

Arařtırma Makalesi / Research Article

Examining The Mediating Effect of Brand Equity and E-WOMM on the Influence of Consumer Cultural Ethnocentrism on Perception of Perfectionism: Research on TOGG

Kültürel Tüketici Etnosentrizminin Mükemmeliyetçilik Algısına Etkisinde Marka Deęerinin ve E-AAP'nin Aracılık Etkisinin İncelenmesi: TOGG Üzerine Bir Arařtırma

Ferdi AKBIYIK ¹

Geliř/Received: 22.10.2024

Kabul/Accepted: 23.11.2024

Abstract

The research strives to specify the mediating effect of brand equity and electronic word of mouth marketing on the effect of consumer cultural ethnocentrism on perfectionism perception in terms of TOGG sample. Convenience sampling method was employed in the research and participants driving in Isparta participated in the research. The research model was created by considering the four variables that are the subject of the research. The dimensions of consumer ethnocentrism (CE), perception of perfectionism (PP), brand equity (BE) and electronic word of mouth marketing (E-WOMM) were considered in the research model. The dashed lines illustrate the mediating role, while the continuous arrows explain the direct effect on the research model. SPSS package program was used for the creation of frequency tables, exploratory factor analysis and reliability analysis. Smart-PLS package program was employed in the research for the creation of the measurement model, testing of the structural equation model and measuring direct/indirect effects. In the research, it was observed that consumer ethnocentrism positively affected the perception of perfectionism, electronic word of mouth marketing and brand equity. Additionally, it was understood that the mediating role of brand equity and electronic word of mouth marketing in the effect of consumer ethnocentrism on the perception of perfectionism was positive.

Keywords: Consumer cultural ethnocentrism, perfectionism, brand equity, electronic word of mouth marketing, consumer behavior.

Öz

Bu çalışmada TOGG örneęi özelinde kültürel tüketici etnosentrizminin mükemmeliyetçilik algısına etkisinde marka deęerinin ve elektronik ağızdan ağıza pazarlamanın aracılık etkisinin belirlenmesi amaçlanmaktadır. Arařtırmada kolayda örnekleme yöntemi kullanılmış olup, Isparta'da araç kullanan katılımcılar arařtırmaya katılım sağlamıştır. Arařtırma modeli arařtırmaya konu olan dört deęişkenin birlikte ele alınmasıyla oluşturulmuştur. Arařtırma modelinde tüketici etnosentrizmi (TE), mükemmeliyetçilik algısı (MA), marka deęeri (MD) ve elektronik ağızdan ağıza pazarlama (E-AAP) boyutları ele alınmıştır. Arařtırma modelinde yer alan

¹ Dr. Öğr. Üyesi., Isparta Uygulamalı Bilimler Üniversitesi, Isparta/Türkiye. E-posya:ferdiakbiyik@isparta.edu.tr, <https://orcid.org/0000-0001-6138-0586>

kesikli çizgiler aracılık rolünü anlatırken, kesintisiz olan ok işaretleri ise doğrudan etkiyi anlatmaktadır. Araştırmada elde edilen veri setinin analizinde frekans tablolarının oluşturulması, açımlayıcı faktör analizi ve güvenilirlik analizleri için SPSS paket programı kullanılmıştır. Araştırmada ölçüm modelinin oluşturulması, yapısal eşitlik modelinin test edilmesi ve doğrudan/dolaylı etkilerin ölçülmesinde Smart-PLS paket programından yararlanılmıştır. Araştırmada tüketici etnosentrizminin mükemmeliyetçilik algısını, elektronik ağızdan ağıza pazarlamayı ve marka değerini pozitif yönde etkilediği görülmüştür. Araştırmada ayrıca tüketici etnosentrizminin mükemmeliyetçilik algısına etkisinde marka değerinin ve elektronik ağızdan ağıza pazarlamanın aracılık rolünün pozitif yönde gerçekleştiği belirlenmiştir.

Keywords: *Tüketici kültürel etnosentrizmi, mükemmeliyetçilik, marka değeri, elektronik ağızdan ağıza pazarlama, tüketici davranışları.*

1. INTRODUCTION

In the globalizing world, consumer behavior is becoming more complex each passing day. Consumer ethnocentrism has a very dramatic role in figuring out the competition between local brands and global brands. Ethnocentrism, which was first mentioned as a concept by Summer (1906), is a technical term in which an individual affirms their membership in the group as the center of everything and evaluates and rates everything else accordingly. According to this understanding, the group that an individual identifies with is the supreme accurate group and a disrespectful attitude is adopted towards all groups outside (Summer, 1906). Consumer ethnocentrism denotes consumers' accepting products which are produced in homeland as superior and more refined than products produced in non-domestic countries and accordingly preferring products produced in their own country (Shimp & Sharma, 1987). In this context, it is meaningful to evaluate TOGG, Turkey's national and domestic automobile brand, within the framework of this concept.

According to the ethnocentrism approach, defined as a tendency to prefer locally sourced products as opposed to imported goods, consumers consider the country-of-origin factor in addition to such criteria as price and quality in the product purchase decision process (de Ruyter et al., 1998; Moon & Jain, 2002). With the ramification of the COVID-19 that swept the world, interest in domestic and national products has increased. This situation has caused the strengthening of consumer ethnocentrism (Marinkovic et al., 2023). According to Koçyiğit (2021), consumer ethnocentrism is said to significantly and adversely affect consumers' inclination to purchase foreign brand products. In other words, consumers bearing strong ethnocentric tendencies are generally less inclined to purchase those of foreign origin products (Gil, 2018). Likewise, those with minimal ethnocentric inclinations generally show a more even-handed attitude toward imported goods (Sulaimanova, 2019). Additionally, evidence suggests that ethnocentric consumers tend to support domestic brands, viewing foreign goods as threats to the local economy and the livelihood of fellow citizens (Siamagka & Balabanis, 2015). Ultimately, domestic products are seen as symbols of national pride (Cleveland et al., 2009).

In a study by Kapkıran (2010), it was noted that though consumer ethnocentrism does not influence consumer preferences, brand image acts as a key component in product evaluation, and the source country effect is a key factor in consumers' assessments of foreign products. Similarly, Güngör (2016) mentions that the product's homeland serves as a vital function on ethnocentrism tendencies. Likewise, other studies suggest that consumers' ethnocentric tendencies and perceptions of country of origin positively impact their attitudes toward domestic brands and negatively affect their views on foreign brands (Özcan, 2022). However, data supports the idea that the implications of a product's manufacturing location vary based on ethnocentrism levels. Moreover, Ceylan (2017) observed that consumer ethnocentrism fluctuates depending on such factors as monthly household income, openness to foreign cultures, and proximity to foreign cultures. Similarly, while consumer ethnocentrism is

positively affected by age and internal variables, there are also studies showing that it is negatively affected by income, education level and external value variables (Gil, 2018). In this respect, it can be said that consumer ethnocentrism varies depending on the demographic structure of consumers (Berksan, 2019; Sulaimanova; 2019).

The launch of TOGG, which represents Turkish identity due to its local and national identity, other than the automobile produced for the first time in Turkey under the Devrim brand in 1961 (Sürer, 2017), stands out as an important example within the framework of consumer ethnocentrism. In this respect, how the perceived value of a local automobile brand is reflected in the perfectionist attitudes of consumers is a subject that needs to be investigated. Because the Turkish nation, known as a patriotic nation, can evaluate local and national products produced in its own country within the framework of the country and national interests. In fact, studies have shown that ethnocentrism can also be considered as patriotic consumption behavior since it is linked to patriotism and dedication to the country (Balabanis et al., 2001). In this respect, it was determined that patriotism affects consumer ethnocentrism (Sezginer, 2023); it was also observed that the level of ethnocentrism is high in Turkey (Tuzcuoğlu, 2012). Such factors as quality, reliability and prestige perceived by consumers about products are considered crucial factors that are directly related to brand equity and can influence consumer behavior (Lin & Chen, 2006). Since it is noted that ethnocentrism negatively impacts perceived product quality and purchase intentions (Yousif, 2019). Apart from this, it was determined that consumers' national centrism negatively affects the prospective buying intention of foreign products. However, it is evident that cultural similarity reduces the negative effect of central nationalism on purchasing foreign products (Heljic, 2015).

