

## THE EFFECT OF COUNTRY OF ORIGIN AND BRAND ORIGIN ON CONSUMER BOYCOTTS: THE MEDIATING EFFECT OF PRODUCT EVALUATION

*Menş e Ülke ve Marka Menş einin Tüketici Boykotlarına Etkisi:  
Ürün Değerlendirmesinin Aracılık Etkisi*

### ARAŞTIRMA MAKALESİ /RESEARCH ARTICLE

**Geliş Tarihi/Received:**  
19.04.2023  
**Kabul Tarihi/Accepted:**  
09.06.2023

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### Abstract

Consumer boycotts are a situation that every business can face today. Research on consumer boycotts, which is an important issue in the marketing literature, mostly determines the motivation of consumers to participate in boycotts. In this study, country origin, brand origin and product evaluation factors were examined as factors affecting participation in consumer boycotts. In the analysis of this effect, the product evaluation factor was considered as a mediator variable. In the research, France, Italy and Denmark were chosen among the countries that Turkish consumers boycotted for various reasons in the past. The analyzes and research model were tested separately for these 3 countries. As a result of the factor analysis, country of origin was divided into 2 factors and consumer boycotts were divided into 3 factors. Consumers over the age of 18 who have participated in any consumer boycott constitute the main population of the research. The sample size number consists of 1077 people. Convenience sampling method was used in the selection of the sample. Research participants live in Istanbul. As a result of the research, it was confirmed for Italy and France that the country of origin had an effect on the intention to boycott, but it could not be found for Denmark. The effect of brand origin is effective in Italian products. It has been determined that the product evaluation factor has a partial mediating effect in the effect of country of origin and brand origin on participation in consumer boycotts.

**Keywords:** Consumer boycotts, country of origin, brand origin, product evaluation

### Özet

Tüketici boykotları günümüzde her işletmenin karşılaşılabileceği bir durumdur. Pazarlama literatüründe önemli bir konu olan boykotlarla ilgili araştırmalar çoğunlukla tüketicilerin boykotlara katılım motivasyonlarının belirlenmesidir. Bu çalışmada tüketici boykotlarına katılımı etkileyen faktörler olarak ülke menş e, marka menş e ve ürün değerlendirme faktörleri incelenmiştir. Bu etki incelenmesinde ürün değerlendirme faktörü aracı değişken olarak ele alınmıştır. Araştırmada Türk tüketicilerinin geçmişte çeşitli sebeplerle boykot ettikleri ülkeler arasında Fransa, İtalya ve Danimarka seçilmiştir. Yapılan analizler ve araştırma modeli, bu 3 ülke için ayrı ayrı test edilmiştir. Yapılan faktör analizi sonucunda ülke menş e 2 faktöre, tüketici boykotları ise 3 faktöre ayrılmıştır. Araştırmanın ana kütlelerini herhangi bir tüketici boykotuna katılmış olan 18 yaş üstü tüketiciler oluşturmaktadır. Örnek kütle sayısı ise 1077 kişiden oluşmaktadır. Örneklemenin seçiminde kolayda örnekleme yöntemi kullanılmıştır. Araştırma katılımcıları İstanbul'da yaşamaktadır. Araştırma sonucunda ülke menş einin boykot etme niyeti üzerindeki etkisi olduğu İtalya ve Fransa için doğrulanırken Danimarka için etkinin bulunduğu tespit edilememiştir. Marka menş einin etkisi İtalyan ürünlerinde etkili olmaktadır. Ülke menş einin ve marka menş einin tüketici boykotlarına katılım üzerindeki etkisinde ürün değerlendirme faktörünün kısmi aracılık etkisine sahip olduğu tespit edilmiştir.

**Anahtar Kelimeler:** Tüketici boykotları, ülke menş e, marka menş e, ürün değerlendirme

## INTRODUCTION

Consumer boycotts are a situation that almost every business is exposed to today. Consumers punish businesses by using their purchasing power, which is their most crucial power against the adverse conditions they encounter. Many reasons push consumers to participate in boycotts. Economic, religious, political motives are sufficient to initiate a consumer boycott. Although the number of studies on consumer boycotts is increasing in the literature, the issue has not yet been addressed in all its dimensions. As with purchasing decisions, many factors affect the participation of consumers in boycotts. This study investigates the effect of product origin and brand origin on consumer boycotts. In addition, it will be tried to determine the mediating effect of consumers' product evaluations on this effect.

