

Investigation of the Mediating Role of Consumer Boycott Participation Motives in the Effect of Consumer Cynicism on Consumer Boycott Behavior*

Tüketici Sinizminin Tüketici Boykot Davranışı Üzerindeki Etkisinde Tüketici Boykot Katılım Güdülerinin Aracılık Rolünün İncelenmesi

Ercan Keser^{1**} , Rabia Söğütü²

¹ Ağrı İbrahim Çeçen University, Faculty of Economics and Administrative Sciences, Department of Business Administration, Ağrı, Türkiye

² Ağrı İbrahim Çeçen University, Graduate School of Education, Ağrı, Türkiye

Abstract

Consumer cynicism, it is explained by the distrust, dissatisfaction and unmet expectations that consumers feel towards businesses. Consumer boycott behavior is evaluated as a form of consumer behavior in marketing science. Consumer boycott participation motives are expressed as the motivations that enable consumers to participate in the boycott. The purpose of this study is to examine whether a significant mediating effect of consumer boycott participation motives in the effect of consumer cynicism on consumer boycott behavior. The research was carried out by using the questionnaire method with 401 consumers living in Erzurum. Arithmetic mean, standard deviation, frequency distribution, reliability analysis, variance analysis, confirmatory factor analysis, exploratory factor analysis and structural equation analysis were used in the analysis of the data obtained in this research. Lisrel 8.51 and SPSS 22.0 statistical software packages were used in the analysis. The reliability and confirmatory factor analyses showed that the research variables had a high degree of reliability and the goodness-of-fit values were within acceptable limits. In the research, it has been determined that consumers have quite high levels of consumer cynicism, consumer boycott behavior and consumer boycott participation motives. As a result of the structural equation analysis carried out in the research, it is seen that the variables of making a difference and self-enhancement among the consumer boycott participation motives have a significant mediating effect on the effect of consumer cynicism on consumer boycott behavior. However, it was determined that the counter-arguments did not have a significant mediating effect.

Keywords: Consumer Cynicism, Consumer Boycott Behavior, Consumer Boycott Participation Motives, Cynicism.

Öz

Tüketici sinizmi, tüketicilerin işletmelere karşı hissettikleri güvensizlik, memnuniyetsizlik ve karşılanmamış beklentiler ile açıklanmaktadır. Tüketici boykot davranışı, pazarlama biliminde tüketici davranışlarının bir formu olarak değerlendirilmektedir. Tüketici boykot katılım güdülere ise, tüketicilerin boykota katılmasını sağlayan motivasyonlar olarak ifade edilmektedir. Bu çalışmanın amacı, tüketici sinizminin tüketici boykot davranışı üzerindeki etkisinde tüketici boykot katılım güdülerinin anlamlı bir aracılık etkisinin olup olmadığının incelenmesidir. Araştırma, Erzurum ilinde yaşayan 401 tüketici ile anket yöntemi kullanılarak gerçekleştirilmiştir. Araştırma kapsamında elde edilen verilerin analizinde aritmetik ortalama, standart sapma, frekans dağılımı, güvenilirlik analizi, varyans analizi, doğrulayıcı faktör analizi, açıklayıcı faktör analizi ve yapısal eşitlik analizinden yararlanılmıştır. Analizlerin yapılmasında Lisrel 8.51 ve SPSS 22.0 paket istatistik programlarından yararlanılmıştır. Güvenilirlik ve doğrulayıcı faktör analizleri, araştırma değişkenlerinin yüksek derecede güvenilirliğe sahip olduğunu ve uyum iyiliği değerlerinin kabul edilebilir sınırlar içinde olduğunu göstermiştir. Araştırmada tüketicilerin tüketici sinizmi, tüketici boykot davranışı ve tüketici boykot katılım güdülerinin yüksek düzeyde olduğu tespit edilmiştir. Araştırmada gerçekleştirilen yapısal eşitlik analizi sonucunda tüketici boykot katılım güdülerinden fark yaratma ve kendini geliştirme değişkenlerinin tüketici sinizminin tüketici boykot davranışı üzerindeki etkisinde anlamlı bir aracı etkiye sahip olduğu görülmüştür. Ancak karşı argümanların anlamlı bir aracı etkiye sahip olmadığı belirlenmiştir.

Anahtar Kelimeler: Tüketici Sinizmi, Tüketici Boykot Davranışı, Tüketici Boykot Katılım Güdülere, Sinizm.

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** Corresponding Author / Sorumlu Yazar: ekeser@agri.edu.tr

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Investigation of the Mediating Role of Consumer Boycott Participation Motives in the Effect of Consumer Cynicism on Consumer Boycott Behavior

Today's understanding of marketing has required businesses to communicate effectively with their customers in order to gain competitive advantage. The goal of businesses is to establish a trust-based relationship with their customers, to ensure customer satisfaction and moreover, to maintain their existence by creating customer loyalty. However, cynicism, which spreads rapidly among consumers and is a negative element for businesses, negatively affects the behavior of consumers; it hinders the efforts of enterprises and makes it difficult for them to survive under harsh competitive conditions. Negative consumption experiences of consumers; it causes consumers to lose trust over time, to abandon the brand and to develop skeptical attitudes towards businesses. When the subject is loss of trust, dissatisfaction and negative experiences, the concept of cynicism becomes prominent in consumer behavior. A widely accepted definition of cynicism in the literature is "a learned attitude developed against one or more objects, associated with disappointment, distrust and suspicion, and which can change over time by being exposed to environmental factors" (Abraham, 2000, p. 269). The general opinion about the concept of cynicism; justice, freedom, equality, etc. is that moral values can be given up for the sake of people's interests. In daily life, cynical individuals are described as people who find fault, are picky and exhibit critical behavior; they can be described in society as skeptical, insecure, disbelieving, pessimistic and negative adjectives (James, 2005, p. 165).

Considering that the studies dealing with the concept of cynicism in Turkey are generally the result of a reductionist approach in the context of organizational cynicism, it is seen that cynicism has been discussed in terms of consumer behavior in the field of marketing science in recent years. The reason why cynicism is the subject of different branches of science is that human and human nature are at the core of the subject. "Departing from the idea that the trust factor, which is at the center of the phenomenon of cynicism, determines the relationship between brands and consumers, it is clear that cynicism can also be seen in people's consumption actions. Therefore, the distrust experienced by consumers with the marketing efforts of brands may be an issue that needs to be examined in terms of marketing." (Güven, 2016, p. 156). From this point of view, cynicism includes consumers' experiences and attitudes towards the brand and marketing activities. Negative and harsh reactions of consumers towards brands can be evaluated within the scope of cynicism. It is important to examine the concept of consumer cynicism in order to determine the reasons for developing and spreading negative attitudes of cynical individuals.

