



The Effect of Consumer Ethnocentrism on Purchase Intentions Toward Electric Vehicles: An Examination of Domestic and Foreign Brands

Özlem Akgün^{1*} , Ulvi Rustamli² 

Abstract. Today, consumers' purchasing decisions are influenced not only by product characteristics but also by factors such as national identity, a sense of belonging, and cultural values. In this context, consumer ethnocentrism is regarded as one of the important psychological factors affecting purchase intentions toward electric vehicles. This study aims to examine the effects of consumer ethnocentrism on purchase intentions toward electric vehicles. The main objective of the research is to evaluate the attitudes of individuals living in Türkiye toward domestic and foreign electric vehicle brands and to reveal the role of consumer ethnocentrism in purchasing decisions. Within the scope of the study, individuals who currently use electric vehicles or intend to purchase one in the future were selected as the sample, and data were collected from 409 participants. The questionnaire was administered online, and the data were analyzed using SPSS software. The findings indicate that the level of consumer ethnocentrism is moderate, while positive attitudes toward domestic products are high. It was found that individuals with a high level of ethnocentrism have a statistically significantly higher purchase intention toward domestically branded electric vehicles. While no significant differences were observed in terms of demographic variables (gender, age, and income), consumer ethnocentrism was found to have a significant and positive effect on purchase intention. This study contributes to a better understanding of consumer behavior in Türkiye's developing electric vehicle sector and provides scientific support for the importance of consumer ethnocentrism in areas such as marketing, brand management, and consumer awareness.

Keywords: Consumer ethnocentrism, electric vehicle, purchase intention

¹ Selçuk University, PhD in Economics, Turkey

² Selçuk University, PhD student, Turkey

*Corresponding author. E-mail: ozlemakgun@selcuk.edu.tr

Received: 5 February 2026; Accepted: 10 May 2026; Published online: 30 May 2026

© The Author(s) 2026. This is an open access article distributed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0).

Elektrik nəqliyyat vasitələrinə qarşı alış niyyətlərinə istehlakçı etnosentrizminin təsiri: yerli və xarici brendlərin təhlili

Özləm Akgün^{1*} , Ülvi Rüstəmli² 

Xülasə. Müasir dövrdə istehlakçıların satınalma qərarları yalnız məhsulun xüsusiyyətləri ilə deyil, eyni zamanda, milli kimlik, mənsubiyyət hissi və mədəni dəyərlər kimi amillərlə də formalaşır. Bu kontekstdə istehlakçı etnosentrizmi elektrik nəqliyyat vasitələrinə yönəlik alış niyyətinə təsir edən mühüm psixoloji faktor kimi qiymətləndirilir. Bu tədqiqatın məqsədi istehlakçı etnosentrizminin elektrik nəqliyyat vasitələrinə qarşı alış niyyətinə təsirini araşdırmaqdır. Araşdırmanın əsas məqsədi Türkiyədə yaşayan fərdlərin yerli və xarici elektrik avtomobil brendlərinə münasibətlərini qiymətləndirmək və istehlakçı etnosentrizminin satınalma qərarlarında rolunu ortaya qoymaqdır. Tədqiqat çərçivəsində hazırda elektrik avtomobildən istifadə edən və ya gələcəkdə almağı planlaşdıran fərdlər seçilmiş, 409 iştirakçıdan məlumat toplanmışdır. Sorğu onlayn formada həyata keçirilmiş və əldə olunan məlumatlar SPSS proqramı vasitəsilə təhlil edilmişdir. Nəticələr göstərir ki, istehlakçı etnosentrizmi orta səviyyədədir, lakin yerli məhsullara qarşı müsbət münasibət yüksəkdir. Yüksək etnosentrizm səviyyəsinə malik olan fərdlərin yerli brend elektrik avtomobillərə qarşı alış niyyətinin statistik olaraq əhəmiyyətli dərəcədə daha yüksək olduğu müəyyən edilmişdir. Demografik dəyişənlər (cins, yaş və gəlir) baxımından əhəmiyyətli fərqlər müşahidə edilməmiş, lakin istehlakçı etnosentrizminin alış niyyətinə müsbət və əhəmiyyətli təsir göstərdiyi aşkar edilmişdir. Bu tədqiqat Türkiyədə inkişaf etməkdə olan elektrik nəqliyyat vasitələri bazarında istehlakçı davranışlarının daha yaxşı anlaşılmasına töhfə verir və marketing, brend idarəetməsi və istehlakçı şüurunun formalaşması kimi sahələrdə istehlakçı etnosentrizminin əhəmiyyətini elmi əsaslarla təsdiqləyir.

Açar sözlər: istehlakçı etnosentrizmi, elektrik nəqliyyat vasitələri, alış niyyəti

¹ Səlcuq Universiteti, iqtisad üzrə fəlsəfə doktoru, Türkiyə

² Səlcuq Universiteti, doktorant, Türkiyə

*Məsul müəllif. E-poçt: ozlemakgun@salcuk.edu.tr

Daxil oldu: 5 Fevral 2026; Qəbul edildi: 10 May 2026; Onlayn dərc edildi: 30 May 2026

© Müəllif(lər) 2026. Bu, Creative Commons Attribution-NonCommercial 4.0 Beynəlxalq Lisenziyası (CC BY-NC 4.0) şərtləri altında paylanan açıq girişli məqalədir.

Introduction

Consumer behavior is among the most fundamental factors shaping firms' marketing strategies today. Technological developments and increasing environmental awareness have initiated a new era in the automotive sector; electric vehicles have begun to significantly influence consumer preferences and marketing approaches. Electric vehicles have strategic importance at both global and national levels, as they reduce dependence on fossil fuels, decrease adverse environmental impacts, and offer sustainable mobility options. In developing markets such as Türkiye, the adoption process of electric vehicles is closely associated with consumers' attitudes toward these vehicles and their purchase intentions. Consumer ethnocentrism refers to consumers' preference for purchasing domestically produced goods and their unfavorable evaluations of products originating from other countries (Shimp & Sharma, 1987). Ethnocentric tendencies stand out as a strong psychological factor that directly affects purchase decisions; in markets where domestic and foreign brands compete, such tendencies may increase the likelihood of preferring domestic products while reducing purchase

intention toward foreign products. The electric-vehicle sector is also influenced by these dynamics, and domestic producers may consider consumer ethnocentrism as a competitive advantage in their marketing strategies. In Türkiye, the electric-vehicle market has developed rapidly in recent years due to government incentives, infrastructure investments, and increasing environmental awareness. However, studies examining consumers' attitudes and purchase intentions toward electric vehicles remain limited. Specifically, because the relationship between consumer ethnocentrism and electric-vehicle purchase intention remains underexplored, more extensive research is warranted. Therefore, understanding consumers' perceptions of and preferences for domestic and foreign electric-vehicle brands contribute to the academic literature and offers a strategic perspective for industry stakeholders. The purpose of this study is to determine the effect of consumer ethnocentrism on individuals' purchase intentions toward electric vehicles in Türkiye. Accordingly, it was analyzed whether ethnocentric tendencies increase purchase intention toward domestically branded electric vehicles and how they affect intention toward foreign brands. The scope of the research is limited to individuals who currently use electric vehicles or intend to purchase an electric vehicle in the future, and the data were collected via an online survey from different cities in Türkiye. The main problem of the study is the extent to which consumer ethnocentrism affects purchase intention toward electric vehicles. Within this context, the relationship between consumers' tendencies grounded in domestic products and national-identity emphasis and their electric-vehicle purchase behavior is examined. The study advances the consumer behavior literature and helps inform strategic recommendations for producers and marketing decision-makers in Türkiye's developing electric-vehicle industry.