Country of origin is a concept that expresses in which country a product is produced. There are many studies on the subject in the marketing literature. Especially in international boycotts, the CoO of a product gains more importance. In cases where the CoO is in the foreground, while the features of an enterprise's products remain in the background, only the origin may cause it to be subject to a boycott. For this reason, it is an important issue that should not be ignored in understanding consumer boycotts.

Another important concept used in the study is the brand origin. Brand origin is a concept closely related to CoO. For this reason, they are often confused with each other. Brand origin refers to a region or country that consumers perceive and think a brand belongs to. In the minds of consumers, brands belonging to certain countries can be evaluated as better quality or more negatively. This evaluation has a significant impact on purchasing decisions. Likewise, it is a compelling concept in the determination not to buy, to boycott. If a consumer cannot correctly evaluate the origin of a brand, deviations may be seen in the target of boycotts. Products belonging to one country may be boycotted, while products belonging to another country may be boycotted. It has been shown in the results of this research that the brand origin information of some boycotted countries in Turkey is at deficient levels.

## 1. Theoretical Framework or Literature Review

### 1.1. Consumer Boycotts

A consumer boycott is defined as an attempt by one or more parties to achieve a particular goal by encouraging individual consumers to refrain from making a particular purchase in the market (Friedman, 1985). Consumer boycotts, according to Yüksel and Mryteza (2009), are "collective activities done in response to perceived wrongdoing." A boycott is a concerted effort by a group of people to get a company to change its practices. A boycott is a collective, yet voluntary, action taken by a group of actors to express unhappiness with a company's policies and force the company to change them (Garrett, 1987). Boycotts are grouped as marketing policy boycotts that aim to change the target's marketing practices and political boycotts that force them to act by specific ethical or social responsibilities (Sen, Gurhan-Canlı and Morwitz, 2001). The effectiveness of a boycott is measured by its power to change the policies of the businesses subject to the boycott (Garrett, 1987).

There is a clear link between boycott participation and brand-country associations. Some brands are strongly linked with their home nation and have become the focus of boycotts. Although boycotts have targeted certain brands or countries, confusion about which country a product belongs to is common (Al-Shebil, Rasheed and Al-Shammari, 2011).

Although the interest in consumer boycotts is increasing, most of the reasons that lead people to participate in a boycott have not been revealed yet (Hoffmann & Müller, 2009). The success of their boycott depends entirely on people's willingness to join the boycott (Taşçıoğlu and Yener, 2017). Participating in the boycott has various costs for consumers. The higher the perception of this cost, the fewer people's desire to participate in the boycott (Klein, Smith & John, 2004). Finding alternatives to the products selected for boycott is an element that increases participation in the boycott (Braunsberger and Buckler, 2011).

Consumers may participate in a boycott because of their anger towards a particular behavior. Anger may be a stronger boycott motivation than the belief that the target of the boycott can have a stimulating effect to change policy and behavior (Ettenson and Klein, 2005). An example of this is the boycott of Muslim consumers against Danish products (Braunsberger and Buckler, 2011). Consumers may participate in boycotts for many reasons, including expressing their anger, building self-esteem, and developing a sense of belonging (Farah and Newman, 2010; Taşçıoğlu and Yener, 2019).

### **1.2. Country of Origin**

The headquarters of the corporation that markets the product are located in the country of origin. Even if the product is not produced in that country due to various supply methods, it can still be characterized as the country with which the product is identified (Johansson, Douglas and Nonaka, 1985). The CoO is an essential factor that customers consider when evaluating products, affecting their quality perceptions and purchasing decisions (Bilkey and Nes, 1982). While consumers think some countries punish their products by boycotting them, some countries reward them for purchasing more (Sharma, 2011). For example, Greek consumers boycotted countries' products that did not support Greece's Cyprus policies (Nijssen and Douglas, 2004). Because of their nuclear experiments in the Pacific, Australians have boycotted French items, and the purchase of Japanese products is equated with treason by Chinese consumers (Verlegh and Steenkamp, 1999). The effects of domestic and foreign products on consumers have also been an essential topic in the literature covering CoO studies. There is a clear link between boycott participation and brand-country associations. Some companies are strongly connected with their respective countries, making them the prime focus of boycotts (Al-Shebil et al, 2011; Yener and Taşçıoğlu, 2021). CoO shows that it is effective in consumers' decision-making processes, and it directly or indirectly affects product evaluations as an external information reference (Magnusson, Westjohn and Zdravkovic, 2011; Herz and Diamantopoulos, 2017).