When the marketing literature is examined, consumer cynicism; it is defined as a process that occurs with consumers' suspicions, activation of defense mechanisms and alienation (Chylinski & Chu, 2010, p. 799). It can be said that consumer cynicism includes behaviors that can have negative consequences for both businesses and consumers, and which, if not resolved, have devastating effects, especially for businesses (Chu & Chylinski, 2006, p. 3; Helm, 2004, p. 345). It is argued that the most observable responses to consumer cynicism are market-shaping and withdrawal from the market, which limits the contact between businesses and consumption behavior. Cynical consumers think that they play an important role in shaping the market; they can be a threat to businesses by displaying activist and critical attitudes towards businesses that they have negative thoughts about (Helm et al., 2015, p. 516). Consumers who experience high levels of cynicism often resort to boycott, which is the most effective type of action, when they are not satisfied with the behavior and attitudes of businesses (Ettenson & Klein, 2005, p. 202). In the related literature, it has been determined that there is a significant and positive relationship between consumer boycott behaviors and consumer cynicism (Akçay, 2021; Aydın, 2021; Chu & Chylinski, 2006). She defines a consumer boycott as "a collective exercise of consumer dominance that hinders the purchase of a product as an effort to influence a problem with the

buyer and the firm that caused this problem” (Smith, 1990, p. 140). Consumer boycott behaviors are considered as a reactive state of dissatisfaction experienced by consumers as a result of their negative experiences (Klein et al., 2004, p. 92). With boycotts, consumers aim to reduce the sales of businesses, reduce their profits, and damage their image in the market. Such actions always pose a threat and crisis for businesses (Ettenson & Klein, 2005, p. 201). In this context, it is very important to examine the motives of individuals to take action in order to make sense of the boycott process of consumers.

According to Friedman (1999), consumers either boycott the negative behaviors of businesses; exhibits the behavior of participating in the boycott with motives aiming to change these behaviors in line with their own wishes or to protect their own interests (p. 25). Although boycott behaviors are expressed as collective actions (John & Klein, 2003), this is not the case for motives. Consumers can be influenced by their social environment (reference groups, family, role and status, etc.) as well as by many variables personally (Ünlüönen & Tayfun, 2003, p. 3). The motivation to make a difference from the consumer boycott participation motives; self-enhancement motivation as the motivation of the consumers participating in the boycott to ensure socialization; it is described as the motivation to morally develop the emotional aspect of individuality. The counter-arguments refer to the costs rather than the benefits of boycotting. With the spread and adoption of boycotts by the masses, it has become important to investigate the underlying motives of the boycotts (John and Klein, 2003; Klein et al., 2002; Klein et al., 2004; Kozinets & Handelman, 1998; Sen et al., 2001).

The main purpose of this study is to examine the mediating role of consumer boycott participation motives in the effect of consumer cynicism on consumer boycott behavior using structural equation model (SEM). Additionally aimed to examine whether consumer cynicism has a significant effect on consumer boycott participation motives and consumer boycott behavior and whether consumer boycott participation motives have a significant effect on consumer boycott behavior. In the study, initially, the concepts were examined theoretically and then the practice of the study was started.

Conceptual Framework

Consumer Cynicism

Consumer cynicism, which is a fairly new concept in the marketing and consumer behavior literature, is defined as “a permanent and learned attitude shaped by the perception that the expansionist and opportunistic policies of the brands in the market cause negative situations for consumers”. In other words, cynicism is learned attitudes that occur as a result of anger and resentment of individuals towards businesses and other people. From a marketing perspective, cynicism emerges with the inconsistent behavior of businesses and the failure to meet consumers' expectations (Helm, 2006, p. 11). With the effect of negative experiences and social factors, consumers can change their perspectives on brands and accuse them of opportunism. In this respect, consumer cynicism; it is depicted with the belief that businesses lack honesty and with negative emotions (anger, disgust, etc.) towards businesses (Helm, 2006, pp. 37, 42).

Chylinski and Chu (2010) emphasize the experiential process by expressing that consumers react to brand approaches that are perceived as compatible/incompatible with their values and goals (p. 816). As a result of the research, it is stated that consumer cynicism cannot be explained in depth by adhering to only one type of behavior. The necessity of analyzing the behaviors that cause cynicism and as a result of these analyzes, the frequency and level of being affected by these behaviors will be understood (Chylinski & Chu, 2010, p. 515).

Consumer cynicism is a growing phenomenon that can have negative consequences for both businesses and consumers (Chu & Chylinski, 2006, p. 3; Helm, 2004, p. 345). However, Chu and Chylinski (2010)

think that cynicism has not been adequately researched in the consumer context (p. 817). Looking at the literature, cynicism has not been considered in terms of consumption alone. Generally, in studies dealing with consumer behavior, it is stated that consumers exhibit cynical attitudes (Helm, 2004, p. 345). Although cynicism is a well-established concept, it has become a popular concept in the last 50 years. Social scientists, on the other hand, have mostly studied cynicism in the fields of “occupational (business) cynicism, organizational or employee cynicism, and organizational change cynicism”. Therefore, there is little research on consumer cynicism (Helm, 2004, p. 345). In researches on consumer cynicism, definitions related to insecurity, dissatisfaction and unmet expectations are included, generally based on Cynicism (Chu & Chylinski, 2006, p. 1). According to Van Dolen et al. (2012), consumers think that businesses care about their own interests, considering that they are not sufficiently interested in meeting their needs, and they describe their consumption experiences as deceptive, insincere and negative experiences. This situation causes consumers to develop cynical attitudes (Van Dolen et al., 2012, p. 307). In this context, cynicism is used in the sense of manipulation, ethical violation and exploitation for the sake of self-interest, and is at the center of criticism, claiming that businesses use advertising and other marketing efforts to mask their selfish behavior (Helm, 2004, p. 345).

Although the concept of cynicism is associated with the cognitive, emotional and behavioral dimensions of consumers (Chylinski & Chu, 2010; Helm, 2006; Helm et al., 2015), it is considered necessary to examine it mainly with personality traits and brand experiences (Dean et al., 1998; Helm, 2004; Kanter & Wortzel, 1985; Stanley et al., 2005). From this point of view, the factors that cause consumer cynicism are shown as consumers' personality traits (Watson et al., 1988, p. 1060) and unmet expectations (Puccinelli et al., 2009, p. 17). Considering the consequences of consumer cynicism, it is important to establish a correct relationship and communication between consumers and businesses in order to create a conscious perception. In this study, consumer boycotts, one of the behavioral consequences of consumer cynicism, are discussed.

