

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

V.Özlem Akgür , Ulvi Rustam 

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

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

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

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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

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

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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, and 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 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 products compete, such tendencies may increase the likelihood of preferring domestic products while fostering less favorable attitudes toward foreign products. The electric vehicle sector is also influenced by these dynamics, and domestic producers may consider consumer ethnocentrism 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 domestic and foreign products, as well as their purchase intentions toward domestically branded electric vehicles, contributes 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 domestically branded electric vehicles in Türkiye. Accordingly, the study examines whether ethnocentric tendencies increase purchase intention toward domestically branded electric vehicles and strengthen consumers' preference for domestic 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 domestically branded electric vehicles. Within this context, the relationship between consumers' tendencies grounded in domestic product orientation and national identity and their electric vehicle purchase behavior is examined. The study contributes to the consumer behavior literature and provides practical implications for producers, marketers, and decision-makers operating in Turkey'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 words *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, p. 279).

Consumer Ethnocentrism. The concept of consumer ethnocentrism is derived from the broader notion of ethnocentrism and was first adapted to the consumer context by Shimp and Sharma (1987). Although the foundations of ethnocentrism can be traced back to the work of Sumner in the early twentieth century, consumer ethnocentrism specifically refers to consumers' beliefs regarding the appropriateness and morality of purchasing foreign products. According to Sumner, ethnocentrism involves evaluating other groups by using one's own group as a reference point. Consequently, individuals tend to perceive their own group as superior while evaluating other groups less favorably (Sayin, 2024). Similarly, ethnocentric individuals are more likely to accept people who are culturally similar to themselves while displaying less favorable attitudes toward those belonging to different ethnic or cultural groups (Julie & Alba, 2002).

Consumer ethnocentrism reflects consumers' beliefs about the appropriateness and moral implications of purchasing products of foreign origin (Shimp & Sharma, 1987). It represents a tendency shaped by individuals' search for social identity and belonging, whereby they evaluate products and consumption choices through the lens of their own cultural values. Individuals with strong ethnocentric tendencies tend to perceive domestic products as more desirable and may avoid purchasing foreign products because they believe such purchases could negatively affect the national economy, domestic employment, or local industries. Consumers' attachment to their home country and their attitudes toward foreign countries can directly influence consumption behavior. Such attitudes shape purchasing decisions and affect product preferences (Lusk et al., 2006). Kara et al. (2009) argue that consumers often prefer domestically produced products over imported alternatives and may develop prejudices against foreign products. Accordingly, individuals with higher levels of consumer ethnocentrism are expected to exhibit more favorable attitudes toward domestic products and less favorable attitudes toward products originating from foreign countries. However, previous research suggests that the relationship between ethnocentrism and product preferences may vary depending on contextual factors. For example, Javalgi et al. (2005) found that product necessity significantly moderates the relationship between ethnocentrism and attitudes toward imported products. Unlike luxury or non-essential products, imported products perceived as necessary may still be preferred by ethnocentric consumers. Similarly, Alshammari and Williams (2018) reported that consumer ethnocentrism negatively affects attitudes toward foreign products and that cultural similarity does not always mitigate this effect. Consumer ethnocentrism is often viewed as a form of economic nationalism because it reflects consumers' tendency to prioritize domestic products and domestic economic interests (Uyar & Dursun, 2015). In this context, Kaynak and Kara (2002) define consumer ethnocentrism as a factor influencing purchasing decisions between domestic and foreign products. Likewise, Watson and Wright (2000) emphasize that ethnocentric consumers tend to prefer domestic products whenever a domestic alternative is available, creating a more challenging competitive environment for imported products. Vida and Reardon (2008) conceptualize consumer ethnocentrism through three main components. The