### **1.3. Brand Origin**

The term "brand origin" refers to the location, area, or country where the brand originated, as viewed by the target audience (Thakor and Kohli, 1996). Consumers' views of quality and purchase intents are influenced by brand origin, just as they are by country of origin, according to research (Zhuang, Wang, Zhou and Zhou, 2008). Because most brands no longer carry the nation of origin on the label, Thakor and Kohli (1996) claimed that utilizing brand origin rather than country of origin is a more inclusive approach. Magnusson et al. (2011) found that consumers associate the brand with a particular country, directing consumers' attitudes. Brand names can have phonetically different structures. In certain product groups, names that evoke the languages of countries with the high-quality perception of consumers can be used. For example, French words are used in cosmetics, and Italian names are used in products such as furniture. This situation causes consumers to evaluate the relevant product as a brand belonging to a different country in their minds. Wrong evaluations push unfair practices in purchases as well as in consumer boycotts. For example, when consumers think they are boycotting an American product, they may be boycotting a brand belonging to another country or their own country.

## **2. Methodology**

The goal of this research is to assess the effects of country of origin and brand origin on consumer boycotts, as well as the mediating effect of product evaluation. For this purpose, a research form was prepared to collect data. In this form, a scale developed by Laroche et al. (2005) was used to measure the country of origin, the scale developed by Mukherjee and Hoyer (2001) to measure product evaluation, and the scale developed by Yener et al. (2016) for intention to participate consumer boycotts were used. All scales were prepared in a 7-point Likert format. For the brand origin, a list of known brands belonging to the countries selected by the researcher was created, and the correct response rates of the relevant brands' countries were taken into account. Finally, questions about the demographic characteristics of the participants were included. The main population of the research consists of people over the age of 18 who have participated in a consumer boycott. The sample population was reached with the convenience sampling method and consists of 1077 people living in Istanbul.

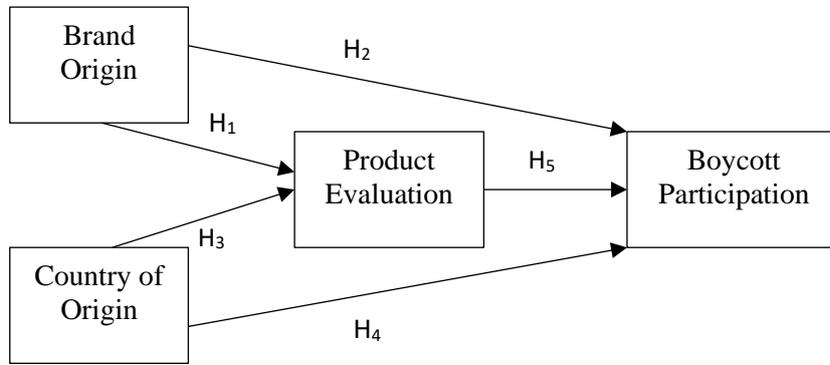
In selecting the countries that are the subject of the research, three countries were selected, taking into account the economic, religious, and political reasons, which are the primary motivations for the participation of consumers in boycotts. These countries are France, Italy, and Denmark. Drawing caricatures of the Islamic prophet in Denmark in 2005 caused reactions; as a result, boycotts of Danish products began. There have been frequent political tensions between France, Italy, and Turkey. As a result, Turkish consumers frequently boycotted products from these countries.