Conceptual Framework. The Concept of Ethnocentrism and Its Importance. The concept of ethnocentrism (in English, 'ethnocentrism') is defined in the Turkish Language Association's Dictionary of Scientific and Artistic Terms as an individual's tendency to view their own culture as superior to other cultures and to use their own cultural norms as the criterion when evaluating the beliefs and behaviors of other societies. Accordingly, there is a tendency to accept one's own values and moral standards as universal. In Turkish, the concept is sometimes also referred to as 'race-centrism' or 'we-centrism' (İgde, 2023). From an etymological perspective, the term 'ethnocentrism' is formed from the Ancient Greek word *ethnos*, meaning 'people' or 'community', and *kentron*, meaning 'center' (Uyar, 2014). Accordingly, ethnocentrism can be defined as evaluating or judging other cultures by taking one's own culture as the central reference point. Individuals with high ethnocentric tendencies accept their own culture and values as the primary reference and tend to evaluate other cultures through this criterion (Avci & Yildiz, 2021).

One of the fundamental elements that contributed to the emergence of the concept of ethnocentrism is the notion of ethnic nationalism. Beyond a sense of belonging to one's group, this notion also entails seeing one's own group as superior and excluding or even disparaging individuals outside the group. In this respect, ethnic nationalism sometimes shows proximity to the concept of 'racism'. Nationalism, in general terms, is defined as placing the interests of one's nation and country above everything else, both materially and spiritually (Goktas, 2019). From a psychological perspective, Freud associates ethnocentrism with group narcissism. According to Freud, an ethnocentric tendency emerges when members of a group, as long as the group exists or expands, disregard the shortcomings or differences of some members by considering them equal to themselves, refrain from displaying disparaging attitudes toward these individuals, and perceive all group members as a homogeneous whole (Cilingir, 2019; Yusufoglu, 2023). It is argued that ethnocentrism is not a phenomenon applicable only to large communities such as 'tribes' or 'nations'; it can also manifest within any type of social group such as families, religious communities, ethnic groups, and regional identities. In this context, ethnocentrism may take the form of family pride, regionalism, religious prejudice, racial discrimination, and even patriotism. The key distinguishing characteristic of ethnocentrism lies not only in the development of in-group belonging but also in its systematic disparagement of out-groups and positioning them as an 'opposing element' (anti-thesis). This indicates that ethnocentrism is not merely an individual or

cultural tendency, but a universal phenomenon deeply embedded in many dimensions of intergroup relations (Shankarmahesh, 2006). Shimp and Sharma (1987) define ethnocentrism as evaluating other groups by taking the group to which one belongs as the center; while accepting individuals who share cultural similarity, excluding those with different ethnic or cultural characteristics. In this context, individuals or groups with ethnocentric tendencies are inclined to view their own cultural, ethnic, or racial characteristics as superior to those of other individuals, groups, or communities (Tuncer & Goksen, 2016). Ethnocentrism is regarded as a mechanism that contributes to a group's survival by establishing bonds of cohesion, solidarity, and loyalty within the group. This phenomenon is a common pattern of behavior that can be observed in various structures ranging from family units to religious communities, social groups, and nations. However, this behavioral pattern is also closely related to prejudice and ethnic discrimination (Tantray, 2018). Ethnocentrism is generally addressed in two basic dimensions: the 'in-group' and the 'out-group'. The in-group refers to the social environment to which the individual feels they belong, identifies with through its values and norms, and takes pride in. The out-group refers to all other groups outside the in-group to which the individual does not feel they belong. A country, a specific region of that country, or the ethnic and cultural communities in that region may be considered within the scope of the in-group. Ethnocentric individuals tend to evaluate their in-groups more positively and as superior, while they often evaluate out-groups negatively. Such individuals may find the behaviors of out-groups unethical, may not approve of their traditions and values, or may regard their ideas as unacceptable (Avci & Yildiz, 2021).

Consumer Ethnocentrism. The first definition related to the concept of consumer ethnocentrism is attributed to William Graham Sumner in the early 1900s. According to Sumner, ethnocentrism is expressed as an individual taking their own group as a basis and evaluating other groups through this criterion. From this perspective, every group tends to see itself as superior; while glorifying itself, it approaches other groups in a disparaging manner (Sayin, 2024). Ethnocentric individuals readily accept people who are culturally similar to them, whereas they tend to reject individuals belonging to different ethnic and cultural groups (Julie & Albaum, 2002).

Ethnocentrism reflects consumers' beliefs about the appropriateness and moral dimension of purchasing products of foreign origin (Shimp & Sharma, 1987). The concept refers to a tendency shaped by an individual's search for social belonging and identity, whereby they take their own culture as a basis and evaluate other cultures against this benchmark. Ethnocentric individuals exaggerate the superiority of their own cultural values while tending to evaluate elements belonging to different cultures from a disparaging perspective. Consumer ethnocentrism, in turn, encompasses individuals' attitudes and behaviors of not purchasing, avoiding purchasing, or sometimes boycotting foreign products due to concerns about the potential negative impacts of such products on personal and national economies. This emerges as a consumption preference shaped by individuals' social and moral assumptions. An individual's attachment to their country or the negative feelings they hold toward foreign countries can directly affect consumption behavior. Such attitudes shape purchase decisions and determine which products the individual will prefer (Lusk et al., 2006). As emphasized by Kara et al. (2009), consumers tend to prefer domestically produced products over imported ones and may also harbor prejudices against products coming from foreign countries. Accordingly, it has been hypothesized that individuals with high levels of consumer ethnocentrism tend to display more positive attitudes toward products from culturally similar countries, while this attitude may be more negative toward products from culturally different countries.

However, a study by Javalgi et al. (2005) showed that the level of product necessity (as a moderating variable) significantly affects the relationship between attitudes toward importing foreign products and ethnocentrism. This finding indicates that, unlike non-essential products such as luxury goods, ethnocentric consumers may display a more positive attitude toward imported products that they

consider vital or necessary. In addition, research by Alshammari and Williams (2018) revealed that consumer ethnocentrism negatively affects attitudes toward products of foreign origin and that cultural similarity does not always mitigate this effect. Consumer ethnocentrism is a reflection of nationalist tendencies in the economic domain; in other words, it can also be considered 'economic nationalism'. At the core of this tendency lies individuals' inability to evaluate their own cultural structure from an objective perspective (Uyar & Dursun, 2015). Kaynak and Kara (2002) define consumer ethnocentrism as the effect of purchasing decisions between domestic and foreign products. Watson and Wright (2000) emphasize that ethnocentric consumers tend to prefer domestic products in their decision-making processes when a domestic alternative is available. This implies a more intense competitive environment for importers of foreign products. Vida and Reardon (2008) define three main components of consumer ethnocentrism as follows: (a) Cognitive component: the consumer perceives products from their own country as superior to those from other countries. (b) Affective component: the individual's love for and sense of belonging to their country is shaped on the basis of personal or impersonal ties. (c) Normative component: the consumer views buying domestic products instead of foreign products as a moral responsibility. Consumer ethnocentrism examines the effect of country of origin on product perception, which is a critical element for understanding the importance of the 'Made in...' label. However, as global production processes have become more complex, determining a product's origin has also become more difficult, and the concept of origin has required subcategories such as the country of assembly, the country where components are produced, or the country where the design is made (Seidenfuss et al., 2013).