As a symbol of domestic production and national identity, TOGG means much more than just an automobile to Turkish consumers. Therefore, consumer ethnocentrism may play a critical part in the perceived value of the TOGG brand for consumers and consumers' perceptions of perfectionism. In other words, such factors as quality, reliability and innovation that consumers consider in the process of choosing a brand are linked to consumers' perceptions of perfectionism (Flett & Hewitt, 2002). It is known that consumers having titanic perceptions of perfectionism are not intrigued by low and medium quality products because they have high expectations and standards regarding products (Sproles & Kendall, 1986). It is seen that if the quality impression of the product is elevated, the quality that consumers expect from the product is also supreme (Karaosmanoğlu et al., 2016). Research reveals that individuals having a strong degree of innovativeness and ethnocentrism intend to purchase TOGG brand cars. (İğde, 2023). In this respect, it may be expected that consumers who adopt a high ethnocentrism approach with high perfectionism and innovativeness perceptions are more likely to prefer the products and services offered by TOGG. Moreover, analyses confirm that consumers' levels of ethnocentrism have a gigantic impact on their perception of perfectionism (Elshakmak, 2020). In the study focused on specifying the association between perfectionism perception and ethnocentrism tendency and whose sample was Generation Y (Yavuzer, 2010), it was observed that the product price was closely related to the ethnocentric tendencies of the participants. Apart from this, it is stated that different generations exhibit varying levels of ethnocentric tendencies in consumers (Çoşkun, 2019).

Ethnocentric tendencies have an essential share in brand loyalty (Çalışkan, 2022; Aslım, 2023). In this respect, it is very pivotal that TOGG, which is a local and national product, promises an upraised brand equity. Indeed, high brand equity can strengthen consumers' perceptions of perfectionism. This can be positively reflected in consumers' purchase intentions (Papadopoulos & Heslop, 2003). Moreover, consumers may trust the brand as they receive positive feedback about the brand, and increasing brand trust over time can positively affect consumers' purchasing decisions towards the brand, therefore (Prentice et al., 2019). Similarly,

the country's image is related to their tendency to opt for products from that country. In other words, the image of the nation associated with the product's production can affect consumers' preferences (Cengiz, 2011). Because it is stated that the ethnocentric tendencies of the consumer are shaped by the country where the product is made and the brand's home country (Kaplan, 2020). With this in mind, it is essential to cultivate a brand personality specifically for TOGG in that positive relationships are found between brand personality and ethnocentric orientations (Cömert, 2019).

Electronic word-of-mouth marketing, characterized as a broadened source of knowledge through the Internet (Dellarocas, 2003; Parameswaran & Whinston, 2007), is a current marketing approach that allows consumers to comment on products and services they have experienced across digital platforms (Hennig-Thurau et al., 2004; Charo et al., 2015), and has the power to direct consumer preferences. Because word-of-mouth marketing, which plays a very noteworthy involvement in consumers' product and service selection, shaping their attitudes towards products and services before purchase, in purchasing decisions, and in making evaluations about products and services after consumption (Goldenberg et al., 2001; Yılmaz & Doğan, 2016), is stated to be tremendously authoritative in the purchasing decision process (Güven Deprem, 2015). Consumers can also share their ideas about products and services in this way. Moreover, the idea transfer behavior is an advanced dimension of electronic word-of-mouth marketing (E-AAP) communication on social media platforms (Somtaş Lekesizcan, 2023).

This study explores the ramifications of consumer ethnocentrism on how perfectionism is perceived is examined through the TOGG brand automobile representing the Turkish national identity. Another focus of the research is how this effect is shaped through the medium of electronic word-of-mouth marketing and brand equity. The primary factor that increases the perception of a product by the consumer, consumer loyalty and the possibility of it being preferred by the consumer is undoubtedly brand equity (Aaker, 1991). E-WOMM is a type of marketing where consumers share their brand experiences through online platforms. It is stated that consumers' sharing their brand experiences through E-WOMM can have a vital effect on brand equity and perceived perfectionism (Hennig-Thurau et al., 2004).

This research strives to specify how TOGG brand automobiles representing Turkish national identity are perceived by Turkish consumers and to determine how this perception establishes a nexus between consumer ethnocentrism and perfectionism. In this context, determining the moderating role of E-WOMM pertaining to the effect of consumer ethnocentrism on brand equity and perfectionism perceptions of TOGG, a local and national brand, is among the aims of the research.

2. RESEARCH METHOD

This section will focus on how the research method was created. In this scenario, the goal of the investigation, model and hypotheses, data collection tools, universe and sample, the steps taken to collect data and the approach to its analysis are explained in detail.

2.1. Research objectives

Consumer ethnocentrism, perfectionism perception, brand equity and electronic word of mouth marketing play a key responsibility in understanding consumer behavior and determining current marketing strategies accordingly. Because these variables help to understand how consumers balance their global quality expectations and their sense of belonging to domestic brands. In this respect, TOGG, which is seen as a symbol of domestic and national production, can be a good example for determining the place of domestic products in consumer perceptions against perfectionism standards. In the research, consumers' sense of belonging to domestic

brands is addressed with consumer ethnocentrism, and quality expectations are addressed with perfectionism perception. The study has gained a digital dimension by measuring consumers' perceptions in digital shopping experiences with electronic word of mouth marketing. This study endeavors to research the mediating effect of brand equity and electronic word of mouth marketing in the effect of consumer ethnocentrism on perfectionism perception.

2.2. Research model and hypotheses

In the research, four variables supported by existing literature; consumer ethnocentrism, perfectionism perception, brand equity and electronic word of mouth marketing were used. Although there are studies measuring and evaluating the relationships between these variables, no study was found that considered these four variables together. This situation emphasizes the distinct nature of this research.

When the literature is explored, it is highlighted that the ethnocentrism levels of consumers bear a dramatic effect on their perception of perfectionism in studies examining the effect of consumer ethnocentrism on the perception of perfectionism (Yavuzer, 2010; oşkun, 2019; Elshakmak, 2020). Drawing from this, the *H1* hypothesis is formulated:

H1: The perception of consumer ethnocentrism among automobile users affects their perception of perfectionism.

In studies investigating the implication of consumer ethnocentrism on brand equity (Balabanis & Diamantopoulos, 2004; Vida & Reardon, 2008; Sun et al., 2021; Baber et al., 2024), it was observed that ethnocentrism affects brand equity and consumers' attitudes and preferences towards domestic and foreign brands. Therefore, *H2* hypothesis is proposed in this research:

H2: The perception of consumer ethnocentrism among automobile users affects brand equity.

In the research delving into the effects of consumer ethnocentrism on electronic word-of-mouth marketing (Sun et al., 2021), it was observed that electronic word-of-mouth marketing affects consumer ethnocentrism both positively and negatively. It was also determined that this effect depends on the brand origin. The *H3* hypothesis was proposed in this study accordingly:

H3: The perception of consumer ethnocentrism among automobile users affects electronic word-of-mouth (e-WOM) marketing.

There appear research addressing the role of brand equity on perfectionism perception (Sproles & Kendal, 1986; Lin & Chen, 2006; Karaosmanođlu et al., 2016; Prentice et al., 2019). These studies focus on topics such as brand equity, perfectionism perception, and perceived quality of the product. The *H4* hypothesis is proposed in this study, therefore:

H4: The perception of brand equity among automobile users affects their perception of perfectionism.

In studies gauging the implication of electronic word of mouth marketing on perfectionism perception (Hennig-Thurau et al., 2004), it was observed that sharing brand experiences through electronic word of mouth marketing may have a significant effect on brand equity and perceived perfectionism. In addition, it was also determined that positive comments contained in E-WOMM (Park & Lee, 2009); content reliability and source reputation further strengthen consumers' perfectionism tendencies (Cheung & Thadani 2012). Therefore, *H5* hypothesis is proposed:

H5: The perception of electronic word-of-mouth marketing (e-WOM) among automobile users affects their perception of perfectionism.

The mediation effect, which reveals the originality of this research, was evaluated with the following two hypotheses. In this context, the H6 and H7 hypotheses were proposed for the mediation effect of brand equity and electronic word-of-mouth marketing:

H6: Brand equity plays a mediating role in the effect of consumer ethnocentrism perception among automobile users on their perception of perfectionism.

H7: Electronic word-of-mouth (e-WOM) marketing plays a mediating role in the effect of consumer ethnocentrism perception among automobile users on their perception of perfectionism.

The research model formed when all hypotheses proposed within the scope of the research are included in the model together is shown in Figure 1.