Demographic characteristics of the participants Show that 51.1% are men, 66.5% are under 30, 41.1% are married, and the most prominent occupation groups are students (36.4%) and workers

(26,1%). 55.3% of them have less than 12.000 Turkish Lira monthly, 32% have undergraduate degrees. In Figure 1, the research model has shown. According to this model, research hypotheses are;

- H<sub>1</sub>: Brand origin has a significant effect on product evaluation.
- H<sub>2a</sub>: Brand origin has a significant effect on consumers' intention to participate in the boycott.
- H<sub>2b</sub>: Brand origin has a significant effect on consumers' intention to participate in the boycott, with the mediating effect of product evaluation
- H<sub>3</sub>: Country of origin has a significant effect on product evaluation
- H<sub>4a</sub>: Country of origin has a significant effect on consumers' intention to participate in the boycott
- H<sub>4b</sub>: Country of origin has a significant effect on consumers' intention to participate in the boycott, with the mediating effect of product evaluation
- H<sub>5</sub>: Product evaluation significantly affects consumers' intention to participate in the boycott.

**Figure 1: Research Model**



### 2.1. Scale Reliability and Validity

Cronbach's alpha value was calculated to estimate the constructs' reliability. The results reveal that the scales have a high level of internal consistency (Nunnally, 1978), implying that they are trustworthy. Table 1 lists the scale items as well as the results of the exploratory factor analysis. KMO and Bartlett test results confirmed that these items could be implemented in factor analysis. Country of origin and product evaluation scales have been determined for every three countries. The results show that the country of origin scale has two sub-factors: "country beliefs" and "desired interaction." The consumer boycott scale has three sub-factors which are "sacrifice and belief," "social and personal benefits," and "financial effects."

**Table 1:** Reliability and Exploratory Factor Analysis

Country	Variables	Subfactors	Cronbach Alpha	Variance	KMO	Bartlett
France	CoO	Country beliefs	0.740	31.7	0.747	0.00
		Desired Interaction	0.731	25.3		
	Pro. Eva.	-	0.762	51.3	0.791	0.00
Italy	CoO	Country beliefs	0.659	31.1	0.772	0.00
		Desired Interaction	0.713	25.6		
	Pro. Eva.	-	0.757	50.9	0.815	0.00
Denmark	CoO	Country beliefs	0.708	32.1	0.770	0.00
		Desired Interaction	0.735	27.3		
	Pro. Eva.	-	0.738	48.9	0.795	0.00
	Consumer	Sacrifice and Belief	0.829	22.8	0.889	0.00
	Boycotts	Social and Personal Ben.	0.773	15.8		
		Financial Effects	0.727	15.7		

The validity of the constructs was determined using confirmatory factor analysis (CFA) using AMOS 24 after exploratory factor analysis. Table 2 shows the conclusions of the measurement model examination, and the results are satisfactory (Hu and Bentler, 1999).

**Table 2:** Confirmatory Factor Analysis

Country	Scales	$\chi^2$	df	RMSEA	NFI	GFI	CFI
France	CoO	375	14	0.155	0.725	0.897	0.732
	Product Evaluation	52.3	5	0.094	0.958	0.980	0.961
Italy	CoO	315	14	0.141	0.774	0.909	0.781
	Product Evaluation	9.89	5	0.030	0.991	0.996	0.996
Denmark	CoO	42.9	13	0.046	0.706	0.869	0.981
	Product Evaluation	28.4	5	0.066	0.977	0.991	0.976
	Boycott Participation	286	74	0.052	0.936	0.960	0.952

All of the items showed quite high standardized factor loadings (values ranging from 0.647 to 0.837) and were significant ( $p < .001$ ), indicating convergent validity (Fornell and Larcker, 1981). By comparing AVE values to maximum shared variance (MSV) values, discriminant validity among the constructs was determined. When MSV values are fewer than AVE values, discriminant validity is present (Hair, Black, Babin, Anderson and Tatham, 2006). Table 3 shows descriptive data for the research factors.

Table 4 shows the correlation analysis of the factors. The results are divided according to 3 different countries.

**Table 3:** Descriptive Statistics of the Factors

		Mean	Std. Dev.
Consumer	Sacrifice and Belief	4.35	1.36
Boycotts	Social and Personal Benefits	3.87	1.46
	Financial Effects	4.86	1.73
Brand	France	40.71	30.67
Origin	Italy	41.15	30.24
	Denmark	11.42	20.08
Product Evaluation	France	4.94	1.17
	Italy	5.00	1.18

	Denmark	3.86	1.18
Country	France	5.25	1.07
Belief	Italy	4.91	1.16
(CoO 1)	Denmark	4.13	1.37
Desired	France	4.27	1.40
Interaction	Italy	4.73	1.36
(CoO 2)	Denmark	3.99	1.41

Subfactors of consumer boycotts are positively correlated, according to the correlation analysis results. The only negative correlation is between consumer boycotts factors and desired interaction. If a consumer has positive desired interaction for a country, it becomes difficult to boycott products or companies from that country.

