**
	Turkey	10.7±2.5	

* $p<.05$, ** $p<.01$, M=Mean, SD=Standard Deviation, t= t Value

According to Independent T-Test results which can be seen in Table 14, considering place of the head office as an independent variable, there is no statistically significant difference encountered in the perception of commercial relations ($t(100)=1.102$; $p=.273$), perception of attitudes towards the Turkish and Turkish brands ($t(100)=1.263$; $p=.210$), perception of attitudes towards enterprise and collaboration ($t(100)=0.317$; $p=.752$) in Hungary ($p>.05$).

However, considering place of the head office as an independent variable, a statistically significant difference has been encountered in the perception of conditions for commercial life ($t(100)=-3.489$; $p=.001$) in Hungary ($p<.01$). The results reveal that participants who work in firms whose head offices are in Turkey have a higher positive perception of conditions for commercial life in Hungary than participants who work in firms whose head offices are located in Hungary.

Table 16. Correlation analysis results based on Turkish employers' and employees'

		CR	ATTB	ATE	CCL
Entrepreneur	CR	1			
	ATTB	.228	1		
	ATE	.212	.605**	1	
	CCL	.337*	-.143	.005	1
Employee	CR	1			
	ATTB	.708**	1		
	ATE	.790**	.801**	1	
	CCL	.549**	.663**	.626**	1

* $p<.05$, ** $p<.01$, CR=Commercial Relations, ATTB=Attitude Towards Turkish Brands, ATE=Attitude Towards Enterprise, CCL=Conditions for Commercial Life

According to Pearson Correlation results among entrepreneurs, which can be seen in Table 15, there is a significant relationship between perception of commercial relations and conditions for commercial life ($r(102)=.337$; $p<.05$). There is also a significant relationship between perception of attitude towards Turkish brands and attitude towards enterprise ($r(102)=.605$; $p<.01$).

Moreover, according to the Pearson Correlation results among employees, which can be seen in Table 15, there is a significant relationship between perception of commercial relations and attitude towards Turkish brands ($r(102)=.708$; $p<.01$), attitude towards enterprise ($r(102)=.790$; $p<.01$) and conditions for commercial life ($r(102)=.549$; $p<.01$). There is a significant relationship between perception of attitude towards Turkish brands and attitude towards enterprise ($r(102)=.801$; $p<.01$) and conditions for commercial life ($r(102)=.663$; $p<.01$). Furthermore, there is a significant relationship between perception of attitude towards enterprise and conditions for commercial life ($r(102)=.626$; $p<.01$).

3 Conclusion

In this study, we have analysed perceptions of Turkish entrepreneurs and employees about Hungarian business environment and attitudes. We would like to remark the 4 results:

We have found out that participants' perception of commercial relations differs reasonably depending on age, education, working hours/week while it does not differ depending on gender, residence duration, position, average monthly income, working duration, sector, company size, target audience, place of the head office. It can also be observed from the results that the Turkish person who has been living in Hungary for more than 10 years has more optimistic views about the commercial relationship of the two countries.

Another result shows us that the perception of the Turkish and Turkish brands differs based on the education level of the participant, the sector in which they work and the size of the company; while it does not differ depending on gender, age, residence duration in Hungary, working position and hours per week, average monthly income, working duration, target audience, place of the head office of the participant.

Another of our results demonstrates that the perception of attitudes towards enterprise and collaboration differs reasonably based on gender, residence duration, position, and target audience while it does not differ depending on education, age, working hours/week, average monthly income, working duration, sector, company size, place of the head office.

Our study also reveals that the perception of conditions for commercial life differs reasonably depending on position, working hours/week, company size, place of the head office while it does not differ based on gender, age, education, residence duration, average monthly income, working duration, sector, and target audience.

When all the results are examined in detail, it would be fair to say Turkish entrepreneurs have a more realistic view than Turkish employees. At the same time, looking at commercial relations, it can be said that the perspective of Turkish entrepreneurs living in Hungary for a long time is more positive. In this case, the people who migrate between '90s and millennium period had analysed carefully market demand and had a successful entrepreneur story. Today, it is hard to rival in a competitive market. That could be one of the reasons for small number of young Turkish entrepreneurs in Hungary. In short, the motivation of employees to be entrepreneurs is seen relatively lower.