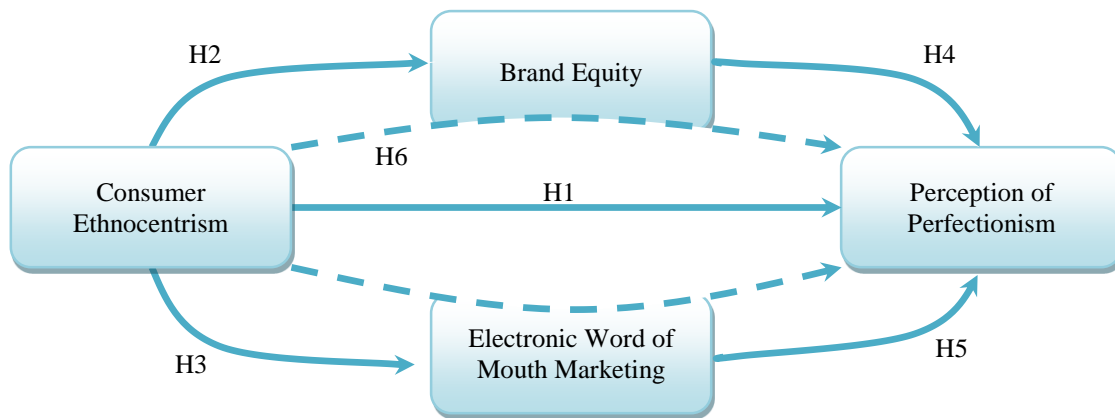


Figure 1. Research Model

In the research model, each arrow sign represents a hypothesis. The dashed lines in the research model describe the mediation role, while the continuous arrow signs describe the direct effect.

2.3. Data collection tools

Four diverse instruments for gathering data were used in the study. While each data collection tool was transferred to the survey form, the statements were appraised incorporating A 5-point Likert scale in which 1 means Strongly Disagree and 5 means Strongly Agree, respectively. Some descriptive information including demographic characteristics of the participants and general questions about social media use were added to the survey form accordingly.

Ethnocentrism Scale was introduced by Shimp and Sharma (1987) to determine the ethnocentrism tendencies of consumers. The scale was used in many foreign (Netemeyer et al., 1991; Muñoz-Penagos & Velandia-Morales, 2014; Siamagka & Balabani, 2015; Ma et al., 2019) and domestic studies (Younas, 2016; Yousif, 2019; Çoşkun, 2019; Berksan, 2019; Sezginer, 2023).

Perfectionism: The scale developed by Sproles and Kendal (1987) to determine the purchasing styles of consumers consists of 40 items and 8 dimensions. Only the perfectionism dimension was considered in this research. The scale in question was employed in the studies of (Lysonski et al., 1996; Siu et al., 2001; Ünal and Erçiş, 2006; Ceylan, 2013; Akbiyık, 2021).

Brand Equity: The scale developed by Aaker (1991) to determine consumer-based brand equity consists of 5 different dimensions. In this study, only the brand equity dimension was

considered. The scale in question was used in different studies (Rasauli, 2016; Varan, 2020; Al Dashgle, 2022).

Electronic Word of Mouth Marketing Scale was developed by Chu and Kim (2011) and it includes a total of 7 dimensions. It was seen that the scale in question was used in some academic studies (Çetin et al., 2020; Urmak & Dayanç-Kıyat, 2021; Lekesizcan, 2023).

2.4. Population and sample

The research population includes automobile users living in Isparta. Although it is not possible to know the exact number of automobile users in Isparta, referencing the data from Turkish Statistical Institute (TÜİK), as of July 2024, there are 96,860 automobiles. Based on this data, it was assumed that there were as many automobile users as the sum of automobiles in the province, and the population of the research was 96,860. Since time and budgetary constraints prevented access to the entire population, data was collected through sampling in the research (Zikmund, 1997, p. 428). To reach the required sample in the research, the formula $[(t*S)/(d)]^2$ and $n=[no/(1+(no/N))]$ was used (Büyüköztürk et al., 2016: 95). According to this formula, it was necessary to collect data from at least 384 people in the research. Data was collected using the simple random sampling method until 508 people were reached in the research. Given that the data was acquired through an online survey method, there was no survey to be removed from the study, and the analyses were conducted using a dataset of 508 people.

2.5. Date collection

Quantitative methods were employed in the study. The data retrieval process of the study commenced with the permission of the Isparta University of Applied Sciences Ethics Committee, dated 05.06.2024 and numbered 195/04. After obtaining the necessary permissions, the scales obtained from the literature were converted into an online survey form. With the help of the online survey form, data was collected from 508 people between 25.06.2024 and 25.07.2024.

2.6. Data analysis

SPSS software was utilized in terms of data processing in the research for the creation of frequency tables, exploratory factor analysis and reliability analysis. Smart-PLS package program was employed for the creation of the measurement model, testing of the structural equation model and measuring direct/indirect effects.

2.7. Ethics Committee Approval

Ethical rules were followed in the preparation of the conceptual framework of this research, the application of data collection tools, data collection, data analysis and interpretation. ANKAD Editorial Board has no responsibility for any ethical violations to be encountered. All responsibility belongs to the authors. I undertake that this study has not been sent to any academic publication environment other than ANKAD for evaluation. In this study, all the rules specified in the “Directive on Scientific Research and Publication Ethics of Higher Education Institutions” were followed. None of the actions specified under the second section of the Directive, “Actions Contrary to Scientific Research and Publication Ethics”, have been carried out. Ethics committee permission was obtained for the research with the decision number 04 of the Ethics Committee of Isparta University of Applied Sciences Rectorate Ethics Committee at its meeting dated 05.06.2024 and numbered 195.

3. FINDINGS

The results of the study are outlined under two distinct sections. At the outset, the descriptive information of the participants is explained, then the findings regarding the research model are granted.

3.1. Descriptive findings

In the study, frequency analysis was executed firstly to explain the descriptive information of the participants. The findings obtained through frequency analysis are exhibited in Table 1.

Table 1. Characteristics of the Participants

Gender	f	%	Income	f	%
Female	186	36,6	17.000 TL and below	38	7,5
Male	322	63,4	17.001-34.000 TL	80	15,7
Marital Status	f	%	34.001-51.000 TL	144	28,3
Single	328	64,6	51.001-68.000 TL	104	20,5
Married	174	34,3	68.001-85.000 TL	64	12,6
Education	f	%	85.001 TL and above	78	15,4
Primary School	2	0,4	Occupation	f	%
High School	61	12,0	Official	206	40,6
Associate degree	109	21,5	Worker	62	12,2
Bachelor's degree	182	35,8	Artisan	28	5,5
Postgraduate	154	30,3	Freelance	44	8,7
Age	f	%	Businessperson	8	1,6
25 years old and under	68	13,4	Other	160	31,5
26-35	170	33,5			
36-45	186	36,6			
46-55	76	15,0			
56-65	8	1,6			

Upon evaluating the characteristics of the participants, it becomes evident that 36.6% are female, 63.4% are male. Additionally, it is understood that 64.6% of the participants are single and 34.3% are married. Once the educational backgrounds of the participants are concerned, it is concluded that 12% hold a high school diploma, 21.5% possess an associate degree, 35.8% have completed a bachelor's degree, and 30.3% have acquired a postgraduate degree. The rate of primary school graduates in the study was only 0.4%. It was seen that the relatively long nature of the survey form and the fact that the form was distributed electronically created a restriction on the participation of primary school graduates. When the age distribution of the participants is assessed, it is noted that 13.4% are 25 years old or younger, 33.5% are between the ages of 26 and 35, 36.6% are aged 36 to 45, and 15% are between the ages of 46 and 55, and 1.6% are between the ages of 56-65. When the participants' income status was examined on the date of the research, 7.5% had an income of 17,000 TL and below, 15.7% between 17,001 TL and 34,000 TL, 28.3% between 34,001 TL and 51,000 TL, 20.5% between 51,001 TL and 68,000 TL, 12.6% between 68,001 TL and 85,000 TL, and 15.4% had an income of 85,001 TL and above, respectively. Last but not least, the findings related to social media from the

questions posed to participants regarding the purpose of the research are demonstrated in Table 2.

Table 2. Findings on Social Media

Social Media Usage	f	%	Type of Social Media	f	%
User	528	100,0	Instagram	430	84,6
			Facebook	304	59,8
Time on Social Media	f	%	YouTube	314	61,8
Less than 1 hour	92	18,1	Twitter (X)	246	48,4
1 or 2 hours	198	39,0	LinkedIn	112	22,0
2 or 3 hours	118	23,2	Pinterest	98	19,3
3 or 4 hours	64	12,6	Snapchat	64	12,6
5 hours or more.	36	7,1	TikTok	92	18,1
Would you like to own a TOGG?	f	%	Other	40	7,9
Yes	352	69,3			
No	146	28,7			

In the research, a question was asked that allowed multiple options to be marked to determine which social media platform was used more. Once the answers of the participants in Table 2 are considered, it is observed that most of the participants in the research are Instagram (f=430; 84.6%), YouTube (f=314; 61.8%), Facebook (f=304; 59.8%) and Twitter-X (f=246; 48.4%). In addition, when participants were inquired about their daily time allocated to social media usage, the table indicates that 39% of them engage with social media for 1-2 hours each day, while 23.2% engage for 2-3 hours a day. In addition, 69.3% of the participants answered yes to the question “Would you like to own a TOGG brand car?” while 28.7% answered no.