**Table 4:** Correlation Analysis

		SaB	SaPBen	FinEffe	BO	CoBe	DeInt
SaPBen	France	0.500	—				
	Italy	0.500	—				
	Denmark	0.500	—				
FinEffe	France	0.433	0.297	—			
	Italy	0.433	0.297	—			
	Denmark	0.433	0.297	—			
BO	France		0.082		—		
	Italy	0.107	0.077	0.097	—		
	Denmark	0.080			—		
Country Beliefs	France				0.117	—	
	Italy				0.093	—	
	Denmark		0.097		0.072	—	
Desired Interaction	France	-0.108	-0.140	-0.143	-0.077	0.245	—
	Italy		-0.067			0.332	—
	Denmark		0.070			0.291	—
PE	France				0.087	0.535	0.533
	Italy			0.068	0.107	0.543	0.598
	Denmark		0.083			0.572	0.641

## 2.2. Mediation Analysis

**Table 5:** Mediation Analysis

		France		Italy		Denmark	
Variables		B	p	B	p	B	p
<i>a</i>	BO → PE	0.003	<b>0.004</b>	0.004	<b>0.001</b>	0.000	0.939
<i>a</i>	CoO 1 → PE	0.588	<.001	0.562	<.001	0.507	<.001
<i>a</i>	CoO 2 → PE	0.454	<.001	0.519	<.001	0.541	<.001
<i>b</i>	PE → SaB	0.089	<b>0.040</b>	0.093	<b>0.042</b>	-0.024	0.613
<i>b</i>	PE → SaPB	0.135	<b>0.003</b>	0.112	<b>0.018</b>	0.063	0.207
<i>b</i>	PE → FinE	0.106	<b>0.048</b>	0.195	<.001	-0.085	0.154
<i>c</i>	BO → SaB	0.001	0.333	0.005	<b>0.001</b>	0.005	<b>0.013</b>
<i>c</i>	CoO 1 → SaB	0.037	0.437	-0.014	0.756	0.064	0.103
<i>c</i>	CoO 2 → SaB	-0.144	<.001	-0.079	<b>0.047</b>	0.067	0.096
<i>c</i>	BO → SaPB	0.004	<b>0.011</b>	0.003	<b>0.021</b>	0.002	0.310
<i>c</i>	CoO 1 → SaPB	0.020	0.682	-0.021	0.645	0.083	<b>0.039</b>
<i>c</i>	CoO 2 → SaPB	-0.205	<.001	-0.128	<b>0.002</b>	0.045	0.285

<i>c</i>	BO → FinE	0.000	0.934	0.005	<b>0.004</b>	0.005	0.088
<i>c</i>	CoO 1 → FinE	0.043	0.469	0.017	0.753	0.047	0.329
<i>c</i>	CoO 2 → FinE	-0.223	<.001	-0.124	<b>0.012</b>	0.011	0.832
<i>c'</i>	BO → PE → SaB	0.001	0.341	0.005	<b>0.001</b>	0.005	<b>0.014</b>
<i>c'</i>	CoO 1 → PE → SaB	0.022	0.587	0.012	0.745	0.056	0.081
<i>c'</i>	CoO 2 → PE → SaB	-0.103	<.001	-0.030	0.337	0.054	0.079
<i>c'</i>	BO → PE → SaPB	0.004	<b>0.011</b>	0.004	<b>0.018</b>	0.002	0.305
<i>c'</i>	CoO 1 → PE → SaPB	0.017	0.695	-0.003	0.942	0.107	<b>0.001</b>
<i>c'</i>	CoO 2 → PE → SaPB	-0.144	<.001	-0.070	<b>0.033</b>	0.079	<b>0.015</b>
<i>c'</i>	BO → PE → FinE	0.000	0.997	0.005	<b>0.002</b>	0.005	0.089
<i>c'</i>	CoO 1 → PE → FinE	0.007	0.890	0.065	0.159	-0.005	0.896
<i>c'</i>	CoO 2 → PE → FinE	-0.176	<.001	-0.023	0.563	-0.035	0.362

Mediation analyses have been performed to calculate the direct and indirect effects of country of origin and brand origin on consumer boycott participation intention. The results of the three countries are shown in Table 5, Table 6, and Table 7. In the tables, *c* refers to direct and *c'* indirect effects.