cognitive component refers to consumers' perception that domestic products are superior to foreign products. The affective component reflects emotional attachment, patriotism, and a sense of belonging toward one's country. The normative component relates to the belief that purchasing domestic products instead of foreign alternatives constitutes a moral responsibility. Consumer ethnocentrism is closely associated with the country-of-origin effect, which plays an important role in product evaluation and consumer decision-making. The "Made in" label often serves as an indicator of quality and reliability in consumers' minds (Peterson & Jolibert, 1995). However, the increasing complexity of global production systems has made it more difficult to determine a product's true origin. Consequently, concepts such as the country of assembly, country of design, and country of component production have gained importance in country-of-origin research (Seidenfuss et al., 2013). One of the key themes emphasized in consumer ethnocentrism research is the importance attached to domestic products. Individuals with strong ethnocentric tendencies generally prefer products perceived as domestic. However, globalization has complicated the distinction between domestic and foreign products, as production processes increasingly involve international capital, labor, and supply chains. As a result, determining whether a product should be considered domestic or foreign has become more complex (Sayin, 2024). To address this issue, Akbayir and Yereli (2019) propose a classification of products according to the origin of production factors. Their classification includes fully domestic products, first-level semi-domestic products, second-level semi-domestic products, third-level semi-domestic products, and fully foreign products. This framework provides a useful perspective for understanding how consumers perceive domestic products and how ethnocentric tendencies may influence purchasing decisions. Although globalization has blurred the boundaries between domestic and foreign products, such classifications remain valuable for analyzing consumer behavior and domestic brand preferences.

Literature Review. Shimp and Sharma (1987) introduced the concept of consumer ethnocentrism to the literature and developed the Consumer Ethnocentric Tendencies Scale (CETSCALE) to measure ethnocentric tendencies. Their study demonstrated that consumer ethnocentrism is a measurable construct and that loyalty to one's country significantly influences purchasing behavior. In a study conducted in India, Bawa (2004) found that CETSCALE exhibited a one-dimensional structure and that consumer ethnocentrism was influenced by demographic variables. Similarly, Ari and Madran (2011), in their study involving students and academics at Cukurova University, reported that academics displayed higher ethnocentric tendencies and that ethnocentrism was more pronounced among older individuals, women, and consumers with lower income levels. Mutlu et al. (2011) compared the ethnocentric tendencies of Turkish and Syrian consumers and found similar levels of ethnocentrism in both countries. Gungor et al. (2011) identified a significant relationship between consumer ethnocentrism and brand personality. Likewise, Yarangumelioglu and Buyuker Isler (2014) reported a positive relationship between consumer ethnocentrism and brand loyalty. Fettahlioglu and Sunbul (2015) found generational differences in ethnocentric tendencies, concluding that Generation X exhibited higher levels of ethnocentrism than Generations Y and Z. Research conducted in different countries has also produced important findings regarding consumer ethnocentrism. Cazacu (2016), in a study conducted in Moldova, found that consumers exhibited a moderate level of ethnocentrism and that CETSCALE demonstrated a four-dimensional structure. Poyraz (2017) reported differences in ethnocentric tendencies between consumers in Türkiye and Azerbaijan. Akin et al. (2017) found that consumer ethnocentrism positively affected consumers' intentions to purchase domestic products. In contrast, Ozdemir et al. (2018) reported a low and negative relationship between consumer ethnocentrism and purchase intention, indicating that the nature of this relationship may vary across contexts and product categories. Onurlubas and Altunisik (2019) demonstrated that both brand image and consumer ethnocentrism significantly influence purchase intention. Ozturk (2020) found that consumer ethnocentrism positively affected preferences for domestic tourist destinations. Similarly, Avci (2020), in a study focusing on Türkiye's domestic automobile brand TOGG, reported that ethnocentric tendencies increase consumers' intention to purchase domestically produced automobiles. Yener (2022) showed that consumer animosity significantly affects boycott intention and that consumer ethnocentrism plays a full mediating role in this relationship. More recently, Gokerik and

Tanis (2024) found that social media marketing activities increase consumer ethnocentrism and that income level moderates this relationship. Finally, Aykut and Kurnuc (2025) reported that consumer ethnocentrism has a significant positive effect on domestic product purchase intention and that ethnocentric tendencies may differ according to demographic characteristics. Overall, the existing literature indicates that consumer ethnocentrism influences a wide range of consumer attitudes and behavioral outcomes, including domestic product preference, brand loyalty, purchase intention, destination preference, and boycott behavior. Although numerous studies have examined consumer ethnocentrism in different sectors and product categories, research focusing specifically on electric vehicles remains limited. Furthermore, studies investigating the relationship between consumer ethnocentrism, purchase intention toward domestically branded electric vehicles, and domestic brand preference are still scarce. Therefore, the present study seeks to address this gap by examining the effect of consumer ethnocentrism on purchase intention toward domestically branded electric vehicles and domestic brand preference in the context of Türkiye.