Country of origin plays an important role in product evaluation, as consumers often assess quality based on this information (Peterson & Jolibert, 1995). One of the key elements highlighted in definitions and explanations of ethnocentrism is the importance attributed to using domestic products. Individuals with high ethnocentric tendencies predominantly prefer domestic products. A domestic product refers to a product that emerges when all factors of production used in the production process – labor, capital, natural resources, and entrepreneurship – are supplied from domestic sources. In this context, products produced within national borders are technically considered domestic; however, the increasing interconnectedness of the global trade system and economic structures has complicated the issue of whether a product is 'domestic' or 'imported'. For example, the import of some factors of production while production takes place domestically raises various questions regarding the concept of a domestic product (Sayin, 2024). In this context, it is possible to classify domestic products by considering the origin of the factors used in production.

Akbayir and Yereli (2019) propose the following classification: (a) Fully domestic product: products whose production is carried out entirely domestically and financed with 100% domestic capital. (b) First-level semi-domestic product: products produced domestically with at least 51% domestic capital contribution. (c) Second-level semi-domestic product: products with at least 51% domestic capital but whose production process is carried out abroad. (d) Third-level semi-domestic product: products financed with 100% foreign capital but produced domestically. (e) Fully foreign product: products with 100% foreign capital and whose production process is carried out entirely abroad. This classification is important for understanding the factors shaping consumers' perceptions of domestic products. In particular, individuals with high consumer ethnocentrism may be expected to shape their product preferences in line with these distinctions. Although the influence of globalization has blurred these boundaries in today's marketing world, situating the concept of domestic products within a structural framework provides an important basis for analyzing consumer behavior.

Literature review. Shimp and Sharma (1987) introduced the concept of consumer ethnocentrism to the literature and developed the CETSCALE to measure these tendencies. Their study showed that consumer ethnocentrism is measurable and that loyalty to one's country affects purchasing behavior. In a study in India, Bawa (2004) found that CETSCALE has a one-dimensional structure and that

ethnocentrism is influenced by demographic variables. In their research on students and academics at Cukurova University, Ari and Madran (2011) found that academics exhibited higher ethnocentric tendencies; they also reported that ethnocentrism was stronger among older, female, and low-income individuals. Mutlu et al. (2011) compared the ethnocentric tendencies of Turkish and Syrian consumers and stated that similar levels of ethnocentrism existed in both countries. Gungor et al. (2011) identified a significant relationship between ethnocentrism and brand personality. Yarangumelioglu and Buyuker Isler (2014) showed a positive relationship between ethnocentrism and brand loyalty. Fettahlioglu and Sunbul (2015) found generational differences in ethnocentrism and reported that Generation X exhibited higher ethnocentric tendencies than Generations Y and Z. In a study in Moldova, Cazacu (2016) found that consumers had a moderate level of ethnocentrism and that CETSCALE exhibited a four-dimensional structure. Poyraz (2017) reported that levels of ethnocentrism differed between consumers in Türkiye and Azerbaijan. Akin et al. (2017) showed that ethnocentrism has a positive effect on intention to buy domestic products.

Ozdemir et al. (2018) found a low and negative relationship between consumer ethnocentrism and purchase intention. Onurlubas and Altunisik (2019) showed that brand image and consumer ethnocentrism have significant effects on purchase intention. Ozturk (2020) determined that ethnocentrism has a positive effect on preferences for domestic tourist destinations. Avci (2020) examined consumer attitudes toward the domestic automobile brand TOGG and found that ethnocentrism increases the intention to purchase a domestic automobile. Yener (2022) showed that consumer animosity is effective on boycott intention and that consumer ethnocentrism plays a full mediating role in this relationship. Gokerik and Tanis (2024) found that social media marketing increases ethnocentrism and that income level plays a moderating role in this relationship. Finally, Aykut and Kurnuc (2025) found that consumer ethnocentrism significantly and positively affects intention to purchase domestic products and that ethnocentrism may differ according to demographic characteristics.

Methodology. Purpose and Importance of the Study. The aim of this study is to examine the effect of consumer ethnocentrism on purchase intention toward electric vehicles. Within this scope, by evaluating consumers' attitudes toward domestic and foreign-origin electric vehicle brands, the role of ethnocentric tendencies in purchase decisions will be identified. The study seeks to analyze whether consumer ethnocentrism increases purchase intention toward domestic brands and reduces purchase intention toward foreign brands. In addition, based on the findings, the study aims to develop various recommendations for domestic and foreign producers in terms of marketing strategies. This study is important for better understanding consumer preferences in Türkiye's developing electric-vehicle sector and for contributing to the marketing strategies of local producers. Moreover, identifying the effect of ethnocentrism on consumer behavior in areas such as marketing, brand management, and consumer awareness will contribute to the scientific literature and pave the way for future studies.

Research

Research Model and Development of Hypotheses. In this study, the effect of consumer ethnocentrism on purchase intention toward electric vehicles is examined. In particular, how this relationship is shaped in the context of attitudes toward domestic and foreign brands constitutes the main problem of the study. In light of theoretical information and prior empirical studies in literature, the research model includes purchase intention toward electric vehicles as the dependent variable and consumer ethnocentrism as the independent variable. In addition, the model is built on the assumption that consumer tendencies may differ between domestic and foreign brands. The basic model of the research is presented in the figure below:



Figure 1
Research Model

The following hypotheses were developed within the scope of the study:

H1: The level of consumer ethnocentrism differs significantly according to participants' demographic characteristics.

H1a: The level of consumer ethnocentrism differs significantly by gender.

H1b: The level of consumer ethnocentrism differs significantly across age groups.

H1c: The level of consumer ethnocentrism differs significantly according to income level.

H2: Purchase intention toward electric vehicles differs significantly according to participants' demographic characteristics.

H2a: Purchase intention toward electric vehicles differs significantly by gender.

H2b: Purchase intention toward electric vehicles differs significantly across age groups.

H2c: Purchase intention toward electric vehicles differs significantly according to income level. *H3*: Consumer ethnocentrism positively affects purchase intention toward domestically branded electric vehicles.

H4: Individuals with a high level of consumer ethnocentrism have a significantly higher preference for domestic brands than those with a low level.