According to the mediation analysis of the “sacrifice and belief” factor for three countries, brand origin significantly affects product evaluation for France and Italy. Brand origin significantly impacts sacrifice and belief directly and indirectly for Italy and Denmark. So, we can say there is a partial mediation for these countries. Country belief (CoO1) significantly affects product evaluation for three countries. Desired interaction significantly impacts sacrifice and belief directly for France and Italy and indirectly for France. Then we can conclude that country belief has partial mediation for France and total mediation for Italy. For Denmark, there is no significant effect.

Brand origin significantly affects the “social and personal benefit” factor. There is partial mediation for France and Italy and no significant effect for Denmark. Country belief significantly impacts social and personal benefit for Denmark directly and indirectly, so there is a partial mediation. Desired interaction substantially affects social and personal benefit for France and Italy directly and indirectly, and for Denmark indirectly. Then we can say there is partial mediation for France and Italy and total mediation for Denmark.

Brand origin has a significant “financial effect” directly and indirectly for Italy, so there is a partial mediation. Desired interaction has a significant effect on the financial effect directly and indirectly for France, so there is a partial mediation. There is only a directly significant effect for Italy, and finally, there is no significant effect for Denmark.

**Table 6:** Difference Tests of Consumer Boycott Factors

	Age	Marital	Occupation	Education	Income
SaB	50+ (5.19)	Married (4.70)	Retired (4.75)	Primary (4.90)	16K-20K (4.57)
	41-50 (4.83)	Single (4.11)	Housewife (4.74)	Highschool (4.40)	12K-16K (4.55)
SaPBen	41-50 (4.36)	Married (4.12)	Worker (4.11)	Primary (4.16)	12K-16K (4.12)
	50+ (4.15)	Single (3.69)	Unemployed (4.03)	Highschool (3.95)	8K-12K (3.91)
FinEffe	31-40 (4.96)	Married (5.14)	Housewife (5.38)	Primary (5.57)	12K-16K (5.13)
	18-30 (4.70)	Single (4.66)	Worker (5.02)	Highschool (5.12)	0-8K (4.97)

**Table 7:** Difference Tests of Brand Origin, Country of Origin, and Product Evaluation

		Gender	Age	Occupation	Education	Income
BO	France	Male (45.45)		Retired (46.67)	Undergr. (46.02)	20K + (46.38)
		Female (35.75)		Self-emp. (46.39)	Highsc. (39.88)	16K-20K (43.33)
	Italy	Male (45.56)		Retired (47.22)		
		Female (36.55)		Self-emp. (45.55)		
CoO 1	Italy		31-40 (5.08)			
			41-50 (5.07)			
	Denmark		50+ (4.45)		Graduate (4.18)	16K-20K (4.41)
			31-40 (4.31)		Primary (4.11)	12K-16K (4.26)
CoO 2	France	Male (4.14)				
		Female (4.40)				
	Italy					16K-20K (4.95)
						12K-16K (4.84)
	Denmark	Male (4.10)				16K-20K (4.26)
		Female (3.86)				12K-16K (4.10)
PE	Italy					12K-16K (5.19)
						16K-20K (5.12)
	Denmark	Male (3.96)			Graduate (4.05)	16K-20K (4.16)
		Female (3.76)			Undergr. (4.02)	12K-16K (4.04)

Some demographic characteristics are used in the research, such as gender, age, and income. In Table 6 and Table 7, the results of difference tests have shown. The tables have only factors that have significant effects. For example, according to gender, there is no significant difference in consumer boycott factors. So, gender has not shown in the table. ANOVA and independent t-tests have been performed for analyses. For example, married consumers' intention to participate in a consumer boycott is higher than single consumers.