Methodology. Purpose and Importance of the Study. The aim of this study is to examine the effect of consumer ethnocentrism on purchase intention toward domestically branded electric vehicles. Within this scope, the study evaluates consumers' attitudes toward domestic and foreign products and investigates the role of ethnocentric tendencies in purchase decisions related to domestically branded electric vehicles. More specifically, the study seeks to determine whether consumer ethnocentrism increases purchase intention toward domestically branded electric vehicles and strengthens consumers' preference for domestic brands. In addition, based on the findings, the study aims to develop practical recommendations for producers and marketers operating in the electric vehicle sector. The study is important for improving the understanding of consumer preferences in Türkiye's developing electric vehicle market and for contributing to the marketing strategies of domestic manufacturers. Furthermore, identifying the effect of consumer ethnocentrism on purchase behavior contributes to the literature on consumer behavior, marketing, and brand management, while also providing a basis for future research in the field.

Research Model and Development of Hypotheses. In this study, the effect of consumer ethnocentrism on purchase intention toward domestically branded electric vehicles is examined. In particular, the role of ethnocentric tendencies in shaping consumers' purchase intentions and domestic brand preferences constitutes the main focus of the study. In light of the theoretical background and previous empirical studies, the research model includes purchase intention toward domestically branded electric vehicles as the dependent variable and consumer ethnocentrism as the independent variable. Furthermore, the study assumes that consumers' ethnocentric tendencies may influence their preference for domestic brands. The basic model of the research is presented in Figure 1.

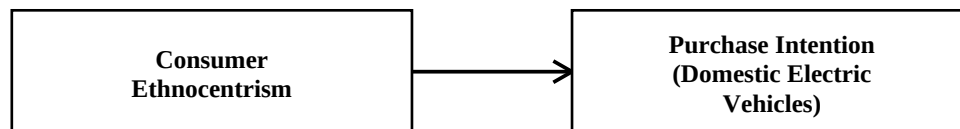


Figure 1
Research Model

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 domestically branded electric vehicles differs significantly according to participants' demographic characteristics.

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

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

H2c: Purchase intention toward domestically branded 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 significantly higher purchase intentions toward domestically branded electric vehicles than individuals with a low level of consumer ethnocentrism.

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 individuals are capable of reflecting consumer ethnocentrism levels and purchase intentions related to electric vehicles. Convenience sampling was employed as the sampling method. Data were collected through an online questionnaire administered to participants residing in different provinces of Türkiye. Within this framework, individuals who were familiar with electric vehicles and willing to participate in the survey were included in the sample. The sample size was determined by considering reliability and validity requirements. According to Kilbas and Cevahir (2022), a minimum sample size of 384 respondents is sufficient for studies conducted at a 95% confidence level and a 5% margin of error. Therefore, the study aimed to obtain more than 384 valid responses. As a result of the data collection process, a total of 409 valid questionnaires were included in the analyses.

Data Collection Method. In this study, a questionnaire was used as the data collection instrument. The questionnaire consisted of two sections designed to measure the core variables of the study. The first section included participants' demographic information, while the second section contained scale items measuring the dependent and independent variables. All items were measured using a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The level of consumer ethnocentrism was measured using the Consumer Ethnocentric Tendencies Scale (CETSCALE) developed by Shimp and Sharma (1987). The scale consists of 17 items designed to assess consumers' attitudes toward foreign products and their orientation toward domestic products. The dependent variable of the study is purchase intention toward domestically branded electric vehicles. This construct was measured using a five-item scale adapted from Klein et al. (1998) and revised for the context of domestically branded electric vehicles. The items assess respondents' willingness to prefer, own, and pay a price premium for a domestically branded electric vehicle rather than a foreign-branded alternative. Two items were positively worded and three were negatively worded. The negatively worded items were reverse-coded prior to analysis so that higher scores consistently reflected a stronger intention to purchase a domestically branded electric vehicle. Because the items refer specifically to domestically branded electric vehicles, the dependent variable is interpreted throughout the study as purchase intention toward domestically branded electric vehicles rather than as a general intention to adopt electric vehicles irrespective of brand origin. Data were collected through an online survey distributed via social media platforms, e-mail, and survey-sharing websites. The anonymous administration of the questionnaire encouraged honest responses. Participants were informed about the purpose of the study, confidentiality principles were explained, and it was stated that the collected data would be used solely for academic purposes. The collected data were analyzed using SPSS software. Reliability analysis, normality analysis, KMO and Bartlett's tests, exploratory factor analysis, independent samples t-tests, one-way ANOVA, correlation analysis, and regression analysis were conducted. These analyses were used to evaluate the psychometric properties of the scales and to test the research hypotheses. In addition, Hypothesis H4 was tested by dividing participants into two groups according to their