3.2. Findings on scales

To examine the findings related to the scales, evaluations were made using the Smart-PLS package program using factor analysis and Bootstrapping methods. In this context, firstly the reliability and validity values of the scales were examined. The reliability and validity values obtained from the Smart-PLS package program are listed in detail in Table 3.

Table 3. Reliability and Validity Values of Scales

Variable	Item	Facto load	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Electronic Word of Mouth Marketing (E-WOMM)	E-WOMM1	0.851	0.927	0.929	0.945	0.774
	E-WOMM2	0.878				
	E-WOMM3	0.859				
	E-WOMM4	0.894				
	E-WOMM5	0.915				
Brand Equity (BE)	BE1	0.951	0.967	0.967	0.976	0.910
	BE2	0.976				
	BE3	0.936				

	BE4	0.951				
Perception of Perfectionism (PP)	PP1	0.896	0.893	0.917	0.919	0.600
	PP2	0.889				
	PP3	0.914				
	PP4	0.880				
	PP5	0.861				
	PP6	0.790				
	PP7	0.746				
	PP8	0.741				
Consumer Ethnocentrism (CE)	CE10	0.820	0.971	0.972	0.973	0.682
	CE11	0.884				
	CE12	0.791				
	CE13	0.844				
	CE14	0.784				
	CE15	0.835				
	CE16	0.778				
	CE17	0.836				
	CE2	0.761				
	CE3	0.803				
	CE4	0.798				
	CE5	0.828				
	CE6	0.808				
	CE7	0.870				
	CE8	0.860				
	CE9	0.854				
CE1	0.868					

When Table 3 is examined, it is seen that the factor loadings are at a sufficient level. Hair et al. (2014) suggests that statements with factor loadings below 0.40 should be removed from the measurement model; and the statements with factor loadings between 0.40 and 0.70 should be removed from the model if their AVE or CR values are below the threshold value. When the AVE and CR values in the table are examined, since no value is below the threshold value, the analyses were continued with the existing statements.

In determining the discriminant validity in the study, the criteria suggested by Fornell and Larcker (1981) and the HTMT criteria suggested by Henseler et al. (2015) were used. According to the Fornell and Larcker (1981) criterion, the square root of the average variance explained (AVE) values of the constructs included in the study should be higher than the correlations between the constructs included in the study. Table 4 shows the analysis results conducted according to the Fornell and Larcker (1981) criteria.

Table 4. Discriminant Validity Results (Fornell and Larcker Criterion)

	Electronic Word of Mouth Marketing (E-WOMM)	Brand Equity (BE)	Perception of Perfectionism (PP)	Consumer Ethnocentrism (CE)
Electronic Word of Mouth Marketing (E-WOMM)	0.880			
Brand Equity (BE)	0.400	0.954		
Perception of Perfectionism (PP)	0.460	0.443	0.775	
Consumer Ethnocentrism (CE)	0.494	0.701	0.435	0.826

According to the Fornell and Larcker (1981) criterion, it is stated that there should be no value greater than itself in the row and column of the value of the variable. When Table 4 is examined, it is seen that there is no value greater than itself in the row and column of the values of the variables. These values, shown in bold in the table, indicate that discriminant validity is provided according to the Fornell and Larcker (1981) criteria.

In the PLS algorithm, HTMT coefficients are also evaluated as another discriminant validity criterion. Accordingly, the calculated HTMT coefficients are shown in Table 5 (Henseler et al., 2015).

Table 5. Discriminant Validity Results (HTMT Criterion)

	Electronic Word of Mouth Marketing (E-WOMM)	Brand Equity (BE)	Perception of Perfectionism (PP)	Consumer Ethnocentrism (CE)
Electronic Word of Mouth Marketing (E-WOMM)				
Brand Equity (BE)	0.421			
Perception of Perfectionism (PP)	0.500	0.480		
Consumer Ethnocentrism (CE)	0.519	0.721	0.486	

According to the HTMT criterion, the calculated value is expected to be different from 1. When the values in Table 5 are examined, it is seen that all values are different from 1 and it can be said that discriminant validity is provided according to the HTMT criterion.

3.3. Findings on research model

Partial least squares path analysis (PLS-SEM) was used to test the model created within the scope of the research. In this context, Smart-PLS 4 package program was used. Blindfolding analysis was used to calculate R^2 , f^2 , Q^2 values in the research model. To evaluate the significance of PLS path coefficients, t-values were calculated by taking 5000 sub-samples

from the sample with resampling (bootstrapping). The structural equation model created to test the hypotheses of the research is shown in Figure 2.

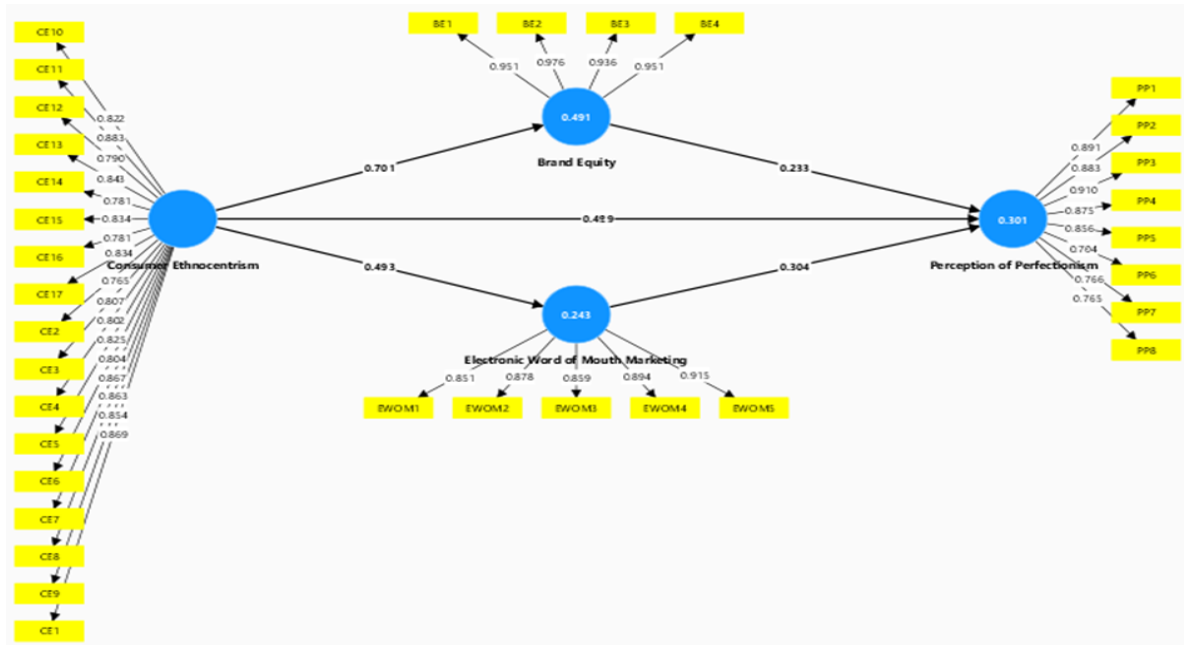


Figure 2. Structural Equation Model

When the VIF values between the variables are examined, it is seen that the values are below 5. Therefore, it has been determined that there is no linearity problem between the variables (Hair et al., 2014). When the R² values in the research model in Figure 2 are examined, it is seen that consumer ethnocentrism explains brand equity by 70%, consumer ethnocentrism explains electronic word-of-mouth marketing by 49%, brand equity explains perfectionism perception by 31%, and electronic word-of-mouth marketing explains perfectionism perception by 34%. When the effect size coefficients (f²) in the model are examined, it is seen that consumer ethnocentrism explains brand equity by 49%, consumer ethnocentrism explains electronic word-of-mouth marketing by 24%, and brand equity and electronic word-of-mouth marketing have an effect size of 29% on perfectionism perception. The fact that the predictive power coefficients (Q²) calculated for the variables are greater than zero indicates that the research model has the predictive power of endogenous variables (Hair et al., 2014).

The results obtained from testing the proposed hypotheses in the study according to the structural equation model are presented in Table 6.