Similarly, the difference tests were performed for brand origin, country of origin, and product evaluation. According to the examples of the results, male consumers' brand origin level is higher than female consumers for France and Italy. Country beliefs have decreased when the age of consumers rises for Denmark.

### 2.3. Results and Discussion

The purpose of this study is to examine the effect of brand origin and country of origin, which are among the factors affecting the intention to participate in consumer boycotts, with the mediating effect of product evaluation.

While consumers sometimes think they are boycotting products or companies belonging to one country, they may boycott companies from different countries. This situation is due to the deficiencies in consumers' country of origin and brand origin information. In addition, a consumer's attitude towards a country is effective in purchasing decisions of products belonging to that country. Brand origin information is a complex issue for consumers today. With the internationalization of companies, the production of a company's belonging to a country can be realized in different countries. For example, a consumer may perceive the products of a foreign company producing in his own country as domestic products (Özsaçmacı, Yener ve Dursun, 2019).

In the analysis performed with the data collected from 1077 people, the intention to participate in consumer boycotts is divided into three dimensions; sacrifice and belief, social and personal benefits, and financial effects. Product evaluation is a one-dimensional concept, and the country of origin scale has a two-dimensional structure as country beliefs and desired interaction. Various brands belonging to the three countries France, Italy, and Denmark used in the research were selected to measure brand origin information. Consumers participating in the study were asked to indicate which countries these brands belong to. Then, the brand origin dimension was created by calculating the correct response percentages of the brands belonging to each country. The reliability and validity analysis performed shows the suitability of the scales used.

When the average values of the factors are examined, it has been determined that the most critical factor in the participation of consumers in boycotts is financial effects. When the brand origin

information is reviewed, the brand origin information of Turkish consumers about Danish products is at a deficient level. Recently, consumers who have boycotted Danish products are likely to boycott products from different countries. When the product evaluation scores are examined, the most favorable evaluation is against Italian products. Danish products have the lowest scores. Consumers evaluate French and Italian products more positively due to their origin.

As a result of the correlation analysis, it was seen that the boycott factors had a significant and positive relationship with each other. The correlation rate is the same for all three countries. There is a positive and high correlation between product evaluation and country-of-origin dimensions. Consumers' perceptions towards these three countries also affect their assessment of products belonging to the relevant countries in the same direction. The only factor with a negative correlation was the desired interaction. There is a negative relationship between all dimensions of consumer boycotts. While this negative relationship is seen in all dimensions when the country in question is France, it is valid only in the social and personal benefits dimension for Italy and Denmark products. A positive attitude towards these countries negatively affects a consumer boycott against the countries concerned. When the mediator analysis results are examined, the status of the research hypotheses is shown in Table 8.

Since consumers' brand origin information about Danish products is low, it does not affect product evaluation. Brand origin information is practical in different dimensions of the intention to participate in consumer boycotts. These effects occur in the same way regarding the mediating effect of product evaluation. It is seen that both dimensions of the country of origin factor effectively evaluate the products of all three countries. All of these effects are positive. Country belief, one of the dimensions of country origin, does not affect the intention to participate in consumer boycotts, both alone and together with the mediating effect of product evaluation. While the second dimension, the desired interaction, is effective for France and Italy on boycott factors, this effect does not exist for Denmark. In addition, these effects are adverse. When the mediating effect of product evaluation is evaluated, France has a significant impact. Although the direction of the effect is still negative, the product evaluation has reduced this adverse effect. Evaluation of French and Italian products raise the possibility of consumers boycotting products from these countries.