In addition, it would be fair to mention that people's opinion can differ based on their sectors. It is a known fact that some of the Turkish brands have a high positive reputation in Hungary such as the textile industry. As it has been aforementioned, the Hungarian people's encounter with textile was thanks to the Ottoman Empire. Thus, the Turkish have a good image on textile and related sectors.

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Appendix A: Research Survey Questions in English

1. What is your age?
 - 18-29
 - 30-49
 - 50-64
 - 65+

2. What is your gender?
 - Male
 - Female

3. Your educational status?
 - Secondary School
 - High School
 - College
 - Undergraduate
 - Graduate / PhD

4. Duration time in Hungary?
 - less than 3 years
 - 3-6 years
 - 6-10 years
 - over than 10 years

5. What is your current working status?
 - Employee
 - Business owner
 - Looking for work
 - Retired

6. How many hours do you work per week?
 - 1-10 hours / week
 - 11-20 hours / week
 - 21-30 hours / week
 - 31-45 hours / week
 - 45+ hours / week

7. What is your average monthly income?
 - 0-150,000 HUF / month
 - 150,000-300,000 HUF / month
 - 300,000-500,000 HUF / month
 - 500,000-800,000 HUF / month
 - 800,001+ HUF / month

8. What is your position at your workplace?
 - Labor
 - Expert
 - Chief
 - Manager
 - General Manager
 - CEO
 - Chairman / member of the Board of Directors

9. For how long have you been in your current position?

- less than 3 years
- 3-6 years
- 6-10 years
- over than 10 years

10. Which industry do you work in?

- Textile
- Food
- Logistics
- Tourism

11. How many person works in your company?

- 0-10
- 11-50
- 50-250
- 250+

12. Which customer group do you address?

- End user
- Institutions
- Both

13. Where is the headquarter of your company?

- Hungary
- Turkey

I. Political, historical and economic relations between Turkey and Hungary

	Totally disagree	Disagree	Neutral	Agree	Totally Agree
1. Historical relations between Hungary and Turkey encourages Turkish to invest in Hungary.					
2. Hungarians want Turkish companies to invest.					
3. The Hungarian government and the Turkish government are working together to develop mutual trade.					
4. The Hungarian government is working on the fact that Hungary is an attractive location for Turkish investors.					
5. Hungary has a friendly policy with Turkey.					
6. Hungary has direct access to the European market.					
7. The tax laws of Hungary are fair in terms of companies.					
8. Turkish companies in Hungary have the advantage of importing and exporting to Europe.					
9. The Hungarian bureaucracy is fast for Turkish companies.					

II. Hungarian companies and consumers' opinions about Turkish companies and products.

	Totally disagree	Disagree	Neutral	Agree	Totally Agree
1. There is a good business communication between Turkish and Hungarian companies.					
2. Hungarian consumers prefer Turkish products.					
3. Hungarian companies want to cooperate with Turkish companies.					
4. The Hungarian market for Turkish companies is worth investing in terms of competition.					
5. Hungarians find Turkish products quality.					
6. Turkish products are more popular in Hungary than other foreign products.					
7. Turkish and Hungarian companies have a similar working attitude for the business association.					

III. The following questions are related with work areas and social assessments of Turkish employees in Hungary.

	Totally disagree	Disagree	Neutral	Agree	Totally Agree
1. Hungarian managers does not discriminate based on ethnicity.					
2. Business communication between Turkish and Hungarian colleagues is good.					
3. Hungarians have personal good relations with the Turks as well as business relations.					
4. Hungarians respect Turkish traditions.					
5. Life standards are high in Hungary					
6. The Hungarian tax system is fair for employees.					
7. Hungarians respect religious preferences.					
8. The education system in Hungary is sufficient for my children.					
9. As a Turkish citizen, I am happy to work in Hungary.					

Appendix B: Research Survey Questions in Turkish (Original Language)

1. Yaşınız?

- 18-29
- 30-49
- 50-64
- 65+

2. Cinsiyetiniz?

- Erkek
- Kadın

3. Eğitim durumunuz?

- Ortaokul
- Lise
- Yüksekokul
- Lisans
- Master/Doktora

4. Ne zamandır Macaristan da yaşıyorsunuz?

- 3 yıldan daha az
- 3-6 yıl
- 6-10 yıl
- 10 yıldan fazla

5. Şu an çalışma durumunuz?