Consumer Boycott Behavior

In today's globalizing world, with the communication technologies that are developing day by day, consumers can easily access all kinds of information and can follow all the developments regarding the products or services offered by the businesses. Among the topics that consumers are interested in recently; prices of goods and services, their quality, customer relations, the sensitivity of companies to social events, etc. it is observed that the subjects (Çakır, 2010, p. 122). However, consumers make joint decisions to protect not only their own benefits, but also common benefits (ethical and moral values). Sometimes individuals give up their personal interests and consider the benefit of society in their actions. Conscious and enlightened consumers, who collect information about the products offered or recommended in the market and in the light of the information they have obtained, prefer the best and most beneficial for themselves, their environment and even the universe they live in (Odabaşı, 2008, p. 3).

The negative consumption experiences of consumers; it causes consumers to lose trust over time, to abandon the brand and to develop skeptical attitudes towards businesses. Consumers exhibit cynical attitudes when it comes to loss of confidence, dissatisfaction and negative experiences. Consumers who experience high levels of cynicism often resort to boycott, which is the most effective type of action, when they are not satisfied with the behavior and attitudes of businesses (Ettenson & Klein, 2005, p.202). Boycott; it is defined as “deciding not to do a job or behavior” or “breaking all kinds of relations with a person, a community or a country in order to achieve a goal” (TDK, 2021). Boycott for consumers, businesses; it is a factor that reveals the necessity of feeling responsibility towards employees, communities, consumers, the environment or minorities (Bayuk & Ofluoğlu, 2013, p. 143).

Consumer boycotts, on the other hand, are defined as “a series of actions that encourage individual consumers to avoid certain products or brands in order to enable a certain group to achieve their goals” (Friedman, 1995, pp. 96,97). According to Friedman (1999), consumer boycotts are one of the most effective consumer behaviors. The reasons for starting consumer boycott campaigns; it can be listed as sudden price changes or inconsistency in prices (the price of the shelf and the case are not the same), political tensions in the country or between the countries where the product is produced, non-environmental attitudes of the enterprises and unfair employment practices (p. 25). Boycotts arising from economic reasons aim to reduce the sales of businesses, reduce their profits, and damage their image in the market. Such actions always create threats and crises for businesses (Ettenson & Klein, 2005, p. 201). At this point, businesses should identify and understand the factors (environmental values, ethical values, political effectiveness, ethnocentrism, post materialist values, trust and word of mouth communication etc.) and motives (change the decision of enterprises, self-enhancement, expression of anger, avoidance of guilt and desire to punish, etc.) that cause consumers to boycott. Businesses need to give due importance to this issue. Because in today's world, not only the amount of information has increased, but also an increasing momentum has been gained in accessing information, sharing and communicating (Zhou et al., 2017, p. 825). In this context, it is very important to examine the motives of individuals to take action in order to make sense of the boycott process of consumers.

According to Friedman (1999), consumers either boycott the negative behaviors of businesses; exhibits the behavior of participating in the boycott with motives aiming to change these behaviors in line with their own wishes or to protect their own interests (p. 25). Although boycott behaviors are expressed as collective actions (John & Klein, 2003), this is not the case for motives. Consumers can be influenced by their social environment (reference groups, family, role and status, etc.) as well as by many variables personally (Ünlüönen & Tayfun, 2003, p. 3).

The motivation to make a difference from the consumer boycott participation motives; self-enhancement motivation as the motivation of the consumers participating in the boycott to ensure socialization; it is described as the motivation to morally develop the emotional aspect of individuality. The counter-arguments refer to the costs rather than the benefits of boycotting. With the spread and adoption of boycotts by the masses, it has become important to investigate the underlying motives of the boycotts (John & Klein, 2003; Klein et al., 2002; Klein et al., 2004; Kozinets & Handelman, 1998; Sen et al., 2001)

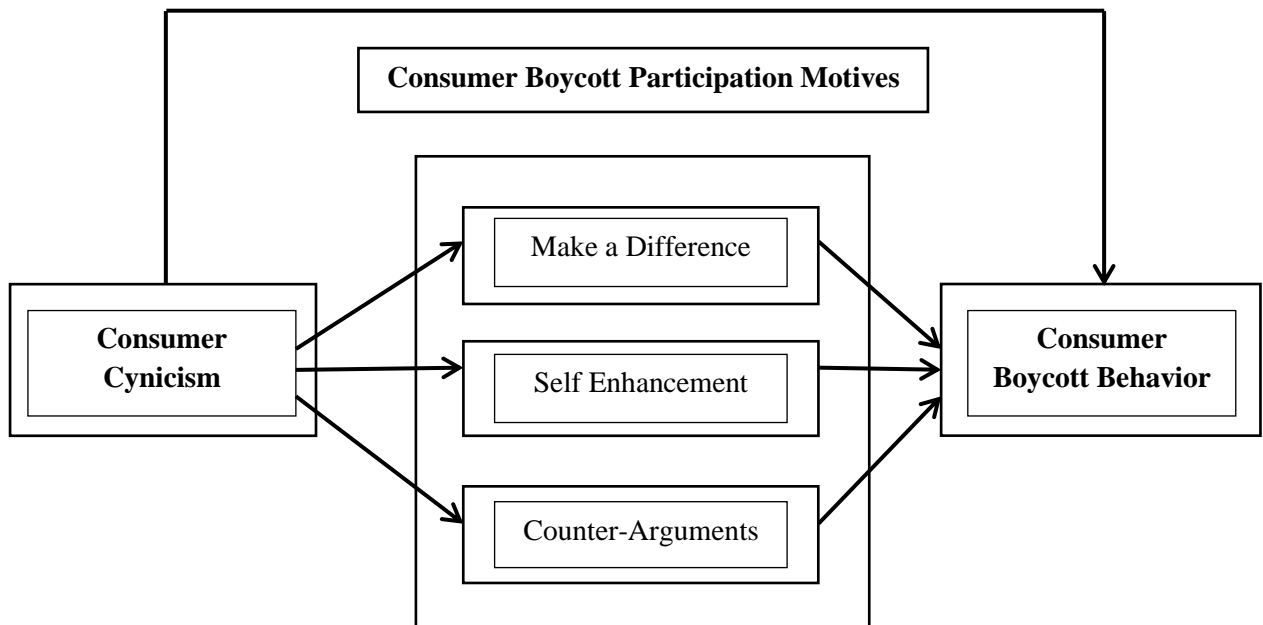
Methodology

Research Model and Hypotheses

The models in their studies by Klein et al., (2004) and Akçay (2021) were used in the creation of this research model, which is based on examining the mediating role of consumer boycott participation motives in the effect of consumer cynicism on consumer boycott behavior. The model of the research is as shown in Figure 1.

Figure 1

Research Model



H₁: Consumer cynicism has a significant effect on consumer boycott behavior.

H₂: Consumer cynicism has a significant effect on 'make a difference'.