ethnocentrism levels. A median split procedure based on total CETSCALE scores was employed. Participants scoring above the median were classified as the “high ethnocentrism” group, whereas those scoring below the median were classified as the “low ethnocentrism” group. An independent samples t-test was conducted to examine whether domestic brand preference differed significantly between the two groups. Group means ($\bar{X}$), standard deviations (SD), t values, and p values were reported. Furthermore, Cohen's d effect size was calculated and interpreted to evaluate the practical significance of the observed differences (Lenhard & Lenhard, 2022). This approach has been frequently used in consumer behavior research to compare groups characterized by different levels of ethnocentric tendencies.

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
	80,001 TL and above	33	8,1
Occupation	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 observed that the gender distribution was relatively balanced, with females accounting for 50.9% and males accounting for 49.1% of the sample. In terms of marital status, single participants constituted the majority (53.3%), while married participants represented 46.7% of the respondents. Regarding age groups, the largest proportion of participants (42.5%) was concentrated in the 30–45 age range, followed by the 18–29 age group (33.0%) and the 46-and-above age group (24.4%). With respect to educational attainment, most participants held a bachelor's degree (36.2%) or an associate degree (29.6%), while 20.0% had completed graduate-level education. In terms of income distribution, the largest group of respondents (30.8%) reported a monthly income between 0 and 22,104 TL, followed by those earning between

40,001 and 60,000 TL (24.7%). Regarding occupation, 26.7% of participants were classified in the “other” category, while private-sector employees represented 25.7% of the sample, followed by students (15.4%) and self-employed individuals (12.5%). Overall, these findings indicate that the sample includes participants from diverse demographic backgrounds in terms of gender, age, education, income, and occupation. This diversity provides a suitable basis for examining consumer ethnocentrism and purchase intentions toward domestically branded electric vehicles across different demographic groups.

Reliability Analysis and Assessment of Normality. The reliability and quality of the data obtained in the study were evaluated through reliability and normality analyses. Cronbach's alpha coefficient was used to assess the internal consistency of the scales. Cronbach's alpha is one of the most widely used indicators for determining whether scale items measure the same construct consistently and reliably (Hair et al., 2010). According to Hair et al. (2010), Cronbach's alpha values below 0.40 indicate low reliability, values between 0.40 and 0.60 indicate limited reliability, values between 0.60 and 0.80 indicate acceptable reliability, and values above 0.80 indicate high reliability. In addition, the normality assumption was evaluated using skewness and kurtosis values. Previous studies suggest different threshold values for assessing normality. For example, Huck (2012) recommends ± 1 , Tabachnick and Fidell (2015) recommend ± 1.5 , George and Mallery (2010) recommend ± 2 , and Kline (2011) suggests that values within ± 3 indicate an acceptable approximation to normality. In the present study, skewness and kurtosis values were examined to assess the normality of the data distribution.

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

The findings indicate that the consumer ethnocentrism scale consists of three dimensions: Nationalism, Orientation Toward Domestic Products, and Attitude Toward Foreign Products. The mean score for the Nationalism dimension was 2.656, indicating a moderate level of nationalist tendencies among participants. The Cronbach's alpha value for this dimension was 0.914, demonstrating high reliability. The mean score for the Orientation Toward Domestic Products dimension was 3.353, suggesting relatively strong domestic product orientation among participants. This dimension also exhibited high reliability ($\alpha = 0.926$). The mean score for the Attitude Toward Foreign Products dimension was 2.825, indicating moderate attitudes toward foreign products. The reliability coefficient for this dimension was 0.787, which is considered acceptable. The overall mean score for the consumer ethnocentrism scale was 2.891, and the overall Cronbach's alpha coefficient was 0.936, indicating very high internal consistency. For the purchase intention scale toward domestically branded electric vehicles, the mean score was 3.507 and the reliability coefficient was 0.771. These findings suggest that participants exhibited a relatively favorable purchase intention toward domestically branded electric vehicles and that the scale demonstrated acceptable reliability. Furthermore, all skewness and kurtosis values fell within the acceptable ranges suggested in the literature, indicating that the data were approximately normally distributed and suitable for subsequent parametric analyses.