Population and Sample. The population of this study consists of individuals living in Türkiye who have an intention to purchase an electric vehicle. The study sample was formed from adults aged 18 and above who currently use electric vehicles or plan to purchase an electric vehicle in the future. It is assumed that these participants have the potential to reflect levels of consumer ethnocentrism, purchase intentions, and perceptions of brand origin that may affect purchase decisions regarding electric vehicles. Convenience sampling was used as the sampling method. The data were collected via an online questionnaire from participants living in different provinces in Türkiye. Within this framework, individuals who were knowledgeable about electric vehicles and able to respond to the survey were included in the sample. The sample was intended to provide valid and reliable data regarding consumer ethnocentrism and electric-vehicle purchase intention. The sample size was determined by taking into account reliability and validity requirements, and it was aimed to obtain more than 384 valid responses within the scope of the study (Kilbas & Cevahir, 2022).

Data Collection Method. In this study, a questionnaire was used as the data collection instrument. The questionnaire form consists of two sections designed to measure the core variables of the study. The first section includes participants' demographic information, whereas the second section includes scale statements measuring the dependent and independent variables of the study. The statements in this section were arranged using a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The level of consumer ethnocentrism was measured using the CETSCALE developed by Shimp and Sharma (1987). The scale consists of 17 statements intended to determine participants' attitudes toward foreign-origin products and their inclination toward domestic products. Purchase intention toward electric vehicles was evaluated using the scale developed by Klein et al. (1998), which consists of 6 statements. The data were collected via an online survey form and distributed to participants through social media platforms, email, and survey-sharing websites. Administering the survey anonymously supported honest and reliable responses. Participants were informed about the purpose of the study, confidentiality principles were stated, and it was noted that the data would be used solely for academic purposes. The data collected were analyzed in SPSS. Reliability analysis, factor analysis,

correlation analysis, and regression analysis were conducted in the data-analysis process. In addition, to test Hypothesis H4, participants were divided into two groups (high and low) based on their ethnocentrism levels. A median split method was used based on total CETSCALE scores; participants scoring above the median were included in the 'high ethnocentrism' group, whereas those scoring below the median were included in the 'low ethnocentrism' group. An independent samples t-test was conducted to examine whether there was a difference between the groups in their level of preference for domestic brands. In the analysis, group means (\bar{X}), standard deviations (SD), and t and p values were reported; additionally, Cohen's d effect size was calculated and interpreted to evaluate not only statistical but also practical significance (Lenhard & Lenhard, 2022).

Data Analysis and Findings.

Table 1
Findings on Participants' Demographic Characteristics

Demographic Characteristics		N	%
Gender	Female	208	50,9
	Male	201	49,1
Marital Status	Married	191	46,7
	Single	218	53,3
Age	18-29	135	33,0
	30-45	174	42,5
	46 and above	100	24,4
Education Level	Primary Education	21	5,1
	High School	37	9,0
	Associate degree	121	29,6
	Bachelor's Degree	148	36,2
	Graduate Degree	82	20,0
Income Level	0-22.104 TL	126	30,8
	22.105-40.000 TL	78	19,1
	40.001-60.000 TL	101	24,7
	60.001-80.000 TL	71	17,4
Occupation	80,001 TL and above	33	8,1
	Self-Employed	51	12,5
	Civil Servant	44	10,8
	Homemaker	37	9,0
	Student	63	15,4
	Private Sector	105	25,7
	Other	109	26,7

When the demographic distribution of the 409 participants was examined, it was seen that gender proportions were quite close to each other (female 50.9%; male 49.1%). In terms of marital status, single participants constituted the majority at 53.3%, while married participants accounted for 46.7%. Regarding age groups, a substantial part of the sample (42.5%) was concentrated in the 30-45 age range, followed by the 18-29 group at 33.0% and the 46-and-above group at 24.4%. In terms of education level, most participants were bachelor's (36.2%) and associate-degree (29.6%) graduates, and 20.0% had graduate-level education. With respect to income distribution, the largest group (30.8%) fell within the 0-22,104 TL income range, followed by the 40,001-60,000 TL range at 24.7%. Regarding occupation, 26.7% of participants were in the 'other' category, while private-sector employees accounted for 25.7%, students for 15.4%, and self-employed participants for 12.5%. These

findings indicate that the research sample is socio-demographically diverse and that individuals with different income, age, and education levels are represented in a balanced manner within the study. *Reliability and Validity.* The reliability and accuracy of the data obtained in research are among the core factors that directly affect the validity of the analyses performed. Therefore, various statistical methods are used to evaluate the reliability of the dataset. Among these methods, Cronbach's α coefficient is one of the most frequently used indicators for measuring the internal consistency of a scale. Cronbach's α contributes to reducing measurement errors and increasing the reliability of the results by determining whether there is a meaningful and consistent relationship among the items of the scale (Hair et al., 2010). In addition, it is important to examine whether the data exhibit a normal distribution so that the variables used in the study are comparable and analyzable. The assumption of normality is generally evaluated based on skewness and kurtosis values. Values falling within certain reference ranges indicate that the data conform to a normal distribution (George & Mallery, 2010). Cronbach's α coefficient is interpreted according to specific ranges used to classify the reliability level of scales. Accordingly, a coefficient below 0.40 indicates that the scale is not reliable; values between 0.40 and 0.60 indicate low reliability; values between 0.60 and 0.80 indicate acceptable reliability; and values between 0.80 and 1.00 indicate high reliability (Hair et al., 2010). However, there is no complete consensus in the literature regarding skewness and kurtosis thresholds for assessing the normality assumption. For example, Huck (2012) suggests ± 1 , Tabachnick and Fidell (2015) suggest ± 1.5 , and George and Mallery (2010) suggest ± 2 . Kline (2011) states that values within ± 3 are sufficient for considering the data as normally distributed. In this study, the normality of the data was assessed using the Shapiro-Wilk test and the normality assumption was met, as $p > 0.05$. In addition, variance homogeneity was verified using Levene's test, and accordingly, it was found appropriate to apply parametric tests.

Table 2
 Results of Reliability and Validity Analysis

Dimensions	Items	Mean	Cronbach's α	Skewness	Kurtosis
Nationalism	9	2,656	0,914	,702	-,232
Orientation Toward Domestic Products	5	3,353	,926	-,669	-1,083
Attitude Toward Foreign Products	3	2,825	,787	-,507	,167
Total	17	2,891	,936	-,048	-,495
Purchase Intention	5	3,507	,771	-,604	-,732

Within the scope of the study, the findings indicate that the consumer ethnocentrism scale is evaluated under three dimensions: Nationalism, Orientation Toward Domestic Products, and Attitude Toward Foreign Products. The mean of the Nationalism dimension is 2.65, indicating a moderate level of nationalist tendencies among participants. The Cronbach's α value calculated for this dimension is 0.914, indicating high reliability. The mean for the Orientation Toward Domestic Products dimension is 3.35, suggesting relatively strong tendencies toward domestic products. The reliability of this dimension is also very high ($\alpha = 0.926$). The mean for the Attitude Toward Foreign Products dimension is 2.82, indicating that participants' attitudes toward foreign brands are indecisive and moderate. The reliability coefficient for this dimension is 0.787, which is acceptable. The overall mean of the scale is 2.89 and the overall reliability coefficient is 0.936; this indicates very high internal consistency for

the consumer ethnocentrism scale. For the Purchase Intention scale toward electric vehicles, the mean was found to be 3.50 and the reliability coefficient 0.771, indicating that participants' tendency to purchase electric vehicles is high.