H₃: Consumer cynicism has a significant effect on 'self-enhancement'.

H₄: Consumer cynicism has a significant effect on 'counter-arguments'.

H₅: The motivation to make a difference has a significant effect on consumer boycott behavior.

H₆: The motivation to self-enhancement has a significant effect on consumer boycott behavior.

H₇: The motivation to counter-arguments has a significant effect on consumer boycott behavior.

H₈: The motivation to make a difference has a significant mediating effect on the effect of consumer cynicism on consumer boycott behavior.

H₉: The motivation to self-enhancement has a significant mediating effect on the effect of consumer cynicism on consumer boycott behavior.

H₁₀: The motivation to counter-arguments has a significant mediating effect on the effect of consumer cynicism on consumer boycott behavior.

Participants

The scope of the research consists of individuals who are at least 18 years old and reside in Erzurum. The study was limited to the province of Erzurum due to constraints related to insufficient financial resources and time. The population of the research consists of people aged 18 and over living in Erzurum province. Convenience sampling method, one of the non-random sampling methods, was used in the study. In the study, a survey was conducted with a total of 418 people. However, a total of 401 questionnaires were evaluated by excluding the questionnaires that were filled in incorrectly and incompletely. Information about the demographic characteristics of the research participants is presented in Table 1.

Table 1*Demographic Characteristics of the Research Participants*

Demographic Characteristics	<i>n</i>	%
Job		
Civil Servant	64	16
Private sector	39	9.7
Housewife	55	13.7
Student	118	29.4
Employee	35	8.7
Self-employment	12	3
Artisan/Merchant	59	14.7
Other	19	4.7
Total	401	100
Gender		
Male	212	52.9
Woman	189	47.1
Total	401	100
Education Level		
Primary Education	28	7
Secondary education	69	17.2
Associate Degree	84	20.9
Licencegraduate	174	43.4
Postgraduate	46	11.5
Total	401	100
Income Status		
4500 TL and below	174	43.4
4501-6500	50	12.5
6501-8500	59	14.7
8501-10500	37	9.2
10501-12500	42	10.5
12500 TL and above	39	9.7
Total	401	100
Marital Status		
Married	192	47.9
Single	209	52.1
Total	401	100
Age		
18-26	136	33.9
27-35	104	25.9
36-44	69	17.2
45-53	66	16.5
54-62	23	5.7
63 and above	3	.7
Total	401	100

It can be said that the data presented in Table 1 can be useful in understanding the demographic profiles of the individuals participating in the research.

Measures

When Figure 1 is examined, it can be seen that the research model consists of consumer cynicism, consumer boycott participation motives (make a difference, self-enhancement, counter-arguments) and consumer boycott behavior variables. Among these variables, consumer cynicism has 8 sub-variables and consumer boycott behavior has 7 sub-variables. In the research, the variable of consumer boycott participation motives has a total of 10 sub-variables.

The scale in the study of Helm et al. (2015) was used to measure consumer cynicism. The scale in the study of Hoffmann et al. (2018) was used to measure consumer boycott behavior. The scale in the study of Klein et al. (2004) was used to measure consumer boycott participation motives.

In this study, data were collected by survey method. There are 31 expressions in total in 4 groups in the survey form. The first group of these questions consists of 8 questions to determine the cynicism levels of consumers, the second group of questions consists of 7 questions to determine the boycott behavior levels of consumers, and the third group of questions consists of 10 questions to determine the levels of consumers' boycott participation motives. In the last group of questions in the survey, there are 6 questions to determine the demographic characteristics of consumers. 5's Likert scale was used to determine the opinions of the participants about the variables in the research model. Various alternatives were presented to the participants in answering the questions about demographic characteristics.

In the study, Cronbach Alpha test was used to evaluate the reliability levels of the scales related to the variables in the model. As a result of the test, it was determined that the consumer cynicism and consumer boycott behavior scales were highly reliable with a reliability value of 0.88 and 0.92, respectively. In terms of consumer boycott participation motives, the scale of making a difference is high with 0.81; self-enhancement and counter-arguments scales were found to be highly reliable scales with 0.73 and 0.72, respectively. The obtained values were interpreted according to the reference values in Kalaycı's (2010) study (p. 405). In the study, it was decided to remove the SE3 coded expression in the self-enhancement scale from the scale, since it lowered the reliability value of the scale.

In the study, exploratory factor analysis (EFA) was performed and the factor structures of the scales that constitute the consumer cynicism, consumer boycott behavior and consumer boycott participation motives in the study were revealed. While performing EFA, variables with a factor load lower than 0.32 were excluded from the analysis (Çokluk et al., 2012, p.194). In addition, in the study, the levels of the respondents were determined within the scope of the research variables. The results of the analyzes performed are shown in Table 2.

Table 2

EFA Analysis Results of Consumer Cynicism, Consumer Boycott Behavior and Consumer Boycott Participation Motives Scales

Scales and Variables	Factor Load	α	Percentage of Variance Explained
Consumer Cynicism			
1 CC1	0.718		
2 CC2	0.731		
3 CC3	0.765		
4 CC4	0.704	0.88	18.200
5 CC5	0.597		
6 CC6	0.698		
7 CC7	0.713		
8 CC8	0.597		
Consumer Boycott Behavior			
1 CBB1	0.754		
2 CBB2	0.764		
3 CBB3	0.722		
4 CBB4	0.829	0.92	21.746
5 CBB5	0.818		
6 CBB6	0.767		
7 CBB7	0.808		
Make a Difference			
1 MD1	0.724		
2 MD2	0.700	0.81	8.395
3 MD3	0.751		
Self-Enhancement			
1 SE1	0.783		
2 SE2	0.830	0.73	8.618
3 SE4	0.669		
Counter-Arguments			
1 CA1	0.801		
2 CA2	0.825	0.72	8.292
3 CA2	0.760		

When Table 2 is examined, the KMO value was determined as 0.910 and Barlett's test as 5194.509 ($p < 0.001$). Therefore, it can be said that the data set is suitable for factor analysis. Moreover, as a result of the analysis, 5 factors with an eigenvalue greater than 1 were obtained, which explained 65.252% of the total variance. Among these factors, consumer cynicism consists of 8 expressions and consumer boycott behavior consists of 7 expressions; they have a one-dimensional structure. In addition, each of the factors of making a difference, self-enhancement and counter-argument consists of 3 statements and these variables have a one-dimensional structure.

Data Analysis

In the research model, CFA was conducted for the measurement model consisting of consumer cynicism, consumer boycott behavior and consumer boycott participation motives. While performing the CFA analysis, it was determined that the goodness of fit values related to the measurement model were not within the recommended limits, and a covariance definition was made between the expressions CC1 and CC2, CC6 and CC7, CC7 and CC1, CC7 and CC8 for the consumer cynicism variable, and CBB4 and CBB5 coded expressions for the consumer boycott behavior variable. Goodness of fit values for the measurement model and t and R² values for each observed variable, standardized coefficients and error variances are shown in Table 3.