Factor Analysis. Factor analysis was conducted to examine the construct validity of the scales used in the study. Factor analysis is a multivariate statistical technique that reduces a large number of interrelated variables into a smaller number of meaningful factors, thereby simplifying the data structure and facilitating the interpretation of relationships among variables. Factor analysis is generally classified into two types: exploratory factor analysis (EFA) and confirmatory factor analysis

(CFA) (Yaslioglu, 2017). In the present study, EFA was employed to examine the factor structure of the scales and identify the underlying dimensions. EFA helps determine how variables are grouped under factors and whether the resulting structure is consistent with the theoretical framework. In determining the number of factors, eigenvalues were taken into consideration. Although higher levels of explained variance are desirable, explained variance ratios of approximately 50% or above are generally considered acceptable in social sciences (Hair et al., 2010; Yaslioglu, 2017). Sample size is another important requirement for obtaining reliable factor analysis results. Can (2013) states that the sample size should exceed the number of variables included in the analysis, while Buyukozturk (2002) argues that a sample size of approximately 200 is sufficient to establish reliable factor structures and that this number may decrease to around 100 when the number of factors is limited. Another widely accepted criterion suggests that the sample size should be between five and ten times the number of variables included in the analysis (Can, 2013). To determine the suitability of the dataset for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity were conducted. According to Kalayci (2006), a KMO value above 0.50 indicates that the data are suitable for factor analysis, whereas values above 0.70 indicate good suitability (Sarıkaya, 2002). The KMO and Bartlett test results obtained in this study indicate that the dataset is appropriate for factor analysis.

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	χ^2 : 5403,792, df: 136 and $p < 0,000$
Purchase Intention Scale	,726	χ^2 : 602,857, df: 10 and $p < 0,000$

The analysis results indicate that both 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 demonstrates a very high level of sampling adequacy. Furthermore, the significant Bartlett's test result ($\chi^2 = 5403.792$; $df = 136$; $p < 0.001$) indicates that sufficient correlations exist among the variables to justify factor analysis. Therefore, the ethnocentrism scale data are highly appropriate for exploratory factor analysis. For the Purchase Intention Scale, the KMO value was found to be 0.726, indicating an acceptable level of sampling adequacy. Similarly, the significant Bartlett's test result ($\chi^2 = 602.857$; $df = 10$; $p < 0.001$) demonstrates that the correlations among the items are sufficient for factor analysis. Accordingly, the purchase intention scale also exhibits a structure suitable for exploratory factor analysis. Overall, the findings indicate that both scales satisfy the preliminary requirements for exploratory factor analysis and provide an adequate basis for examining their underlying factor structures.

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 Turkey.	,657		
Turkish people should always buy Turkish-made products rather than imported ones.	,622		

Factors	Loading	Eigenvalue	Variance (%)
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 Turkey 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 Turkey.	,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 Turkey.	,783		
Except in cases of necessity, purchasing goods from other countries or trading with them should be very limited.	,742		
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		
Barriers should be imposed on all imported products.	,725		
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		

The negatively worded items in the Purchase Intention Scale were reverse-coded prior to the analyses. Variance values refer to the percentage of variance explained by each factor separately.

As a result of the exploratory factor analysis, the consumer ethnocentrism scale was found to consist of three dimensions: Nationalism, Orientation Toward Domestic Products, and Attitude Toward Foreign Products. In addition, the purchase intention scale exhibited a single-factor structure. The Nationalism dimension consists of nine items with an eigenvalue of 5.402, and factor loadings ranging from 0.525 to 0.859. The Orientation Toward Domestic Products dimension consists of five items, with factor loadings ranging from 0.742 to 0.885. The Attitude Toward Foreign Products dimension includes three items, with factor loadings ranging from 0.536 to 0.838. For the Purchase Intention Scale, factor loadings range from 0.538 to 0.817, indicating that all items contribute meaningfully to the underlying construct. Of the five items included in the purchase intention scale, two were positively worded and three were negatively worded. The negatively worded items were reverse-coded prior to the analysis to ensure that all items reflected the same direction. The items assess respondents' willingness to prefer, own, and pay a premium for domestically branded electric vehicles rather than foreign-branded alternatives. Accordingly, this factor is interpreted as purchase intention toward domestically branded electric vehicles. The exploratory factor analysis results indicate that all items loaded satisfactorily on their respective factors and that the obtained factor structure is consistent with the theoretical framework of the study. Therefore, the findings provide evidence supporting the construct validity of the scales used in the research.