Table 6. Results of Hypothesis Testing

Hypothesis	Standardized β	Standard deviation	T statistics	P values	Result
H1: Consumer Ethnocentrism (CE) -> Perception of Perfectionism (PP)	0.471	0.035	9.328	0.000	Supported
H2: Consumer Ethnocentrism (CE) -> Brand Equity (BE)	0.701	0.026	26.948	0.000	Supported
H3: Consumer Ethnocentrism (CE) -> Electronic Word of Mouth Marketing (E-WOMM)	0.494	0.038	13.017	0.000	Supported

H4: Brand Equity (BE) -> Perception of Perfectionism (PP)	0.308	0.044	7.090	0.000	Supported
H5: Electronic Word of Mouth Marketing (E-WOMM) -> Perception of Perfectionism (PP)	0.336	0.040	8.334	0.000	Supported
H6: Consumer Ethnocentrism (CE) -> Brand Equity (BE) -> Perception of Perfectionism (PP)	0.216	0.031	6.963	0.000	Supported
H7: Consumer Ethnocentrism (CE) -> Electronic Word of Mouth Marketing (E-WOMM) -> Electronic Word of Mouth Marketing (E-WOMM)	0.166	0.024	6.927	0.000	Supported

When Table 6 is examined, it is concluded that consumer ethnocentrism positively affects the perception of perfectionism ($\beta=0.471$; $p=0<0.05$) and the *H1* hypothesis proposed in the research is supported. It is inferred that consumer ethnocentrism positively affects brand equity ($\beta=0.701$; $p=0<0.05$) and the *H2* hypothesis proposed in the research is supported, therefore. It is determined that consumer ethnocentrism positively affects electronic word-of-mouth marketing ($\beta=0.494$; $p=0<0.05$) and the *H3* hypothesis proposed in the research is supported, accordingly. It is clear that brand equity positively affects the perception of perfectionism ($\beta=0.308$; $p=0<0.05$) and the *H4* hypothesis proposed in the research is supported, as a result. It is understood that electronic word-of-mouth marketing positively affects the perception of perfectionism ($\beta=0.336$; $p=0<0.05$) and the *H5* hypothesis proposed in the research is supported, consequently. When the hypotheses proposed on the mediation effect measuring the mediation effect in the research were examined, it is evident that the mediation role of brand equity in the effect of consumer ethnocentrism on perfectionism perception was positive ($\beta=0.216$; $p=0<0.05$) and the *H6* hypothesis proposed in the research was supported, therefore. In addition, it can be stated that the mediation role of electronic word-of-mouth marketing in the effect of consumer ethnocentrism on perfectionism perception was positive ($\beta=0.166$; $p=0<0.05$) and the *H7* hypothesis proposed in the research was supported, accordingly.

4. DISCUSSION, CONCLUSION AND RECOMMENDATIONS

As technology has penetrated human life, studies conducted to understand consumer behavior have been changing day by day. While businesses are putting such modern technologies as artificial intelligence, big data and blockchain on the agenda when determining their marketing strategies, they are greatly benefiting from the opportunities offered by this digital age where competition is intense. However, using only technology is insufficient in understanding consumer behavior. Consumers make some decisions under the influence of cultural, demographic, environmental, economic, geographical, legal and psychological factors.

Consumer ethnocentrism is viewed as the inclination of consumers to favor products made in homeland with national consciousness and is among the issues that have a dramatic place in understanding consumer behavior. In addition, in cases where domestic products are apprehended as top-notch items and the brand equity of the product is high, consumers' expectations from the products will increase, and a more perfectionist consumer behavior can be observed. The fact that social media is also fast and effective in sharing information about products and services brings social media to a crucial place in directing consumer behavior. Moreover, consumers may learn information about products and services from the posts made on social media platforms and from the user comments made on the posts. From this standpoint, electronic word-of-mouth marketing, which has become increasingly important in recent years,

has a noteworthy role in providing consumers with an expanded source of information, allowing online comments and evaluations about products and services, in consumers' product and service choices, purchasing decisions, and post-purchase evaluations about products and services.

This study strives to determine what TOGG brand automobiles, representing Turkish national identity, mean to Turkish consumers and how they are perceived by Turkish consumers, and how this perception establishes a relationship between consumer ethnocentrism and perfectionism. In addition, determining the mediating role of electronic word-of-mouth marketing in the brand equity and perception of perfectionism on TOGG, a local and national brand, is another focus investigated in the study. As a matter of fact, the Turkish nation, which is a patriotic nation, is expected to evaluate local and national products produced in its own country within the framework of national interest and national consciousness. When examined, it is evident that patriotism affects consumer ethnocentrism (Sezginer, 2023). Considering the fact that the level of ethnocentrism is very high in Turkey (Tuzcuoğlu, 2012), the launch of TOGG, which represents Turkish identity, appears as a vital example that should be evaluated within the framework of consumer ethnocentrism.

In reviewing the literature, one observes that the country-of-origin (de Ruyter et al., 1998; Moon & Jain, 2002; Kapkiran, 2010; Güngör, 2016; Ceylan, 2017; Özcan, 2022) and consumer ethnocentrism affect the behavior of consumers (Gil, 2018; Sulaimanova, 2019; Berksan, 2019; Yousif, 2019; Koçyiğit, 2021; Marinkovic et al., 2023). It was also determined that consumer ethnocentrism affects the perception of perfectionism (Yavuzer, 2010; Çoşkun, 2019; Elshakmak, 2020). In this research, it has been concluded that ethnocentrism influences the perception of perfectionism in consumer behavior, indicating that ethnocentrism could be a determining factor in consumer behavior. This result is corroborated by existing literature.

The study concluded that consumer ethnocentrism perception affects brand equity. This perception can be shaped by commitment to national values and the local economy. In this respect, it can be said that consumer ethnocentrism perception increases the value perception of local brands. In other words, consumers may want to protect their own country's brands against foreign brands and support the local and national economy by preferring their own country's national brands. In this way, they can also contribute to local employment. In addition, ethnocentric consumers can encourage businesses to increase the quality, reliability and reputation of their products by preferring local and national products. This situation can give a rise to a positive implication on brand equity within the framework of ethnocentric attitudes. Thus, since local brands can be more advantageous for consumers, local brands can be granted a competitive advantage in the market. In fact, this result reached in the research is harmonious with the studies pointing to the possibility that ethnocentrism influences brand equity (Balabanis & Diamantopoulos, 2004; Vida & Reardon, 2008; Sun et al., 2021; Baber et al., 2024). On the other hand, it was also determined in this research that consumer ethnocentrism also affects word-of-mouth marketing. In this context, it was inferred in the studies conducted (Sun et al., 2021) that electronic word-of-mouth marketing affects consumer ethnocentrism both positively and negatively.

Among the crucial implications of the research is that brand equity affects the perception of perfectionism. In fact, it was understood that brand equity also shapes the perceived quality of the product. Factors such as quality, reliability and prestige that consumers perceive about products are considered important factors that are directly related to brand equity and can affect consumer behavior (Lin & Chen, 2006). In this respect, it is noteworthy that TOGG, which is a local and national product, promises a high brand equity. In fact, high brand equity can strengthen consumers' perceptions of perfectionism. This situation can be positively reflected

in consumers' purchase intentions (Papadopoulos & Heslop, 2003). In the research, it was also determined that word-of-mouth marketing affects the perception of perfectionism. Moreover, it is evident in the literature that positive comments contained in electronic word-of-mouth marketing, along with content credibility and the source's credibility, further strengthen consumers' tendencies towards perfectionism (Park & Lee, 2009; Cheung & Thadani). Finally, the study determined that brand equity and word of mouth marketing mediate the effect of consumer ethnocentrism perception on perfectionism perception.

In the literature, there are studies on ethnocentrism (Tuzcuoğlu, 2012; Gil, 2018; Sulaimanova, 2019; Berksan, 2019; Yousif, 2019; Koçyigit, 2021; Sezginer, 2023; Marinkovic et al., 2023), on perfectionism (Sproles & Kendal, 1987; Flett & Hewitt, 2002; Gök & Aydoğan, 2020), on brand equity (Aaker, 1991; Papadopoulos & Heslop, 2003), on word-of-mouth marketing (Çetin et al., 2020; Urmak & Dayanç-Kıyat, 2021; Somtaş Lekesizcan, 2023). In addition, studies were conducted on ethnocentrism and perfectionism (Yavuzer, 2010; Çoşkun, 2019; Elshakmak, 2020), on ethnocentrism and brand loyalty (Çalışkan, 2022; Aslım, 2023); on ethnocentrism and brand equity (Balabanis & Diamantopoulos, 2004; Vida & Reardon, 2008; Sun et al., 2021; Baber et al., 2024), on electronic word of mouth marketing and perfectionism (Park & Lee, 2009; Cheung & Thadani 2012), on electronic word of mouth marketing and consumer ethnocentrism and brand equity (Sun et al., 2021). However, the investigation of the mediating effects of brand equity and electronic word-of-mouth marketing on the correlation between consumer ethnocentrism and the perception of perfectionism underscores the originality of this study.