Table 3

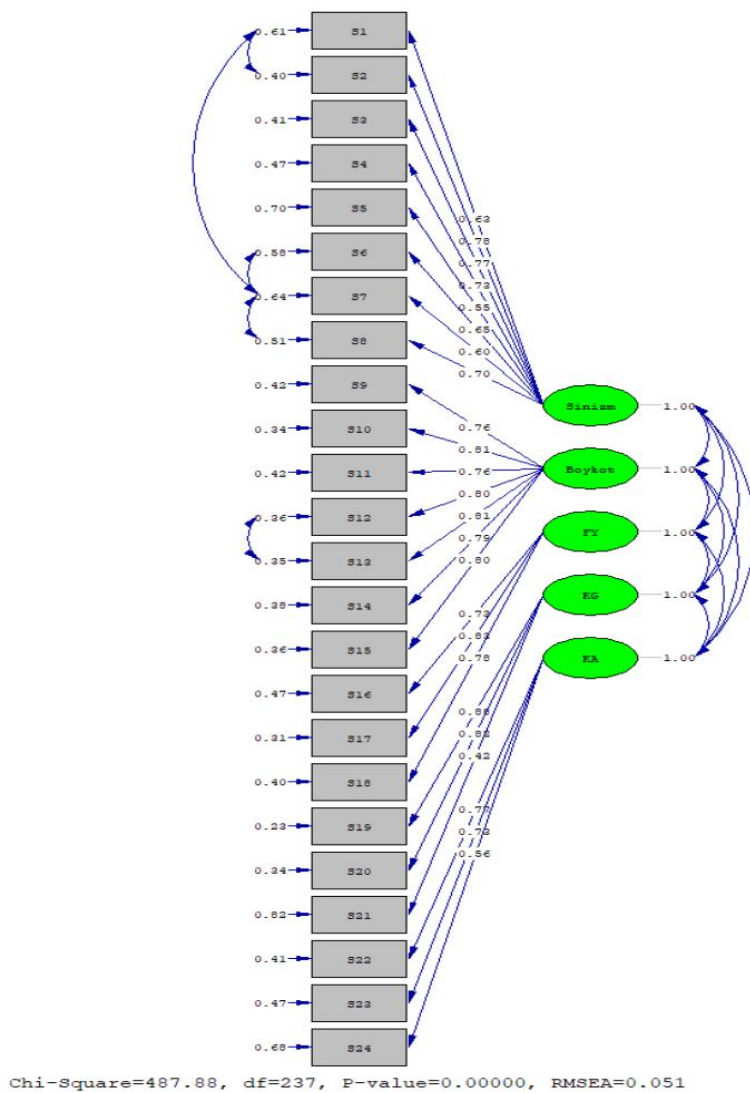
Measurement Model t and R² Values, Standardized Coefficients, Error Variances and Model Fit Statistics

Latent and Observed Variables		Std. Coefficient	Error Variance	t Value	R ² Value					
Consumer Cynicism										
1	CC1	0.63	0.61	12.99	0.39					
2	CC2	0.78	0.40	17.53	0.60					
3	CC3	0.77	0.41	17.35	0.59					
4	CC4	0.73	0.47	16.10	0.53					
5	CC5	0.55	0.70	11.24	0.30					
6	CC6	0.65	0.58	13.80	0.42					
7	CC7	0.60	0.64	12.32	0.36					
8	CC8	0.70	0.51	15.12	0.49					
Consumer Boycott Behavior										
1	CBB1	0.76	0.42	17.60	0.58					
2	CBB2	0.81	0.34	19.21	0.66					
3	CBB3	0.76	0.42	17.64	0.58					
4	CBB4	0.80	0.36	18.71	0.64					
5	CBB5	0.81	0.35	19.04	0.65					
6	CBB6	0.79	0.38	18.42	0.62					
7	CBB7	0.80	0.36	18.97	0.64					
Make a Difference										
1	MD1	0.73	0.47	15.71	0.53					
2	MD2	0.83	0.31	18.94	0.69					
3	MD3	0.78	0.40	17.21	0.60					
Self Enhancement										
1	SE1	0.88	0.23	18.81	0.77					
2	SE2	0.82	0.34	17.28	0.66					
3	SE4	0.42	0.82	8.13	0.18					
Counter-Arguments										
1	CA1	0.77	0.41	13.82	0.59					
2	CA2	0.73	0.47	13.21	0.53					
3	CA2	0.56	0.68	10.47	0.32					
Measurement Model		χ^2/sd	GFI	AGFI	CFI	NFI	NNFI	RMR	SRMR	RMSEA
Goodness of Fit Statistics		2.18	0.91	0.88	0.95	0.91	0.94	0.081	0.050	0.051

When Table 3 is examined, it is seen that the values of goodness of fit are within the recommended limits (Aksu et al., 2017; Doğan, 2015; Erkorkmaz et al., 2013; Seçer, 2013; Çokluk et al., 2012; Yapraklı, 2006). When Table 3 is examined, the observed variables of the latent variables that make up the measurement model and the standardized parameter values between them vary between 0.55 and 0.78 in terms of consumer cynicism; it varies between 0.76 and 0.81 in terms of consumer boycott behavior. In terms of consumer boycott motives; it can be stated that making a difference varies between 0.73 and 0.83, self-development varies between 0.42 and 0.88, and counter-arguments vary between 0.56 and 0.77. When the R² section in Table 3 is examined, it is seen that the most variability is CC2 (0.60) in consumer cynicism, CBB2 (0.66) in consumer boycott behavior, MD2 (0.69) in making a difference, SE1 (0.77) in self-enhancement and CA1 (0.59) in counter-arguments. Finally, it can be said that all t values in Table 3 vary between 10.47 and 19.21. The path diagram of the measurement model is as in Figure 2.

Figure 2

Measurement Model Path Diagram



Results

Descriptive Statistics

In this study, the levels of the research participants were calculated in terms of research model variables. The obtained values are as in Table 4.