Factor Analysis. Factor analysis was conducted to examine the construct validity of the scale. Factor analysis is a multivariate statistical method that groups a large number of interrelated variables under a smaller number of meaningful common structures. Through this analysis, the data structure is simplified and relationships among variables are revealed more clearly. Factor analysis is generally considered in two forms: exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) (Yashloglu, 2017). In this study, EFA was applied to examine the scale structure and identify the factor formation. EFA helps determine under which factors the variables are grouped and indicates whether the structure of the factor is compatible with the theoretical model. In determining the number of factors, eigenvalues were considered, and the criterion that the total explained variance should be at least 60% was adopted (Yashloglu, 2017). Sample size is an important requirement for obtaining sound results in factor analysis. Can (2013) states that the sample size should exceed the number of variables; Buyukozturk (2002) notes that a sample of about 200 is sufficient to construct reliable factor structures, and that this number may decrease to 100 when the number of factors is small. Another widely accepted criterion is that the sample size should be between 5 and 10 times the number of variables in the analysis (Can, 2013). To determine the suitability of the dataset for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of sphericity were conducted. Kalayci (2006) notes that a KMO value above 0.50 indicates suitability for factor analysis and that values of 0.70 and above indicate good suitability (Sarıkaya, 2002). The KMO and Bartlett test results obtained in this study indicate that the data are suitable for factor analysis and have a valid structure.

Table 3

Results of the Kaiser-Meyer-Olkin (KMO) Measure and Bartlett's Test of Sphericity

Scale	KMO Value	Bartlett's Test of Sphericity Result
Ethnocentrism Scale	,921	X ² : 5403,792, df: 136 and p<0,000
Purchase Intention Scale	,726	X ² : 602,857, df: 10 and p<0,000

The analysis results indicate that the scales are suitable for factor analysis. The KMO value obtained for the ethnocentrism scale is 0.921, which is considered 'excellent' in the literature and indicates that the sample is highly suitable for factor analysis. In addition, the significant result of Bartlett's test of sphericity (X² = 5403.792; df = 136; p < 0.001) indicates that there is a relationship among variables at the level that warrants factor analysis. Therefore, the ethnocentrism scale data are highly suitable for factor analysis. For the Purchase Intention scale, the KMO value is 0.726, which is acceptable for factor analysis. A significant Bartlett test result (X² = 602.857; df = 10; p < 0.001) indicates sufficient correlation among items. Accordingly, the purchase intention scale also exhibits a structure suitable for factor analysis. Overall, it is concluded that both scales are suitable for testing construct validity.

Table 4
 Factor Analysis Results

Factors	Loading	Eigenvalue	Variance (%)
1. Nationalism (9 items)		5,402	60,027
A real Turk should always buy Turkish products.	,859		
Buying products made in foreign countries is un-Turkish.	,833		
Foreigners should not be allowed to bring their products into our market.	,722		
Turks should not buy foreign products because they harm businesses and cause unemployment.	,718		
Foreign products should be heavily taxed to reduce their entry into Türkiye.	,657		
Turkish people should always buy Turkish-made products rather than imported ones.	,622		
We should buy from foreign countries only those products that we cannot obtain in our own country.	,597		
Only products that are not available in Türkiye should be imported.	,569		
Even if it costs me in the long run, I prefer to support Turkish products.	,525		
2. Orientation Toward Domestic Products (5 items)	3,872	77,445	
Buying Turkish products is always the best.	,885		
Buying Turkish-made products protects workers in Türkiye.	,879		
Turkish-made products come before everything else.	,854		
Rather than allowing other countries to become rich at our expense, we should buy products made in Türkiye.	,783		
3. Attitude Toward Foreign Products (3 items)	2,108	70,255	
Turkish consumers who buy products made in other countries are responsible for causing unemployment among Turkish citizens.	,838 ,725		
Barriers should be imposed on all imported products.			
Buying foreign products is wrong because it causes Turks to become unemployed.	,536		

Purchase Intention (5 items)	2,639	52,770
Whenever possible, I prefer to buy domestic products.	,817	
I do not like the idea of owning domestic products.	,799	
If I bought a domestic product, I would feel guilty.	,727	
Whenever possible, I avoid buying domestic products.	,717	
If I had to choose between two vehicles of equal quality one Turkish and the other foreign - I would be willing to pay 10% more for the domestic vehicle.	-,538	

As a result of the factor analysis, it was determined that the consumer ethnocentrism scale consists of three dimensions – Nationalism, Orientation Toward Domestic Products, and Attitude Toward Foreign Products – while the purchase intention scale constitutes a separate single dimension. The Nationalism dimension consists of 9 items with an eigenvalue of 5.402, and the factor loadings range from 0.525 to 0.859. The Orientation Toward Domestic Products dimension includes 5 items and the factor loadings range from 0.742 to 0.885. The factor loadings for the Attitude Toward Foreign Products dimension range from 0.536 to 0.838. For the Purchase Intention dimension, factor loadings range from 0.538 to 0.817. Of the five items included in the scale, two are positively worded and three are negatively worded. The negatively phrased items were reverse-coded prior to the analysis to ensure that all items reflected the same direction. The results of the factor analysis indicate that the scale exhibits a single-factor structure and that all items load significantly on this factor. These results indicate that the items load strongly on the relevant dimensions and that the construct validity of the scale is established.

Difference Analysis. Difference analysis were conducted to evaluate the hypotheses of the study. While the t-test was used to identify differences between two groups, ANOVA tests were used to compare more than two groups.

t-Test Results

The t-test used in research is applied to determine whether there is a statistically significant difference between two groups in terms of the relevant variables. Accordingly, a t- test was conducted to determine whether there was a significant difference between participants' gender and their views regarding the scale dimensions.

Table 5
t-Test Results

		N	Mean	SD	t	F	p
Ethnocentrism	Female	208	2,845	0,878	-1,068	,768	,286
	Male	201	2,938	0,875			
Purchase Intention	Female	208	3,527	0,907	,449	,341	,653
	Male	201	3,486	0,951			

The independent-samples t-test results presented in Table 5 examine differences between participants' gender and consumer ethnocentrism as well as purchase intention toward electric vehicles. In the ethnocentrism dimension, the mean for female participants was 2.845 and the mean for male participants was 2.938. As $p = 0.286 (> 0.05)$, there is no statistically significant difference between female and male participants' ethnocentrism levels. Similarly, for purchase intention, the mean for female participants was 3.527 and the mean for male participants was 3.486. The obtained p value for this variable was $0.653 (> 0.05)$, indicating that purchase intention levels do not differ significantly by gender. These results show that gender does not have a determining effect on either consumer ethnocentrism or purchase intention toward electric vehicles. Therefore, hypotheses H1a and H2a are not supported.

Table 6
 t-Test Results

		N	Mean	SD	t	p	Cohen's d
Purchase Intention	Low	224	3,138	0,951			
	High	185	3,954	0,670	-9,827	0,000	1,215

According to the independent-samples t-test results, there is a significant difference between the purchase intentions toward domestic brands of participants with low versus high consumer ethnocentrism. The findings indicate that individuals with high ethnocentrism have significantly higher purchase intention for domestically branded products ($\bar{X} = 3.954$; $SD = 0.670$) than those with low ethnocentrism ($\bar{X} = 3.138$; $SD = 0.951$) ($t = -9.827$, $p < .001$). The calculated Cohen's d value ($d = 1.215$) indicates a large effect size, suggesting that ethnocentrism strongly determines preferences for domestic brands. These results support Hypothesis H4. In other words, individuals with a high level of consumer ethnocentrism are more willing to purchase domestic brands.