This study bears several limitations. Firstly, the study employs a convenience sampling method, targeting participants using automobiles in Isparta. In this respect, it is proposed that subsequent research involve a more significant sample size with different characteristics. In addition, it is expected that the validity of the findings will be tested by repeating the study at different times and measuring the change over time will be useful if the results are consistent. The desires, perceptions and attitudes of automobile users will change over time. The aforementioned situation, the conditions and time in which the study was conducted will also be taken into account in future studies and comparisons can be made between studies. The research model used in this study can be expanded and different dimensions can be included in the study and studies can be performed with participants from different cultures in a different geographical region at a different period. In this respect, the limitations of this research are thought to grant insight into the promising studies in this discipline.

REFERENCES

- Aaker, D. A. (1991). *Managing brand equity: capitalizing on the value of a brand name*. Free Press.
- Akbiyık, F. (2021). A Research on determining the relationship between consumers' purchasing styles and their religious orientations. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 14, 31-59. <https://doi.org/10.15659/ppad.14.2.252>.
- Al Dashgle, Z. M. S. (2022). *The impact of perceived equity, quality and value on online repurchase intention an empirical study of alibaba online shopping*. Store. Yayınlanmamış Yüksek Lisans Tezi. İstanbul Gelişim Üniversitesi Lisansüstü Çalışmalar Enstitüsü.
- Aslım, T. (2023). *Tüketici etnosentrizmi ve marka bağlılığı arasındaki ilişkide materyalizmin düzenleyicilik rolünün incelenmesi*. Yayınlanmamış Yüksek Lisans Tezi. KTO Karatay Üniversitesi Lisansüstü Eğitim Enstitüsü.

- Baber, R., Sankpal, S., Baber, P., & Gulati, C. (2024). Consumer ethnocentrism: What we learned and what we need to know? – A systematic literature review. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2321800>.
- Balabanis, G., Diamantopoulos, A. (2004). Domestic country bias, country-of-origin effects, and consumer ethnocentrism: a multidimensional unfolding approach. *J. of the Acad. Mark. Sci.* 32, 80–95. <https://doi.org/10.1177/0092070303257644>.
- Balabanis, G., Diamantopoulos, A., Mueller, R. D., & Melewar, T. C. (2001). The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies. *Journal of International Business Studies*, 32(1), 157–175. <https://doi.org/10.1057/palgrave.jibs.8490943>.
- Berksan, Ö. (2019). *Tüketici etnosentrizmin marka sadakatine etkisi: hazır giyim ürünleri üzerine bir araştırma*. Yayınlanmamış Yüksek Lisans Tezi. Gazi Üniversitesi Eğitim Bilimleri Enstitüsü.
- Çalışkan, B. (2022). *Tüketici etnosentrizmi ve kozmopolitliğin marka bağlılığı üzerindeki etkisi: gsm operatörlerine ilişkin bir araştırma*. Yayınlanmamış Yüksek Lisans Tezi. Sakarya Üniversitesi İşletme Enstitüsü.
- Cengiz, G. (2011). *Tüketici etnosentrizmi ve ülke imajı üzerine kültürler arası bir çalışma: Türkiye ve Yunanistan örneği*. Yayınlanmamış Yüksek Lisans Tezi. Çukurova Üniversitesi Sosyal Bilimler Enstitüsü.
- Çetin, C., Tiltay, M. A., & Özkara, B. Y. (2020). Sosyal medya kullanım yoğunluğu ile sosyal medyada ünlü kullanımının lüks tüketim eğilimine etkisinde elektronik ağızdan ağıza pazarlamanın (ewom) rolüne yönelik bir araştırma. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, Sayı: 3, ss. 590-619.
- Ceylan, E. (2017). *The role of consumer ethnocentrism and country of origin effect on consumer purchase decision*. Unpublished Master Thesis. Yeditepe University Institute of Social Sciences.
- Ceylan, H. H., (2013). Tüketici Tipleri envanterinin Türk kültürüne uyarlanması, Ç. Ü. *Sosyal Bilimler Enstitüsü Dergisi*, 22(2), 41-58.
- Charo, N., Sharma, P., Shaikh, S., Haseeb, A., & Sufya, M. Z. (2015). Determining the impact of ewom on brand image and purchase intention through adoption of online opinions. *International Journal of Humanities and Management Sciences*, 3(1), 41-46.
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: a literature analysis and integrative model. *Decision Support Systems*, 54(1), 461-470. <https://doi.org/10.1016/j.dss.2012.06.008>.
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (ewom) in social networking sites. *International Journal of Advertising*, 30(1), 47-75. <https://doi.org/10.2501/IJA-30-1-047-075>.
- Cleveland, M., Laroche, M., & Papadopoulos, N. (2009). Cosmopolitanism, consumer ethnocentrism, and materialism: an eight-country study of antecedents and outcomes. *Journal of International Marketing*, 17(1), 116–146. <https://doi.org/10.1509/jimk.17.1.116>.
- Cömert, E. (2019). *Marka kişiliği ve tüketici etnosentrizmi arasındaki ilişki: hızlı tüketim sektörü üzerine bir araştırma*. Yayınlanmamış Yüksek Lisans Tezi. Marmara Üniversitesi Sosyal Bilimler Enstitüsü.

- Çoşkun, T. (2019). *Hedonik ve faydacı tüketim davranışları ile tüketici etnosentrizmi arasındaki ilişki: kuşaklara yönelik bir araştırma*. Yayınlanmamış Doktora Tezi. Muğla Sıtkı Koçman Üniversitesi Sosyal Bilimler Enstitüsü.
- de Ruyter, K., Birgelen, M., & Wetzels, M. (1998). Consumer ethnocentrism in international services marketing. *International Business Review*, 7(2), 185-202.
- Dellarocas, C. (2003). The digitization of word of mouth: promise and challenges of online feedback mechanisms. *Management Science*, 49(10), 1407-1424. <https://doi.org/10.1287/mnsc.49.10.1407.17308>.
- Elshakmak, G. K. A. Y. (2020). *Tüketici etnosentrizm düzeylerinin satın alma tarzları üzerine etkisi: libya örneği*. Yayınlanmamış Yüksek Lisans Tezi. Kastamonu Üniversitesi Sosyal Bilimler Enstitüsü.
- Flett, G. L., & Hewitt, P. L. (2002). *Perfectionism: theory, research, and treatment*. American Psychological Association.
- Fornell, C. & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: algebra and statistics. *Journal of Marketing Research*, 382-388.
- Gil, A. A. (2018). *Consumer ethnocentrism: comparing findings from Turkey and Colombia*. Unpublished Master Thesis. Çukurova University Social Sciences Institute.
- Goldenberg, J., Libai, B., ve Muller, E. (2001). Talk of the network, s. a complex systems look at the underlying process of word-of-mouth. *Marketing Letters*, 12(3), 211-223. <https://doi.org/10.1023/A:1011122126881>.
- Gök, K. & Aydoğan, E. (2020). Mükemmeliyetçilik Algısının kariyer planlama sürecindeki etkisinin araştırılması: çorlu coca cola içecek fabrikası örneği. *Anadolu Kültürel Araştırmalar Dergisi*, 4(2), 116-126.
- Güngör, Y. (2016). *Marka kişiliği algısı ve menşe ülke etkenlerinin tüketici etnosentrizmi üzerindeki etkisi: starbucks & kahve dünyası örneği*. Yayınlanmamış Yüksek Lisans Tezi. Çağ Üniversitesi Sosyal Bilimler Enstitüsü.
- Güven Deprem, Y. (2015). *Word of mouth effect on purchase decision involvement and brand loyalty: an application in mobile phone sector*. Unpublished Master Thesis. Bahcesehir University Social Sciences Institute.
- Hair, J.F., Tomas, G., Hult, M., Ringle, C.M., & Sarstedt, M. (2014), *A primer on partial least square structural equations modeling (PLS-SEM)*, Los Angeles: Sage.
- Heljic, S. (2015). *Milliyet merkezilik ve düşmanlığın satın alma niyeti üzerindeki etkisinin kültürel benzerlik çerçevesinde incelenmesi: bosna hersek örneği*. Yayınlanmamış Yüksek Lisans Tezi. Hacettepe Üniversitesi Sosyal Bilimler Enstitüsü.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38-52.
- Henseler, J., Ringle, C.M. ve Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variancebased structural equation modelling. *Journal of the Academy of Marketing Science*, 43, 115-135.
- İğde, Ç. S. (2023). *Tüketicilerin TOGG marka araçları satın alma niyetlerinin incelenmesi: bireysel yenilikçilik, çevrecilik ve tüketici etnosentrizmi perspektiflerinden bir*