Table 4

Descriptive Statistics of Consumer Cynicism, Consumer Boycott Behavior and Consumer Boycott Participation Motives Scales

Scales and Variables	<i>M*</i>	<i>SD</i>
Consumer Cynicism	3.34	0.951
1 CC1	3.23	1.280
2 CC2	3.57	1.247
3 CC3	3.29	1.313
4 CC4	3.40	1.302
5 CC5	3.30	1.308
6 CC6	3.30	1.243
7 CC7	3.24	1.282
8 CC8	3.43	1.342
Consumer Boycott Behavior	3.78	1.008
1 CBB1	3.69	1.241
2 CBB2	3.71	1.300
3 CBB3	3.84	1.197
4 CBB4	3.77	1.225
5 CBB5	3.83	1.200
6 CBB6	3.85	1.156
7 CBB7	3.81	1.153
Make a Difference	3.48	1.115
1 MD1	3.48	1.265
2 MD2	3.51	1.279
3 MD3	3.46	1.365
Self-Enhancement	3.47	1.014
1 SE1	3.64	1.250
2 SE2	3.54	1.264
3 SE4	3.24	1.257
Counter-Arguments	2.96	1.031
1 CA1	3.06	1.265
2 CA2	3.16	1.265
3 CA2	2.67	1.326

Note. *1= Strongly Disagree... 5= Strongly Agree

When the average levels of the respondents are examined in Table 4, it is seen that the variables of consumer cynicism and consumer boycott behavior have an average of 3.34 and 3.78, respectively. Therefore, it can be said that the respondents have a high level of cynicism and boycott behavior. In addition, it can be said that they have an average of 3.48 for the make a difference variable, 3.47 for the self-enhancement variable, and 2.96 for the counter-arguments variable, which constitutes the consumer boycott participation motives.

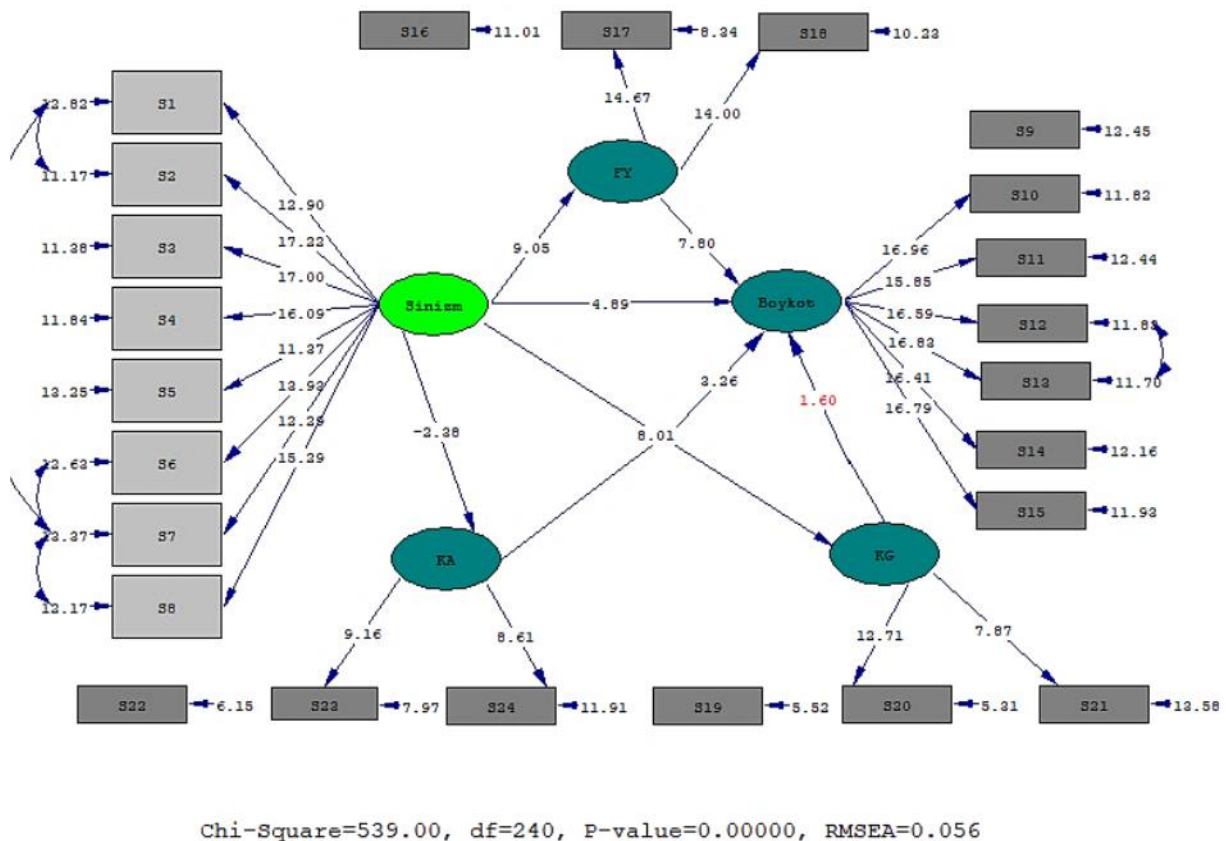
Testing the Research Model

The structural equation model is basically an analysis based on factor and regression analyzes (Çokluk et al., 2012, p. 252). “Before testing models based on multivariate regression, it is necessary to examine the correlation coefficients between independent variables.” (Nakip, 2013, p. 424). In this way, the correlation coefficients between the independent variables were evaluated, taking into account the possibility of multiple connections between the independent variables in the research model. The fact that the correlation values between the independent variables are above 0.80 reveals that there is a high degree of multicollinearity between the variables (Büyüköztürk et al., 2012, p. 100). For this reason, the correlation coefficients between the independent variables were examined in the study.

According to the results of the analysis, there is a significant and directly proportional ($r = 0.457, p < 0.01$) relationship between consumer cynicism and making a difference, which is one of the sub-dimensions of the consumer participation boycott motives scale. There is a significant and directly proportional ($r = 0.345, p < 0.01$) relationship between consumer cynicism and self-enhancement. There is a significant and inversely proportional ($r = -0.126, p < 0.05$) relationship between consumer cynicism and counter-arguments. Within the scope of these results, it can be said that there is no “multiple correlation” problem between the independent variables, since the correlation coefficients are not above 0.80. In the study, firstly, the structural model created by the direct effects was tested by using the LISREL program.