Analysis of Variance (ANOVA) Results. Within the scope of the study, analysis of variance (ANOVA) was used to determine whether responses to the scale dimensions differ across independent variables with more than two categories. Because the questionnaire included variables such as participants' age, education level, income level, and length of employment as variables with more than two categories, whether there were significant differences in views among these groups was analyzed using ANOVA.

Table 7
 ANOVA Test Results

Dimensions	Age	N	Mean	SD	df	η^2	F	p
Ethnocentrism	18-29	135	2,807	,847				
	30-45	174	2,877	,858	2	,009	1,904	,150
	46 and above	100	3,030	,940				
Purchase Intention	18-29	135	3,540	,898				
	30-45	174	3,501	,925				
	46 and above	100	3,474	,981	2	,001	,155	,857

The ANOVA results in Table 7 indicate that age groups do not create a significant difference in either consumer ethnocentrism or purchase intention. For the ethnocentrism dimension, the means were 2.807 for the 18-29 age group, 2.877 for the 30-45 age group, and 3.030 for the 46-and-above group.

The obtained F value was 1.904 and $p = 0.150$; since $p > 0.05$, the age variable does not have a statistically significant effect on ethnocentrism. Similarly, for purchase intention, the means were 3.540 for the 18-29 group, 3.501 for the 30-45 group, and 3.474 for the 46-and-above group. As $F = 0.155$ and $p = 0.857$ ($p > 0.05$), there is no significant difference among age groups in terms of purchase intention. In addition, the η^2 values ($\eta^2 = 0.009$ and $\eta^2 = 0.001$) are quite low, indicating a negligible effect size for the age variable. In sum, age groups do not create a meaningful difference in either ethnocentrism or purchase intention, and hypotheses H1b and H2b are not supported.

Table 8
ANOVA Test Results

Dimensions	Income Level	N	Mean	SD	df	η^2	F	p	
Ethnocentrism	0-22.104 TL	126	2,813	,957	4	,010	,987	,414	
	22.105-40.000	78	2,850	,966					
	40.001-60.000	101	2,874	,813					
	60.001-80.000	71	3,041	,763					
	80,001 TL and Above	33	3,016	,738					
	0-22.104 TL	126	3,514	,949					
	22.105-40.000	78	3,366	,939					
	Purchase Intention	40.001-60.000	101	3,441					,935
	60.001-80.000	71	3,738	,844					
	80,001 TL and Above	33	3,521	,939					
				4	,016	1,684	,153		

The ANOVA results in Table 8 indicate that income levels do not create a statistically significant difference in either consumer ethnocentrism or purchase intention. For ethnocentrism, the means across income groups were 2.813 for 0-22,104 TL, 2.850 for 22,105- 40,000 TL, 2.874 for 40,001-60,000 TL, 3.041 for 60,001-80,000 TL, and 3.016 for 80,001 TL and above. The obtained F value was 0.987 and $p = 0.414$; since $p > 0.05$, there is no statistically significant difference in ethnocentrism levels by income. For purchase intention, means ranged from 3.366 to 3.738; $F = 1.684$ and $p = 0.153$ ($p > 0.05$) indicate that purchase intention also does not differ significantly by income level. The η^2 values calculated for both dimensions ($\eta^2 = 0.010$ and $\eta^2 = 0.016$) are quite low, suggesting that the effect size of income level is very weak. In conclusion, income level does not have a significant effect on either consumer ethnocentrism or purchase intention toward electric vehicles. Accordingly, hypotheses H1c and H2c are not supported.

Correlation Analysis. Pearson correlation analysis is one of the parametric methods used to determine the relationship between two continuous variables. Since the correlation coefficient (r) can vary from -1 to $+1$, coefficients under 0.29 reflect a negligible or very weak association. Values from 0.30 to 0.64 suggest a moderate association, 0.65 to 0.84 indicate a strong association, and 0.85 to 1.00 represent a very strong association (Ural & Kılıç, 2013). In addition, correlation analyses yield standardized values that reflect only relationships between continuous variables. Therefore, examining correlational relationships is a common analytical approach in datasets without categorical variables.

Table 9
 Correlation Test Results

Scales	Mean	SD	N	Ethnocentrism	Purchase Intention
Ethnocentrism	2,8914	,877	409	1	,672**
Purchase Intention	3,5076	,928	409		1

The correlation analysis results in Table 9 indicate a positive and statistically significant relationship between consumer ethnocentrism and purchase intention ($r = 0.672$; $p < 0.01$). This value indicates a moderate-to-high positive relationship between the two variables; as the level of ethnocentrism increases, purchase intention toward electric vehicles tends to increase. When the scale means are examined, the mean ethnocentrism score is 2.89 and the mean purchase intention score is 3.51, with standard deviations of 0.88 and 0.93, respectively. These findings indicate that the data are not perfectly homogeneous, but the distributions of the variables are within acceptable limits. Overall, the correlation obtained supports that ethnocentrism is a variable that can meaningfully predict purchase intention.

Regression Analysis. Simple linear regression is a statistical analysis method used to examine the relationship between two variables. In this method, the linear relationship between a dependent (predicted) variable and an independent (predictor) variable is measured, and the effect of change in the independent variable on the dependent variable is explained. In such analyses, independent variables are evaluated simultaneously to explain variance in the dependent variable (Altunisik et al., 2012). In this study, simple linear regression analysis was preferred to test the hypotheses.

Table 10
 Regression Analysis Results

Model	Unstandardized Coefficients		Standardize	t	p	R ²	Durbin-Watson
	B	Std. Error	d Coefficients				
Constant	1,450	,117		12,354	,000		
Ethnocentrism	,711	,039	,672	18,309	,000	,452	1,731

Dependent Variable: Purchase Intention

The regression analysis results in Table 10 indicate that consumer ethnocentrism has a significant and positive effect on purchase intention. The unstandardized coefficient of ethnocentrism ($B = 0.711$) indicates that a one-unit increase in ethnocentrism corresponds to a 0.711-unit increase in purchase intention. The standardized coefficient ($\beta = 0.672$) indicates that ethnocentrism has a moderate-to-high effect on purchase intention. The t value ($t = 18.309$) is quite high and, since $p < 0.001$, the effect is statistically significant. In addition, the R² value ($R^2 = 0.452$), which reflects the explanatory power of the model, shows that a substantial portion of the variance in purchase intention is explained by consumer ethnocentrism. A Durbin-Watson value of 1.731 confirms the absence of autocorrelation in the model. These findings indicate that Hypothesis H3 is supported. In other words, as consumer ethnocentrism increases, individuals' intention to purchase domestically branded electric vehicles increases. This result indicates that consumers' motivations to support domestic production and contribute to the national economy affect purchase behavior.