- araştırma*. Yayınlanmamış Yüksek Lisans Tezi. Kahramanmaraş Sütçü İmam Üniversitesi Sosyal Bilimler Enstitüsü.
- Kapıkıran, Ş. (2010). *Tüketici etnosentrizmi, marka imajı ve ülke menşei etkisinin, tüketicilerin yerli ve yabancı ürünlere yönelik tutumlarına etkilerinin değerlendirilmesi: mersin kentinde yapılan bir araştırma*. Yayınlanmamış Yüksek Lisans Tezi. Mersin Üniversitesi Sosyal Bilimler Enstitüsü.
- Kaplan, U. (2020). *Tüketici etnosentrizmi ve üretim ülkesi etkisi: ankara ili üniversitelerinden bir örnek*. Yayınlanmamış Doktora Tezi. Gazi Üniversitesi Sosyal Bilimler Enstitüsü.
- Karaosmanoğlu, E., Acar, R. & Uray, N., (2016). Websiteleri firmalara ne kazandırabilir? web sitesi kalitesi, tüketici-odaklı marka değeri ve satın alma eğilimi arasındaki ilişki. *Anadolu Üniversitesi Sosyal Bilimler Dergisi*, 16(1), 159-174.
- Koçyiğit, İ. (2021). *Tüketici etnosentrizmi ve tüketici zenosentrizminin yabancı ürün satın alma niyeti üzerindeki rolü*. Yayınlanmamış Yüksek Lisans Tezi. Yalova Üniversitesi Lisansüstü Eğitim Enstitüsü.
- Lin, L.-Y., & Chen, C.-S. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248-265.
- Lysonski, S., Durvasula, S., Zotos, Y., (1996). Consumer decision making styles: a multi country investigation. *European Journal of Marketing*, 30(12), 10-21.
- Ma, Q., Abdeljelil, H.M., & Hu, L. (2019) The Influence of the consumer ethnocentrism and cultural familiarity on brand preference: evidence of event-related potential (ERP). *Front. Hum. Neurosci.* 13:220. doi: 10.3389/fnhum.2019.00220.
- Marinkovic, V., Lazarevic, J. D., & Maric, D. (2023). Consumer Ethnocentrism under the circumstances of the COVID-19 virus pandemic. *Strategic Management*, 28(1), 33-45.
- Moon, H., & Jain, S. C. (2002). Consumer processing of foreign advertisements: roles of country-of-origin perceptions, consumer ethnocentrism, and country attitude. *International Business Review*, 11(2), 117-138.
- Muñoz-Penagos, C. A., & Velandia-Morales, A. (2014). Etnocentrismo del mercado colombiano y brasilero y su relación con las actitudes e intención de compra hacia productos extranjeros y domésticos. *Suma Psicológica*, 21(2), 99-106.
- Netemeyer, Richard G., Srinivas Durvasula, & Donald R. Lichtenstein. (1991) A cross-national assessment of the reliability and validity of the CETSCALE. *Journal of Marketing Research*, 320-327.
- Özcan, R. N. (2022). *Tüketici etnosentrizmi ve menşe ülke algısının algılanan marka değeri ve marka tercihi üzerindeki etkisi*. Yayınlanmamış Yüksek Lisans Tezi. Kocaeli Üniversitesi Sosyal Bilimler Enstitüsü.
- Papadopoulos, N., & Heslop, L. A. (2003). Country equity and product-country images: state-of-the-art in research and implication. *Handbook of Research in International Marketing*, 402-433.
- Parameswaran, M. & Whinston, A. B. (2007) Research issues in social computing. *Journal of the Association for Information Systems*, 8(6), DOI: 10.17705/1jais.00132.

- Park, C., & Lee, T. M. (2009). Information Direction, website reputation and e-wom effect: a moderating role of product type. *Journal of Business Research*, 62(1),61-67. <https://doi.org/10.1016/j.jbusres.2007.11.017>.
- Prentice, C., Wang, X., & Loureiro, S. M. C. (2019). The influence of identity-driven customer engagement on purchase intention. *Journal of Retailing and Consumer Services*, 47, 339-347.
- Rasauli, R. (2016). *Tüketici temelli marka değeri ile perakendeci temelli marka değerinin karşılaştırılması ve perakendeci temelli marka değerinin marka performansına etkisi üzerine bir araştırma (Ağrı-Iğdır-Van İllerinde Süt Ürünleri Örneği)*. Yayınlanmamış Doktora Tezi. Atatürk Üniversitesi Sosyal Bilimler Enstitüsü.
- Sezginer, A. (2023). *Reklamlarda ulusal kimlik unsurlarının kullanımının tüketici tutumları ve satın alma niyeti üzerindeki etkisinde tüketici etnosentrizminin rolü*. Yayınlanmamış Doktora Tezi. Kocaeli Üniversitesi Sosyal Bilimler Enstitüsü.
- Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280-289.
- Siamagka, N.-T., & Balabanis, G. (2015). Revisiting consumer ethnocentrism: review, reconceptualization, and empirical testing. *Journal of International Marketing*, 23(3), 66–86. <https://doi.org/10.1509/jim.14.0085>.
- Siu, N. Y. M., Wang, C. C. L., Chang, L. M. K., Hui, A. S. Y., (2001). Adapting consumer style inventory to chinese consumers: a confirmatory factor analysis approach. *Journal of International Consumer Marketing*, 13(2), 29-48.
- Somtaş Lekesizcan, L. (2023). *Sosyal medyada elektronik ağızdan ağıza pazarlamanın sürdürülebilir tüketime etkisi: planlanmış davranış teorisi çerçevesinde incelenmesi*. Yayınlanmamış Doktora Tezi. Erciyes Üniversitesi Sosyal Bilimler Enstitüsü.
- Sproles, J. & Kendall, E. (1986). A methodology for profiling consumer's decision-making styles. *The Journal of Consumer Affairs*, 20, (2), 267-279.
- Sulaimanova, A. (2019). *Marka kişiliği, tüketici etnosentrizmi ve menşe ülkenin satın alma niyetine etkisi: Türkiye ve Kırgızistan üzerine bir araştırma*. Yayınlanmamış Yüksek Lisans Tezi. İstanbul Üniversitesi Sosyal Bilimler Enstitüsü.
- Sun, Y., Gonzalez-Yimenez, H., Wang, S. (2011). Examining the relationships between e-wom, consumer ethnocentrism and brand equity. *Journal of Business Research*, 130, 564-573.
- Sürer, S. (2017). *Tüketici etnosentrizmi ve menşe ülke etkisinin tüketicilerin yerli marka otomobil satın alma niyeti üzerine etkisi*. Yayınlanmamış Yüksek Lisans Tezi. İstanbul Gelişim Üniversitesi Sosyal Bilimler Enstitüsü.
- Tuzcuoğlu, A. (2012). *Tüketici satın alma niyetinde tüketici etnosentrizmi ve menşe ülke etkisinin önemi: otomobil sektörü üzerine Türkiye ve Rusya'da karşılaştırmalı bir araştırma*. Yüksek Lisans Tezi. İstanbul Üniversitesi Sosyal Bilimler Enstitüsü.
- Ünal, S., Erciş, A., (2006). Tüketicilerin Kişisel Değerlerinin Satın Alma Tarzları Üzerindeki Etkisi. *Ticaret ve Turizm Eğitim Fakültesi Dergisi*, 1, 23-48.
- Urmak, T. T., & Dayanç-Kıyat, G. B. (2021). Marka imajının elektronik ağızdan ağıza pazarlama (EAAP) üzerindeki etkisi: Notebook kullanıcıları üzerine bir araştırma. *İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi*, 20(40), 505-524. doi: 10.46928/iticusbe.824941.

- Varan, N. (2020). *The Effect of Brand Equity on Intrinsic and Extrinsic Motivations Of Consumers For Luxury Consumption Tendency*. Unpublished Master Thesis. Çankaya Üniversitesi Lisansüstü Sosyal Bilimler Enstitüsü.
- Vida, I. and Reardon, J. (2008). Domestic consumption: rational, affective or normative choice?. *Journal of Consumer Marketing*, 25(1), 34-44. <https://doi.org/10.1108/07363760810845390>.
- Yavuzer, I. (2010). *The impact of consumer ethnocentrism on generation y's purchase intentions and their consumer decision-making styles: an empirical study on Turkish university students*. Unpublished Master Thesis. Yeditepe University Institute of Social Sciences.
- Yılmaz, V., & Doğan, A. G. M. (2016). Planlanmış Davranış teorisi kullanılarak önerilen bir yapısal eşitlik modeli ile geri dönüşüm davranışlarının araştırılması. *Anadolu Üniversitesi Sosyal Bilimler Dergisi*, 16(Özel Sayı), 191-206. <https://doi.org/10.18037/ausbd.417457>.
- Yousıf, M. N. B. (2019). *Tüketici etnosentrizmi ve menşe ülke etkisinin algılanan marka değeri ve satın alma niyeti üzerindeki etkisi: Türkiye ve sudan karşılaştırması*. Yayınlanmamış Yüksek Lisans Tezi. Kocaeli Üniversitesi Sosyal Bilimler Enstitüsü.