Figure 3

Testing the Research Model



When Figure 3 is examined, it is seen that the t value (1.60) of the path from the self-enhancement variable to the consumer boycott behavior is below 2.56 at the 99% significance level and therefore not significant. Therefore, although the relationships between the other variables in the model are significant, the path from the self-enhancement variable to the consumer boycott behavior was removed

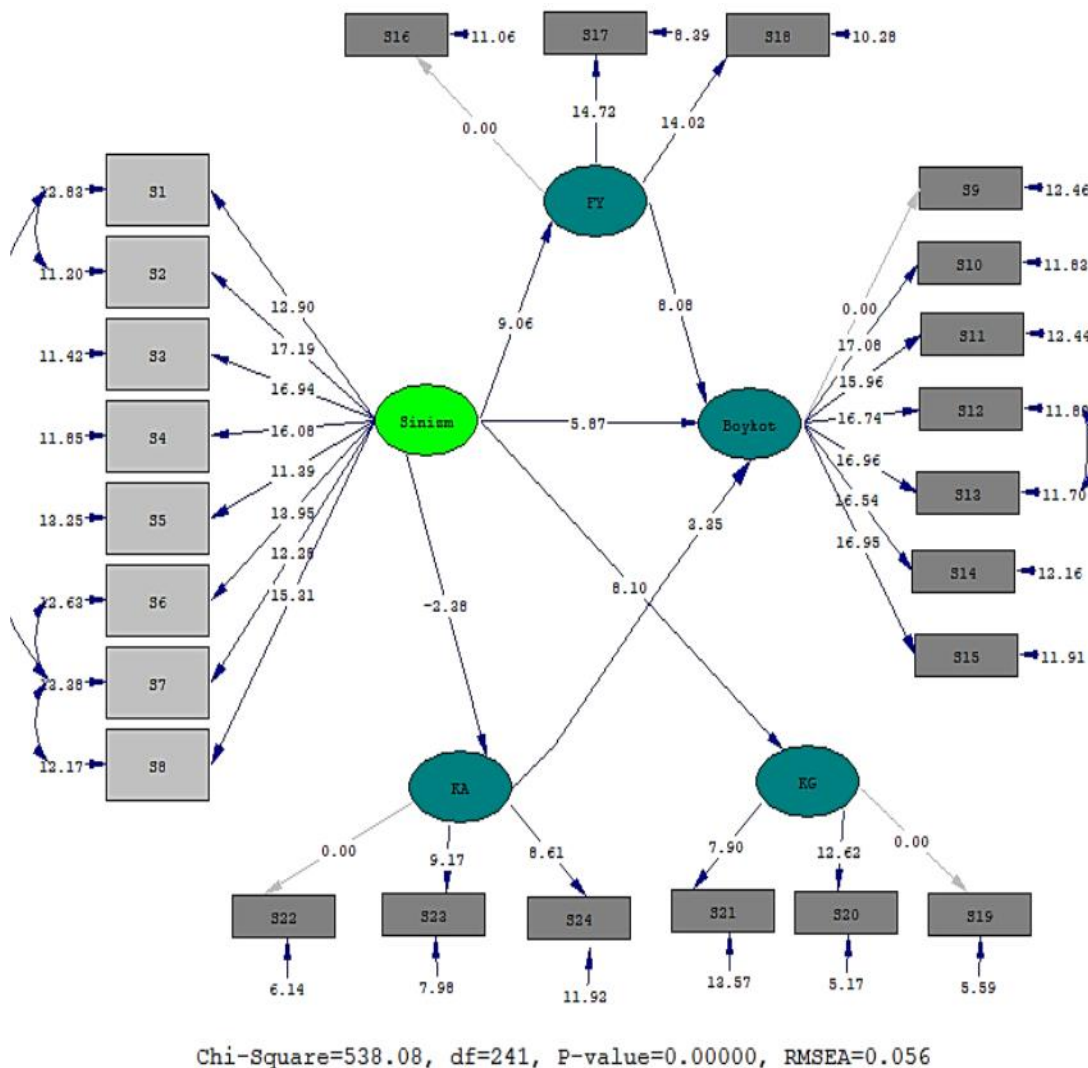
from the model and the model was revised. The goodness of fit values of the research model in Figure 3 are shown in Table 4.

Testing the Revised Research Model

In the study, firstly, the research model in which the direct effects were examined was tested. As a result of the analysis, it was determined that the path from the self-enhancement variable to the consumer boycott behavior was not significant. In this context, the path between the mentioned variables was removed from the research model; the model has been revised. The revised research model is as shown in Figure 4.

Figure 4

Revised Research Model



When Figure 4 is examined, it is seen that the path from the self-enhancement variable to the consumer boycott behavior has been removed from the revised research model and all t values in the model have sufficient significance level. With all the t values in the model being significant, the goodness of fit values related to the model were examined. The results obtained are as in Table 5.

Table 5*Revised Research Model Fit Statistics*

Indexes	Goodness of Fit Values		Acceptable Compliance Values*
	Revised Research Model	Research Model	
χ^2/sd	2.23	2,25	$\leq 0,05$
GFI	0.90	0.90	$\geq 0,90$
AGFI	0,87	0,87	$\geq 0,85$
CFI	0,94	0,94	$\geq 0,90$
NFI	0,90	0,90	$\geq 0,90$
NNFI	0,93	0,93	$\geq 0,90$
IFI	0,94	0,94	$\geq 0,90$
RMR	0.11	0.10	$\leq 0,08$
SRMR	0.065	0.062	$\leq 0,08$
RMSEA	0.056	0.056	$\leq 0,10$

Note. *Çokluk et al. (2012), Erkorkmaz et al. (2013), Doğan (2015), Seçer (2013), Aksu et al. (2017), Yapraklı (2006)

When Table 5 is examined, the revised research model shows goodness of fit according to χ^2/df , RMSEA, GFI, AGFI, CFI, NFI, NNFI, IFI and SRMR criteria. Therefore, it can be stated that the model is accepted in its current form. According to Kline (1998), a standardized value less than 0.10 has a small effect; A value less than 0.50 indicates medium effect and a value greater than 0.50 indicates high effect (Acted by Şimsek, 2007, p. 126). In this context, when the t values and standardized values obtained as a result of the test of the revised research model are examined, it is seen that consumer cynicism causes consumer boycott behavior ($t= 5.87$; $\beta= 0.33$; $p<0.01$) moderately and make a difference ($t= 9.06$; $\beta= 0.55$; $p<0.01$) at a high level and it has a moderate and positive effect on self-development ($t= 8.10$; $\beta= 0.48$; $p<0.01$). In addition, consumer cynicism has a small and negative effect on the counter-arguments variable ($t= -2.38$; $\beta= -0.15$; $p<0.01$). In addition, the variable of making a difference on consumer boycott behavior ($t= 8.08$; $\beta= 0.51$; $p<0.01$) is high and the counter-arguments variable ($t= 3.35$; $\beta= 0.16$; $p<0.01$) has a moderate and positive effect. Therefore, the H_1 , H_2 , H_3 , H_4 , H_5 and H_7 hypotheses were accepted while the H_6 hypothesis was rejected.

Examining the Mediating Effects of Consumer Boycott Participation Motives in The Effect of Consumer Cynicism on Consumer Boycott Behavior

In the research, the causal step approach, also known as the Baron and Kenny method, was used to determine whether the consumer boycott participation motives have a mediating effect on the effect of consumer cynicism on consumer boycott behavior (Gürbüz et al., 2018, p. 285).