Conclusion

This study examines the impact of consumer ethnocentrism on purchase intention toward electric vehicles in Türkiye. Based on 409 valid responses collected through an online survey, the findings reveal that consumer ethnocentrism significantly and positively influences the intention to purchase domestically branded electric vehicles. Individuals with higher ethnocentric tendencies show a stronger preference for domestic brands, driven by national values and support for local production. The ethnocentrism scale was structured into three dimensions: nationalism, orientation toward domestic products, and attitudes toward foreign products. Results indicate strong support for domestic production, while attitudes toward foreign products remain moderate.

Statistical analysis confirms the reliability and validity of the scales. No significant differences were found across demographic variables such as age and income, suggesting that ethnocentrism and purchase intention are largely independent of these factors. Correlation ($r = 0.672$; $p < 0.01$) and regression analyses further confirm that consumer ethnocentrism is a strong predictor of purchase intention toward domestically branded electric vehicles. The findings show that higher consumer ethnocentrism significantly increases purchase intention toward domestically branded electric vehicles, highlighting its key role in consumer behavior. Age and income do not create significant differences, indicating that ethnocentrism is more of a psychological and cultural tendency than a demographic one. Ethnocentrism strengthens positive attitudes toward domestic brands, and marketing strategies emphasizing national values and local production can enhance consumer loyalty and purchase intention. The study provides important insights for Türkiye's developing electric vehicle market and contributes to the literature on marketing and consumer behavior. However, it is limited to participants in Türkiye and a specific time period, and focuses only on the electric vehicle sector. Future research in different sectors, cultural contexts, and international settings could provide broader insights.

References

1. Akın, M., Baloğlu, S., Okumuş, A. ve Öztürk, S. (2017). Tüketici Etnosentrizmi, Kozmopolitlik, Satın Alma Tarzı, İlgilenim ve Algılanan Riskin Yerli Giyim Ürünü Satın Alma Niyetine Etkisi, *Tüketici ve Tüketim Araştırmaları Dergisi*, 9(2), 257–295.
2. Akbayır, F., & Yereli, A. B. (2019). Bir İktisadi Denge Meselesi: Tüketimde Yerli Mal Tercihi. *Akademi Sosyal Bilimler Dergisi*, 6(18), 409–417.
3. Alshammari, E., & Williams, M. (2018). The Impact of Cultural Similarity on Consumer Ethnocentrism Tendencies Toward Foreign Products. *Archives of Business Research*, 6, 250–262.
4. Altunışık, R., Coşkun, R., Bayraktaroğlu, S. & Yıldırım, E. (2012). *Sosyal Bilimlerde Araştırma Yöntemleri*. (7. Baskı). Sakarya Yayıncılık.
5. Arı, M. (2007). *Satın Alma Kararlarında Tüketici Etnosentrizmi ve Menşeye Ülke Etkisi*. Çukurova Üniversitesi, Yüksek Lisans Tezi.
6. Arı, E. S., & Madran, C. (2011). Satın Alma Kararlarında Tüketici Etnosentrizmi ve Menşeye Ülke Etkisinin Rolü. *Öneri Dergisi*, 9(35), 15–33.
7. Armağan, B., & Gürsoy, Ö. (2011). Satın Alma Kararlarında Tüketici Etnosentrizmi ve Menşeye Ülke Etkisinin Cetscale Ölçeği İle Değerlendirilmesi. *Organizasyon ve Yönetim Bilimleri Dergisi*, 3(2), 67–77.
8. Avcı, İ. (2020). Yerli Markalı Otomobil Satın Alma Niyetinde Etnosentrizm, Ülke İmajı ve Yenilikçiliğin Etkisi: Türkiye'nin Otomobili (TOGG) Bağlamında Bir Araştırma, *Bingöl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 20, 439–466.
9. Avcı, İ., & Yıldız, S. (2021). Tüketici Etnosentrizmi Ve Yerli Ürün Satın Alma Niyeti: Türk ve Leh Öğrencilerin Karşılaştırılması. *The Journal of International Scientific Researches*, 6(3), 277–298.

10. Gökerik, M., & Tanış, K. (2024). Sosyal Medya Pazarlamasının Tüketici Etnosentrizmine Etkisinde Gelirin Düzenleyici Rolü. *Uluslararası Finansal Ekonomi ve Bankacılık Uygulamaları Dergisi*, 5(1), 1–21.
11. Bawa, A. (2004). Consumer Ethnocentrism: CETSCALE Validation and Measurement of Extent, *Vikalpa: The Journal for Decision Makers*, 29(3), 43–57.
12. Büyüköztürk, Ş. (2002). *Sosyal Bilimlerde Veri Analizi El Kitabı*. Pegem Akademi.
13. Cazacu, S. (2016). "Preference For Domestic Goods: A Study Of Consumer Ethnocentrism In The Republic Of Moldova, *EcoForum*, 5(1), 1–35.
14. Çilingir, Z. (2019). Tüketici Etnik Kökenciliği Eğilimi Ölçeği (CETSCALE): İstanbul İli Tüketicileri Üzerine Bir Pilot Araştırma. *Uluslararası İktisadi ve İdari İncelemeler Dergisi*, 7(13), 209–232.
15. Fettahlıoğlu, H. S. ve Sünbül, M. B. (2015). Tüketici Etnosentrizmi ve Tüketici Husumetinin X, Y, Z Kuşakları Açısından İncelenmesi, *International Journal of Academic Values Studies*, 1, 26–45.
16. George, D., & Mallery, P. (2010). *SPSS for Windows Step by Step: A Simple Guide and Reference* (10th ed.). Pearson.
17. Gökerik, M., & Tanış, K. (2024). Sosyal Medya Pazarlamasının Tüketici Etnosentrizmine Etkisinde Gelirin Düzenleyici Rolü. *Uluslararası Finansal Ekonomi ve Bankacılık Uygulamaları Dergisi*, 5(1), 1–21.
18. Göktepe, B. (2019). Tüketicilerin Kendi İllerine Ait Markalar Hakkında Görüşlerine Yönelik Tüketici Etnosentrizm Temelli Bir Araştırma: Tokat Markaları Örneği. *Stratejik ve Sosyal Araştırmalar Dergisi*, 3(2), 257–275.
19. Güngör Özçelik, D. ve Torlak, Ö. (2011). Relationship Between Brand Personality Perceptions and Ethnocentric Tendencies: An Application on LEVIS and MAVI JEANS, *Ege Academic Review*, 11(3), 361–377.
20. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Upper Saddle River, NJ: Prentice Hall.
21. Huck, S. W. (2012). *Reading statistics and research* (6th ed.). Pearson.
22. İğde, Ç. S. (2023). *Tüketicilerin TOGG Marka Araçları Satın Alma Niyetlerinin İncelenmesi: Bireysel Yenilikçilik, Çevrecilik Ve Tüketici Etnosentrizmi Perspektiflerinden Bir Araştırma*. Kahramanmaraş Sütçü İmam Üniversitesi, Sosyal Bilimler Enstitüsü, Yüksek Lisans Tezi.
23. Javalgi, R. G., Khare, V. P., Gross, A. C., & Scherer, R. F. (2005). An Application of the Consumer Ethnocentrism Model to French Consumers. *International Business Review*, 14(3), 325–344.
24. Julie, H. Y., & Albaum, G. (2002). Sovereignty change influences on consumer ethnocentrism and product preferences: Hong Kong revisited one year later. *Journal of Business Research*, 55(11), 891–899.
25. Kalaycı, Ş. (2006). *SPSS Uygulamalı Çok Değişkenli İstatistik Teknikleri* (3. baskı). Asil Yayın Dağıtım.
26. Kaynak, E., & Kara, A. (2002). Consumer Perceptions of Foreign Products: An Analysis Of Product Country- Images and Ethnocentrism. *European Journal of Marketing*, 36(7), 928–949.
27. Kara, A., Rojas-Mendez, J., Kucukemiroglu, O., & Harcar, T. (2009). Consumer Preferences of Store Brands: Role of Prior Experiences and Value Consciousness. *Journal of Targeting, Measurement and Analysis for Marketing*, 17(2), 127–137.
28. Klein, J. G., Smith, N. C., & John, A. (1998). Why We Boycott: Consumer Motivations for Boycott Participation. *Journal of Marketing*, 62(3), 60–72.
29. Kline, R. B. (2011). *Principles and Practice of Structural Equation Modeling* (3rd ed.). Guilford Press.
30. Kılbaş, E. P., & Cevahir, F. (2022). Bilimsel Araştırmalarda Örneklem Seçimi ve Güç Analizi. *Journal of Biotechnology and Strategic Health Research*, 7(1), 1–8.
31. Yaşlıoğlu, M. M. (2010). Sosyal Bilimlerde Faktör Analizi ve Geçerlilik: Keşfedici ve Doğrulayıcı Faktör Analizlerinin Kullanılması. *İstanbul Üniversitesi İşletme Fakültesi Dergisi*, 1(46), 74–85.