Research Article

**Kültürel Tüketici Etnosentrizminin Mükemmeliyetçilik Algısına Etkisinde
Marka Değerinin ve E-AAP'nin Aracılık Etkisinin İncelenmesi:
TOGG Üzerine Bir Araştırma**

*Examining The Mediating Effect of Brand Equity and E-Womm on The Influence
of Consumer Cultural Ethnocentrism on Perception of Perfectionism:
Research on TOGG*

Ferdi AKBIYIK

GENİŞLETİLMİŞ ÖZET

Giriş

Bu çalışmada Türk milli kimliği temsil eden TOGG marka araçların Türk tüketiciler tarafından nasıl algılandığının belirlenmesi, bu algının kültürel tüketici etnosentrizmi ile mükemmeliyetçilik arasında nasıl bir ilişki kurduğunun tespit edilmesi amaçlanmıştır. Bu çerçevede, kültürel tüketici etnosentrizminin yerli ve milli bir marka olan TOGG'un taşıdığı marka değeri ve mükemmeliyetçilik algılarına etkisinde E-AAP'nin aracılık rolünün belirlenmesi çalışmanın amaçları arasındadır.

Yöntem

Araştırmada dört farklı veri toplama aracından yararlanılmıştır. Araştırmanın evrenini Isparta'da yaşayan otomobil kullanıcıları oluşturmaktadır. Araştırmada 508 katılımcıdan basit tesadüfi örnekleme yöntemiyle veri toplanmıştır. Araştırmada elde edilen veri setinin analizinde frekans tablolarının oluşturulması, açıklayıcı faktör analizi ve güvenilirlik analizleri için SPSS paket programı kullanılmıştır. Araştırmada ölçüm modelinin oluşturulması, yapısal eşitlik modelinin test edilmesi ve doğrudan/dolaylı etkilerin ölçülmesinde Smart-PLS paket programından yararlanılmıştır. Araştırmanın veri toplama süreci Isparta Uygulama Bilimler Üniversitesi Etik Kurul Başkanlığının 05.06.2024 tarih ve 195/04 sayısı izni ile başlamıştır.

Bulgular

Ölçeklere ilişkin bulguların incelenmesine yönelik olarak Smart-PLS paket programında faktör analizi ve Bootstrapping yöntemiyle değerlendirmeler yapılmıştır. Araştırmada AVE ve CR değerleri incelendiğinde herhangi bir değer eşik değeri altında olmamasından dolayı analizlere mevcut ifadeler ile devam edilmiştir. Araştırmada ayrışma geçerliğinin tespitinde, Fornell ve Larcker (1981) tarafından önerilen kriter ile Henseler vd. (2015) tarafından önerilen HTMT kriterleri kullanılmıştır. Araştırmada değişkenlere ait değerlerin satırında ve sütununda kendisinden daha büyük değeri olmadığı görülmüş, Fornell ve Larcker (1981) kriterine göre ayrışma geçerliliğinin sağlandığı belirlenmiştir.

Araştırmada Tablo 6 incelendiğinde; tüketici etnosentrizminin mükemmeliyetçilik algısını pozitif yönde etkilediği ($\beta=0,471$; $p=0<0,05$) sonucu sonucuna ulaşılmış ve araştırmada önerilen H1 hipotezi desteklenmiştir. Tüketici etnosentrizminin marka değerini pozitif yönde etkilediği ($\beta=0,701$; $p=0<0,05$) sonucu sonucuna ulaşılmış ve araştırmada önerilen H2 hipotezi desteklenmiştir. Tüketici etnosentrizmi elektronik ağızdan ağıza pazarlamayı pozitif yönde etkilediği ($\beta=0,494$; $p=0<0,05$) sonucuna ulaşılmış ve araştırmada önerilen H3 hipotezi

desteklenmiştir. Marka değeri mükemmeliyetçilik algısını pozitif yönde etkilediği ($\beta=0,308$; $p=0<0,05$) sonucuna ulaşılmış ve araştırmada önerilen H4 hipotezi desteklenmiştir. Elektronik ağızdan ağıza pazarlamanın mükemmeliyetçilik algısını pozitif yönde etkilediği ($\beta=0,336$; $p=0<0,05$) sonucuna ulaşılmış ve araştırmada önerilen H5 hipotezi desteklenmiştir. Araştırmada aracılık etkisini ölçen aracılık etkisi üzerine önerilmiş hipotezler incelendiğinde; tüketici etnosentrizminin mükemmeliyetçilik algısına etkisinde marka değerinin aracılık rolünün pozitif yönde gerçekleştiği ($\beta=0,216$; $p=0<0,05$) sonucuna ulaşılmış ve araştırmada önerilen H6 hipotezi desteklenmiştir. Ayrıca tüketici etnosentrizminin mükemmeliyetçilik algısına etkisinde elektronik ağızdan ağıza pazarlamanın aracılık rolünün pozitif yönde gerçekleştiği ($\beta=0,166$; $p=0<0,05$) sonucuna ulaşılmış ve araştırmada önerilen H7 hipotezi desteklenmiştir. Sonuç olarak araştırma kapsamında önerilen hipotezlerin tamamı kabul edilmiştir.

Sonuç

Çalışmada, Türk milli kimliğini temsil eden TOGG marka araçların Türk tüketiciler için ne ifade ettiği ve Türk tüketiciler tarafından nasıl algılandığı, bu algının tüketici etnosentrizmi ile mükemmeliyetçilik arasında nasıl bir ilişki kurduğunun belirlenmesi amaçlanmıştır. Bunun dışında, yerli ve milli bir marka olan TOGG'un taşıdığı marka değeri ve mükemmeliyetçilik algılarına elektronik ağızdan ağıza pazarlamanın aracılık rolünün belirlenmesi çalışmada araştırılan bir başka konudur. Nitekim vatansever bir millet olan Türk milletinin kendi ülkesinde üretilen yerli ve milli ürünleri, ülke menfaati ve milli şuur çerçevesinde değerlendirmesi beklenmektedir. Bakıldığında vatanseverliğin tüketici etnosentrizmini etkilediği (Sezginer, 2023) görülmüştür. Türkiye'de etnosentrizm seviyesinin çok yüksek düzeyde olduğu gerçeği de göz önünde bulundurulduğunda (Tuzcuoğlu, 2012), Türk kimliğini temsil eden TOGG'un piyasaya sürülmesi tüketici etnosentrizmi çerçevesinde değerlendirilmesi gereken önemli bir örnek olarak karşımıza çıkmaktadır.

Çalışmada kültürel tüketici etnosentrizm algısının marka değerini etkilediği sonucuna varılmıştır. Bu algı milli değerlere ve yerel ekonomiye bağlılıkla şekillenebilir. Bu bakımdan kültürel tüketici etnosentrizmi algısının, yerel markaların değer algısını yükselttiği söylenebilir. Bir başka ifadeyle, tüketiciler kendi ülkelerinin milli markalarını tercih ederek kendi ülkelerinin markalarını hem yabancı markalar karşısında korumak hem de yerli ve milli ekonomiye destek olmak isteyebilir. Böylelikle yerel istihdama da katkıda bulabilirler. Ayrıca etnosentrik tüketiciler yerli ve milli ürünleri tercih ederek işletmelere ürünlerinin kalitesini, güvenilirliğini ve itibarını yükseltmeleri için teşvik de edebilirler. Bu durum marka değerinin etnosentrik tutumlar çerçevesinde olumlu etkilenmesine yol açabilir. Böylelikle yerli markalar tüketiciler için daha avantajlı olabileceği için, yerli markalara pazarda rekabet avantajı kazandırılabilir. Nitekim araştırmada ulaşılan bu sonuç etnosentrizmin marka değeri üzerinde etkili olduğunu öne süren çalışmalarla örtüşmektedir (Balabanis & Diamantopoulos, 2004; Vida & Reardon, 2008; Sun vd., 2021; Baber vd., 2024). Öte yandan tüketici etnosentrizminin ağızdan ağıza pazarlamayı da etkilediği yapılan bu çalışmada görülmüştür. Bu bağlamda, elektronik ağızdan ağıza pazarlamanın tüketici etnosentrizmini hem olumlu hem de olumsuz olarak etkilediği yapılan çalışmalarda (Sun vd., 2021) belirlenmiştir.