Difference Analyses. Difference analyses were conducted to test the research hypotheses. Independent-samples t-tests were used to examine differences between two groups, whereas one-way ANOVA was employed for comparisons involving more than two groups.

t-Test Results. The independent-samples t-test was conducted to determine whether there were statistically significant differences between male and female participants in terms of consumer ethnocentrism and purchase intention toward domestically branded electric vehicles.

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 the differences between participants' gender and their levels of consumer ethnocentrism and purchase intention toward domestically branded electric vehicles. For consumer ethnocentrism, the mean score of female participants was 2.845, whereas the mean score of male participants was 2.938. Since the p-value was 0.286 ($p > 0.05$), no statistically significant difference was found between female and male participants in terms of consumer ethnocentrism. Similarly, for purchase intention toward domestically branded electric vehicles, the mean score of female participants was 3.527, while the mean score of male participants was 3.486. The p-value obtained for this variable was 0.653 ($p > 0.05$), indicating that purchase intention does not differ significantly according to gender. These findings suggest that gender is not a significant determinant of either consumer ethnocentrism or purchase intention toward domestically branded 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	-9,827	0,000	1,215
	High	185	3,954	0,670			

According to the independent-samples t-test results, there is a significant difference between the purchase intentions toward domestically branded electric vehicles of participants with low and high levels of consumer ethnocentrism. The findings indicate that individuals with high ethnocentrism exhibit significantly higher purchase intention toward domestically branded electric vehicles ($\bar{X} = 3.954$; $SD = 0.670$) than individuals with low ethnocentrism ($\bar{X} = 3.138$; $SD = 0.951$) ($t = -9.827$, $p < 0.001$). The calculated Cohen's d value ($d = 1.215$) indicates a large effect size, suggesting that consumer ethnocentrism has a strong influence on consumers' orientation toward domestically branded electric vehicles. The magnitude of the effect demonstrates that the observed difference is not only statistically significant but also practically meaningful. These findings support Hypothesis H4. In other words, individuals with a high level of consumer ethnocentrism demonstrate a significantly stronger preference for domestically branded electric vehicles than individuals with a low level of consumer ethnocentrism.

Analysis of Variance (ANOVA) Results. Within the scope of the study, one-way analysis of variance (ANOVA) was conducted to determine whether participants' responses differed across independent variables consisting of more than two categories. Since variables such as age, education level, and income level included more than two categories, ANOVA was used to examine whether statistically significant differences existed among these groups.

Table 7

ANOVA Test Results

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

The ANOVA results presented in Table 7 indicate that age groups do not create a statistically significant difference in either consumer ethnocentrism or purchase intention toward domestically branded electric vehicles.

For consumer ethnocentrism, the mean scores were 2.807 for the 18–29 age group, 2.877 for the 30–45 age group, and 3.030 for participants aged 46 and above. The obtained F value was 1.904 and the p-value was 0.150. Since $p > 0.05$, age does not have a statistically significant effect on consumer ethnocentrism.

Similarly, for purchase intention toward domestically branded electric vehicles, the mean scores were 3.540 for the 18–29 age group, 3.501 for the 30–45 age group, and 3.474 for the 46-and-above age group. The obtained F value was 0.155 and the p-value was 0.857. Since $p > 0.05$, no statistically significant difference exists among age groups with respect to purchase intention toward domestically branded electric vehicles. Furthermore, the eta-squared values ($\eta^2 = 0.009$ for consumer ethnocentrism and $\eta^2 = 0.001$ for purchase intention) indicate negligible effect sizes. Therefore, age appears to have a very limited practical influence on either consumer ethnocentrism or purchase intention toward domestically branded electric vehicles. Overall, the findings suggest that age does not create a meaningful difference in consumer ethnocentrism or purchase intention toward domestically branded electric vehicles. Accordingly, 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				
Purchase Intention	0-22.104 TL	126	3,514	,949	4	,016	1,684	,153
	22.105-40.000	78	3,366	,939				
	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				