32. Lenhard, W. & Lenhard, A. (2022). *Etki Büyüklüklerinin Hesaplanması, Psikometrik*. DOI: 10.13140/RG.2.2.17823.92329, https://www.psychometrica.de/effect_size.html adresinden 01.11.2025 tarihinde alındı.
33. Lusk, J. L., Brown, J., Mark, T., Proseku, I., Thompson, R., & Welsh, J. (2006). Consumer Behavior, Public Policy and Country-Of-Origin Labeling. *Review of Agricultural Economics*, 28(2), 284–292.
34. Mutlu, H. M., Çeviker, A. ve Çirkin, Z. (2011). Tüketici Etnosentrizmi ve Yabancı Ürün Satın Alma Niyeti: Türkiye ve Suriye Üzerine Karşılaştırmalı Analiz. *Sosyo-Ekonomi Dergisi*, 1, 52–73.
35. Onurlubaş, E. ve Altunışık, R. (2019). Tüketici Etnosentrizmi ve Marka İmajının Satın Alma Niyeti Üzerindeki Etkisi: Gıda Tüketicileri Üzerine Bir Uygulama, *OPUS Uluslararası Toplum Araştırmaları Dergisi*, 10(17), 277–307.
36. Özdemir, E.K., Güzeloğlu, E.B. ve Topsümer, F. (2018). Tüketici Etnosentrizmi, Marka Kişiliği Algısı ve Satın Alma Niyeti Arasındaki İlişkinin Değerlendirilmesi: Türkiye'deki Beyaz Eşya Markalarına Yönelik Bir Uygulama. *Global Media Journal*, 8(16), 354–372.
37. Öztürk, Y. (2020). Tüketici Etnosentrizminin Turistik Satın Alma Tercihine Etkisi. *İşletme Araştırmaları Dergisi*, 12(1), 304–313.
38. Peterson, R. A., & Jolibert, A. J. (1995). A meta-analysis of country-of-origin effects. *Journal of International Business Studies*, 26(4), 883–899.
39. Can, A. (2013). *SPSS ile Bilimsel Araştırma Sürecinde Nicel Veri Analizi*. Pegem Akademi.
40. Poyraz, Ö. O. (2017). Etnosentrik Eğilimlerin Tüketici Davranışları Üzerine Etkisi: Azerbaycan ve Türkiye Karşılaştırması. *Tüketici ve Tüketim Araştırmaları Dergisi*, 9(2), 163–187.
41. Sarıkaya, M. (2002). Faktör Analizinde KMO ve Bartlett Testi Uygulamaları. *Eğitim ve Bilim Dergisi*, 27(123), 45–53.
42. Sayın, M. E. (2024). *Tüketici Davranışı ve Etnosentrizm*. S. E. Yılmazel içinde, *Pazarlama Çalışmaları* (s. 24–41). Yaz Yayınları.
43. Seidenfuss, K., Kathawala, Y., & Dinnie, K. (2013). Regional and Country Ethnocentrism: Broadening ASEAN Origin Perspectives. *Asia Pacific Journal of Marketing and Logistics*, 25(2), 298–320.
44. Shankarmahesh, C. (2006). Consumer Ethnocentrism: An Integrative Review of Its Antecedents and Consequences. *International Marketing Review*, 23(2), 146–172.
45. Shimp, T. A., & Sharma, S. (1987). Consumer Ethnocentrism: Construction and Validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280–289.
46. Tantray, S. (2018). Consumer Ethnocentrism in 21st century: A Review and Research Agenda. *Business and Economics Journal*, 9(3), 1–12.
47. Tuncer, M., & Gökşen, H. (2016). İçecek Sektöründe Tüketici Etnosentrizmi: Türkiye-Hollanda Karşılaştırmalı Uygulaması. *International Review of Economics and Management*, 4(1), 67–95.
48. Uyar, K. (2014). *Tüketici Etnosentrizmi ve Marka İsmi Değerlendirmeleri: Kayseri'de Bir Uygulama*. Kayseri Erciyes Üniversitesi, Sosyal Bilimler Enstitüsü, Doktora Tezi.
49. Uyar, K., & Dursun, Y. (2015). Farklı Ürün Kategorilerinde Yabancı Markalama ve Tüketici Etnosentrizmi. *Atatürk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 19(2), 363–382.
50. Vida, I., & Reardon, J. (2008). Domestic Consumption: Rational, Affective or Normative Choice. *Journal of Consumer Marketing*, 25(1), 34–44.
51. Watson, J., & Wright, K. (2000). Consumer Ethnocentrism and Attitudes Toward Domestic and Foreign Products. *European Journal of Marketing*, 34(10), 1149–1166.
52. Yarangümelioglu, D. ve İşler, D. (2014). Marka Bağlılığı ve Etnosentrizm Çerçevesinde Tüketici Satın Alma Davranışları, *Dumlupınar Üniversitesi Sosyal Bilimler Dergisi*, 39, 91–110.

53. Yener, D. (2022). Tüketici Düşmanlığı ve Tüketici Boykotlarına Katılma Niyeti İlişkisi: Tüketici Etnosentrizminin Aracı Etkisi. *Business & Management Studies: An International Journal*, 10(1), 310–324.
54. Yusufoglu, F. (2023). *Küresel Markalarda Tüketici Etnosentrizmi ve Algılanan İletişim Tutarlılığının Müşteri-Marka İlişkisi Sonuçlarına Etkisinin İncelenmesi: Kazakistan'da Türk Giyim Markaları Üzerine Bir Çalışma*. Samsun Üniversitesi, Sosyal Bilimler Enstitüsü, Yüksek Lisans Tezi.