**Table 8:** Results of the Hypotheses

		<b>France</b>	<b>Italy</b>	<b>Denmark</b>
H1	BO → PE	Supported	Supported	Rejected
	BO → SaB	Rejected	Supported	Supported
H2a	BO → SaPB	Supported	Supported	Rejected
	BO → FinE	Rejected	Supported	Rejected
H2b	BO → PE → SaB	Rejected	Supported	Supported
	BO → PE → SaPB	Supported	Supported	Rejected
	BO → PE → FinE	Rejected	Supported	Rejected
H3	CoO1 → PE	Supported	Supported	Supported
	CoO2 → PE	Supported	Supported	Supported
H4a	CoO1 → SaB	Rejected	Rejected	Rejected
	CoO1 → SaPB	Rejected	Rejected	Supported
	CoO1 → FinE	Rejected	Rejected	Rejected
	CoO2 → SaB	Supported	Supported	Rejected
	CoO2 → SaPB	Supported	Supported	Rejected
	CoO2 → FinE	Supported	Supported	Rejected
H4b	CoO1 → PE → SaB	Rejected	Rejected	Rejected
	CoO1 → PE → SaPB	Rejected	Rejected	Supported
	CoO1 → PE → FinE	Rejected	Rejected	Rejected
	CoO2 → PE → SaB	Supported	Rejected	Rejected
	CoO2 → PE → SaPB	Supported	Supported	Supported
	CoO2 → PE → FinE	Supported	Rejected	Rejected
H5	PE → SaB	Supported	Supported	Rejected
	PE → SaPB	Supported	Supported	Rejected
	PE → FinE	Supported	Supported	Rejected

## CONCLUSIONS

Today many businesses are subject to boycotts. Consumers use their purchasing power to change the activities of the companies that they do not want. Boycotts, in which companies suffer both financial and reputational losses, are becoming more and more common. When social media becomes widespread, consumers are quickly aware of harmful practices and promptly organize boycotts. However, the boycotts that companies are exposed to are not always their activities. One of the fundamental reasons for consumer boycotts is political tensions between countries. In this case, many firms belonging to the boycotted country are subject to boycott. However, not all firms in the same country are exposed to many boycotts. The reason for this situation is that the relationship of each company with their country is perceived differently by consumers. Some businesses have become too much identified with their country. When this country is boycotted, these firms immediately come to mind. Companies with weak associations with their countries are not affected much by such boycotts.

Consumers have positive attitudes towards some countries and their products, mainly depending on economic development (Ertuğrul ve Eren, 2020; Ertuğrul, 2022). However, the company-country association must be positive and high for this effect to occur. Brand origin information has the same effect as the country origin. Some countries are rated more favorably by consumers in specific product categories. France comes to mind when you think of cosmetic products, and when you say furniture, Italy comes to mind. Therefore, a cosmetic product belonging to a French company will be advantageous compared to cosmetic products from other countries.

Turkish consumers have boycotted products from many countries for political and religious reasons in the past. Examples are France, Italy, and Denmark. This study tried to determine consumers' perceptions of this country's products and their intention to participate in a possible boycott. It is aimed that the results obtained will be a guide to foreign businesses operating or to be operating in Turkey.

Country of origin and brand origin information positively affect the evaluation of French products. When it is known that a product is a French product, the assessment of the products also increases simply. However, when it comes to boycotts, the probability of boycotting product evaluation increases. When it is known that a product is a French product, the intention to participate in the boycott is high. However, it is also known that consumers evaluate French products positively. In this case, when both criteria are taken together, the intention to boycott decreases compared to the first situation but is still positive. For France, where the products are evaluated positively, and the country is considered negatively, companies need to highlight their products and reduce the country associations in the minds of consumers. When French products were boycotted, some companies made statements stating that they had been operating in Turkey for many years and that they were now "one of you."

When consumers know that the products they buy are Italian, their evaluations of the products increase positively. Considering the intention to participate in boycotts of consumers, their product evaluation increases this intention. Turkish consumers' positive evaluation of Italian products is so high that it reduces the negative impact of country origin in a possible boycott.

When the country of origin of Danish products is perceived correctly, the probability of boycotting increases. In addition, as a result of product evaluation, the likelihood of boycott increases. In this case, Danish products should keep their national identity in the background while carrying out their activities. Otherwise, they will see the result of the consumers' negative attitudes towards their country as being boycotted. Currently, the rate of Turkish consumers recognizing the products they buy as Danish products is relatively low. This situation causes businesses to suffer less from possible boycotts.

When the results obtained from the research are examined, the general effect that can be reached is to increase the product evaluation of the consumers positively. All activities related to the products are under the control of the company. However, political reasons and other reasons, among the most critical boycott reasons, are often not under the firm's management. A firm cannot change its country of origin. However, reducing the association with the country of origin can reduce the damage in a possible boycott. But the country of origin is not always a negative situation. Sometimes firms also benefit from the advantages of the countries they belong to. One of the crucial duties of the enterprises is to establish a balance between these situations that will arise as a result of their country of origin.

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