The ANOVA results presented in Table 8 indicate that income levels do not create a statistically significant difference in either consumer ethnocentrism or purchase intention toward domestically branded electric vehicles. For consumer ethnocentrism, the mean scores across income groups were 2.813 for the 0–22,104 TL group, 2.850 for the 22,105–40,000 TL group, 2.874 for the 40,001–60,000

TL group, 3.041 for the 60,001–80,000 TL group, and 3.016 for the 80,001 TL and above group. The obtained F value was 0.987 and the p-value was 0.414. Since $p > 0.05$, there is no statistically significant difference in consumer ethnocentrism according to income level. For purchase intention toward domestically branded electric vehicles, mean scores ranged from 3.366 to 3.738 across income groups. The obtained F value was 1.684 and the p-value was 0.153. Since $p > 0.05$, purchase intention toward domestically branded electric vehicles does not differ significantly according to income level. Furthermore, the eta-squared values calculated for both dimensions ($\eta^2 = 0.010$ for consumer ethnocentrism and $\eta^2 = 0.016$ for purchase intention) indicate very small effect sizes. These findings suggest that income level has only a negligible practical influence on consumer ethnocentrism and purchase intention toward domestically branded electric vehicles. Overall, the findings indicate that income level does not have a statistically significant effect on either consumer ethnocentrism or purchase intention toward domestically branded electric vehicles. Accordingly, hypotheses H1c and H2c are not supported.

Correlation Analysis. Pearson correlation analysis is one of the most commonly used parametric methods for examining the relationship between two continuous variables. Since the correlation coefficient (r) ranges from -1 to $+1$, values below 0.29 indicate a negligible or very weak relationship. Values between 0.30 and 0.64 indicate a moderate relationship, values between 0.65 and 0.84 indicate a strong relationship, and values between 0.85 and 1.00 indicate a very strong relationship (Ural & Kılıç, 2013).

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 presented in Table 9 reveal a positive and statistically significant relationship between consumer ethnocentrism and purchase intention toward domestically branded electric vehicles ($r = 0.672$, $p < 0.01$). According to the classification proposed by Ural and Kılıç (2013), this coefficient indicates a strong positive relationship between the two variables. Accordingly, as consumer ethnocentrism increases, purchase intention toward domestically branded electric vehicles also tends to increase. When the descriptive statistics are examined, the mean score for consumer ethnocentrism is 2.89 (SD = 0.88), whereas the mean score for purchase intention toward domestically branded electric vehicles is 3.51 (SD = 0.93). These findings indicate acceptable variability in the data and suggest that the distributions of both variables are suitable for statistical analysis. Overall, the findings indicate that consumer ethnocentrism is positively and meaningfully associated with purchase intention toward domestically branded electric vehicles. However, because both constructs involve a domestic-product orientation, the observed relationship should be interpreted with caution due to the potential conceptual proximity between the variables, as discussed in the limitations section.

Regression Analysis. Simple linear regression is a statistical technique used to examine the effect of an independent variable on a dependent variable. This method estimates the extent to which variation in the independent variable explains variation in the dependent variable and evaluates the direction and strength of the relationship between the variables (Altunisik et al., 2012). In the present study, simple linear regression analysis was employed to test Hypothesis H3.

Table 10
Regression Analysis Results

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

Dependent Variable: Purchase Intention Toward Domestically Branded Electric Vehicles

The regression analysis results presented in Table 10 indicate that consumer ethnocentrism has a significant and positive effect on purchase intention toward domestically branded electric vehicles. The unstandardized regression coefficient ($B = 0.711$) indicates that a one-unit increase in consumer ethnocentrism is associated with a 0.711-unit increase in purchase intention toward domestically branded electric vehicles. The standardized regression coefficient ($\beta = 0.672$) indicates a strong positive relationship between consumer ethnocentrism and purchase intention toward domestically branded electric vehicles. The obtained t value ($t = 18.309$) is statistically significant, and the p -value ($p < 0.001$) confirms that the effect is significant. The coefficient of determination ($R^2 = 0.452$) indicates that approximately 45.2% of the variance in purchase intention toward domestically branded electric vehicles is explained by consumer ethnocentrism. This finding suggests that consumer ethnocentrism is an important explanatory factor in understanding consumers' purchase intentions toward domestically branded electric vehicles. However, because the dependent variable and the "Orientation Toward Domestic Products" dimension of the ethnocentrism construct share a common emphasis on domestic-product preference, part of the explained variance may reflect conceptual proximity between the variables. This issue is discussed further in the limitations section. The Durbin–Watson statistic was calculated as 1.731, suggesting that autocorrelation is unlikely to be a concern in the regression model. Overall, these findings support Hypothesis H3. In other words, as consumer ethnocentrism increases, consumers' purchase intention toward domestically branded electric vehicles also increases. The results suggest that motivations related to supporting domestic production and contributing to the national economy may play an important role in shaping consumers' purchase decisions.