- İşçi
- İş yeri sahibi
- İş arıyor
- Emekli

6. Haftada kaç saat çalışıyorsunuz?

- 1-10 saat/hafta
- 11-20 saat/hafta
- 21-30 saat/hafta
- 31-45 saat/hafta
- 45+saat/hafta

7. Ortalama geliriniz nedir?

- 0-150,000 HUF/ay
- 150,000-300,000 HUF/ay
- 300,000-500,000 HUF/ay
- 500,000-800,000 HUF/ay
- 800,001+ HUF/ay

8. İş yerinizdeki pozisyonunuz nedir?

- İşçi
- Uzman
- Şef
- Müdür
- Genel müdür
- CEO
- Yönetim kurulu başkanı/üyesi

9. Kaç yıldır şu anki pozisyonunuzdasınız?

- 3 yıldan daha az
- 3-6 yıl
- 6-10 yıl
- 10 yıldan fazla

10. Çalıştığınız şirket hangi sektörde hizmet vermektedir??

- Tekstil
- Gıda
- Lojistik
- Turizm

11. Şirketinizde kaç kişi çalışıyor?

- 0-10
- 11-50
- 50-250
- 250+

12. Hangi müşteri grubuna hitap ediyorsunuz?

- Son kullanıcı
- Kurumlara
- Her ikisine de

13. Şirketinizin merkezi nerede?

- Macaristan
- Türkiye

I. Türkiye Macaristan arası politik, tarihi ve ekonomik ilişki.

	Tamamen Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Tamamen Katılıyorum
1. Macaristan ve Türkiye arasındaki tarihsel ilişki Türkleri Macaristan'a yatırım konusunda cesaretlendiriyor.					
2. Macarlar Türk şirketlerinin yatırım yapmasını isterler.					
3. Macar hükümeti ve Türk hükümeti karşılıklı ticareti geliştirmek için iş birliği yapıyorlar.					
4. Macar hükümeti Macaristan'ın Türk yatırımcıları açısından çekici bir lokasyon olması açısından çalışmalar yapmaktadır.					
5. Macaristan'ın Türkiye'ye dostane bir politika sürdürmektedir.					
6. Macaristan'ın Avrupa pazarına direk erişimi vardır.					
7. Macaristan'ın vergi kanunları şirketler açısından adildir.					
8. Macaristan'da ki Türk şirketleri Avrupa'ya ithalat ve ihracat yaparken avantajlıdır.					
9. Macar bürokrasisi Türk şirketleri için hızlıdır.					

II. Macar şirketlerin ve tüketicilerin Türk şirketleri ve ürünleri hakkındaki görüşleri.

	Tamamen Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Tamamen Katılıyorum
1. Türk ve Macar şirketleri arasında sağlıklı bir iş iletişimi vardır.					
2. Macar tüketiciler Türk ürünlerini tercih ederler.					
3. Macar şirketler Türk şirketleri ile işbirliği yapmak isterler.					
4. Türk şirketleri için Macaristan pazarı, rekabet koşulları açısından yatırım yapmaya değerdir.					
5. Macarlar Türk ürünlerini kaliteli buluyorlar.					
6. Türk ürünleri diğer yabancı ürünlere oranla Macaristan'da daha popüler.					
7. Türk ve Macar şirketleri iş birliği için benzer bir çalışma tutumuna sahipler.					

III. Aşağıdaki sorular Türk çalışanların Macaristan'da çalışma alanı ve sosyal değerlendirmeleri.

	Tamamen Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Tamamen Katılıyorum
1. Macar yöneticiler etnik kökene göre ayırım yapmamaktadır.					
2. Türk ve Macar meslektaşlar arası iş iletişimi sağlıklıdır.					
3. Macarlar iş ilişkilerinin yanı sıra Türklerle olan kişisel ilişkilerine de önem vermektedir.					
4. Macarlar Türk geleneklerine saygılıdır.					
5. Macaristan'da hayat standartları yüksek.					
6. Macar vergi sistemi çalışanlar için adil.					
7. Macarlar dini tercihlere saygılıdır.					
8. Çocuklarım için Macaristan'da ki eğitim sistemi yeterlidir.					
9. Bir Türk olarak Macaristan'da çalışmaktan mutluyum.					