Conclusion and Discussion

This study examined the effect of consumer ethnocentrism on purchase intention toward domestically branded electric vehicles in Türkiye. Based on data collected from 409 participants through an online survey, the findings indicate that consumer ethnocentrism has a significant and positive effect on consumers' purchase intentions toward domestically branded electric vehicles. Individuals with stronger ethnocentric tendencies were found to exhibit higher purchase intentions and stronger preferences for domestically branded electric vehicles. The factor analysis results revealed that the consumer ethnocentrism scale consists of three dimensions: Nationalism, Orientation Toward Domestic Products, and Attitude Toward Foreign Products. The findings further showed that participants displayed relatively strong orientations toward domestic products, whereas their attitudes toward foreign products remained at a moderate level. Reliability and factor analysis results provided evidence supporting the reliability and construct validity of the scales used in the study.

The results of the difference analyses demonstrated that demographic variables such as gender, age, and income level do not significantly affect either consumer ethnocentrism or purchase intention toward domestically branded electric vehicles. These findings suggest that consumer ethnocentrism is shaped more by psychological, cultural, and value-based factors than by demographic characteristics. The correlation analysis revealed a strong positive relationship between consumer ethnocentrism and purchase intention toward domestically branded electric vehicles ($r = 0.672$, $p < 0.01$). Similarly, the regression analysis indicated that consumer ethnocentrism is an important predictor of purchase intention toward domestically branded electric vehicles and explains approximately 45.2% of the variance in purchase intention ($R^2 = 0.452$). These findings suggest that consumers' desire to support domestic production and contribute to the national economy plays a meaningful role in shaping their purchasing decisions.

From a managerial perspective, the findings imply that marketing strategies emphasizing national values, domestic production, local economic contribution, and domestic brand identity may strengthen consumers' purchase intentions toward domestically branded electric vehicles. Such strategies may be

particularly beneficial for domestic manufacturers seeking to strengthen their competitive position in Türkiye's rapidly developing electric vehicle market.

Several limitations should be acknowledged. First, the dependent variable, purchase intention toward domestically branded electric vehicles, is conceptually adjacent to the “Orientation Toward Domestic Products” dimension of the consumer ethnocentrism construct, since both involve a preference for domestically produced goods. Therefore, part of the observed correlation ($r = 0.672$) and explained variance ($R^2 = 0.452$) may reflect conceptual proximity between the variables rather than a purely predictive relationship. Second, because the data were collected through self-reported questionnaires at a single point in time, the findings may be affected by common method bias. Future studies may address this issue by employing procedural and statistical remedies such as Harman's single-factor test, marker-variable techniques, multi-source data collection, or time-lagged research designs. Finally, the study is limited to participants residing in Türkiye and focuses exclusively on the electric vehicle sector. Future research conducted in different countries, cultural contexts, and product categories may provide a broader understanding of the relationship between consumer ethnocentrism and purchase behavior. Longitudinal and cross-cultural studies would also contribute to the generalizability and robustness of the findings.

Statement of Conflict of Interest

The authors declare no competing financial or personal interests that could have influenced the work reported in this manuscript.

Financial Support

This study did not benefit from any funding or support.

Author Contributions

All authors contributed equally.

Ethics Committee Statement and Intellectual Property Rights

The study was conducted in accordance with ethics committee requirements, and all necessary permissions were secured. The work also adhered to the principles of intellectual property and copyright.

Data Availability

Study data are available from the corresponding author on reasonable request.

Use of Artificial Intelligence (AI) Tools

In this study, artificial intelligence tools were used solely for the purpose of language editing.

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