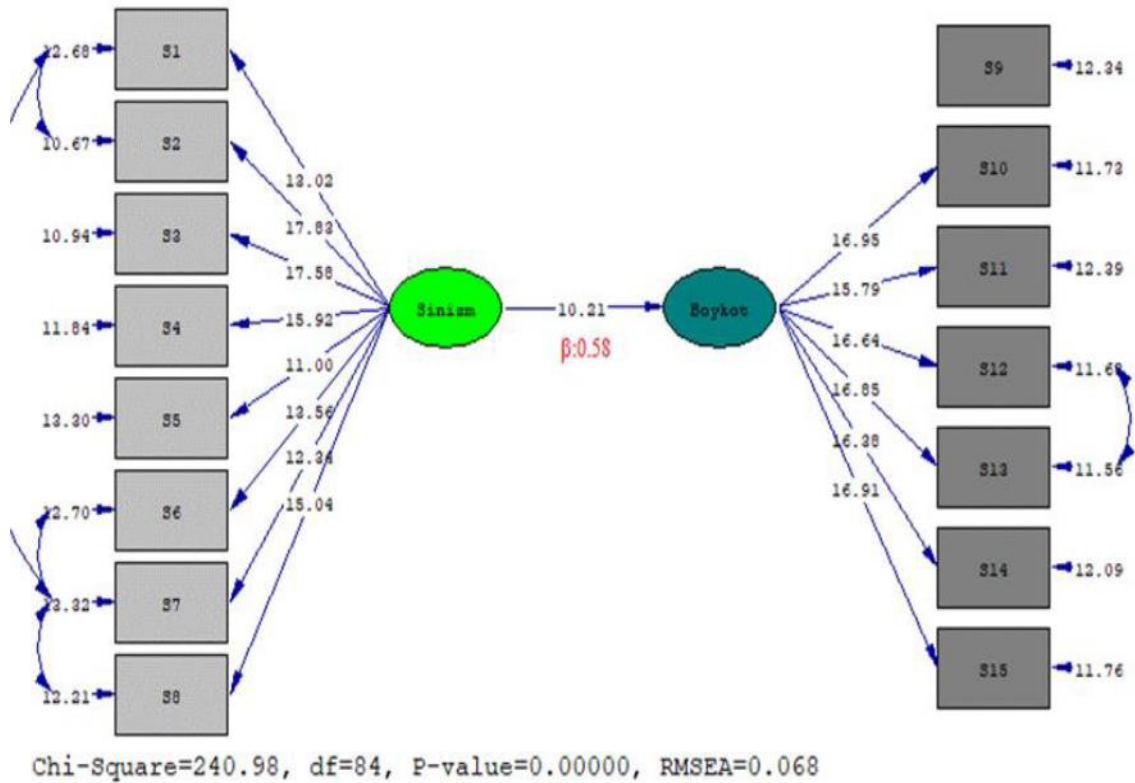
Accordingly, first of all, the independent variable consumer cynicism should have a significant effect on the dependent variable consumer boycott behavior. As a matter of fact, in the absence of such an effect, it is not possible to mentioned about a relationship that will be mediated. Secondly, the independent variable should have a significant effect on the mediating variables of (make a difference-self enhancement-counter arguments) consumer cynicism. As a matter of fact, in order for mediating variables to be mediators, they must be affected by consumer cynicism. Third, mediating variables should have a significant effect on consumer boycott behavior. However, this effect should be determined by controlling consumer cynicism. Finally, when the effects of mediating variables are controlled, the effect of consumer cynicism on consumer boycott behavior should decrease or become meaningless.

Examining The Mediating Effect of Making a Difference in The Effect of Consumer Cynicism on Consumer Boycott Behavior

A structural model consisting of consumer cynicism and consumer boycott behavior variables has been established in order to determine whether the variable of making a difference has a significant mediating effect on the effect of consumer cynicism on consumer boycott behavior. The model in mentioned is as shown in Figure 5.

Figure 5

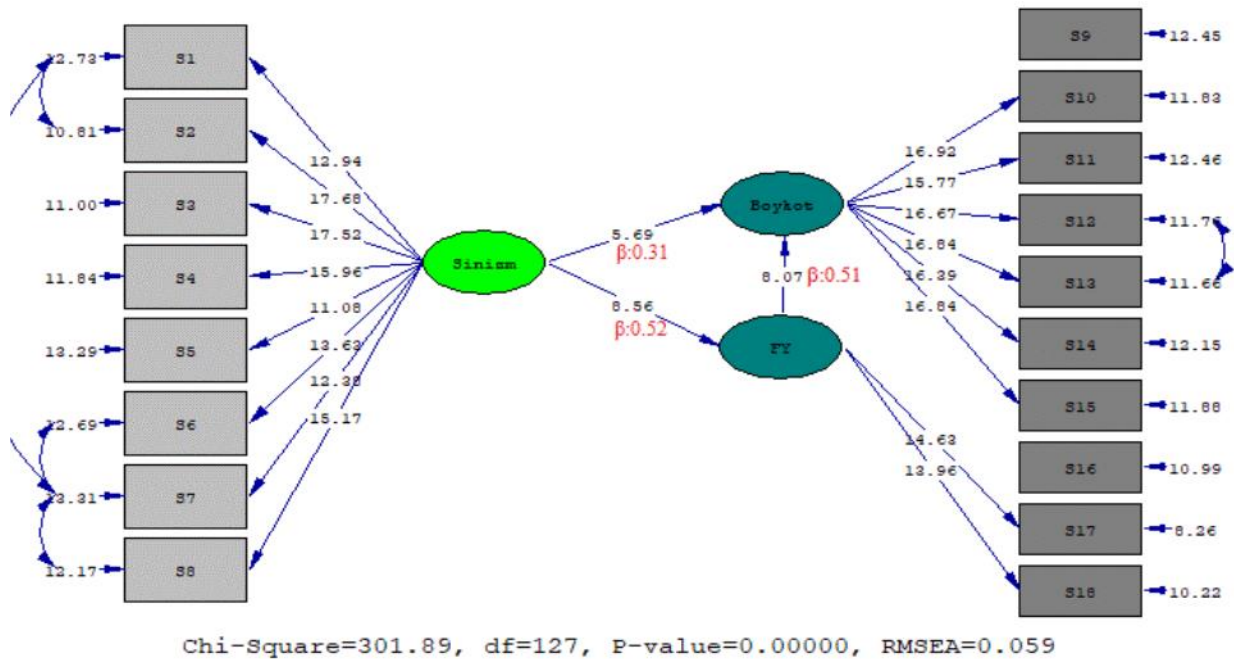
Structural Model 1: Effect of Consumer Cynicism on Consumer Boycott



When Figure 5 is examined, goodness of fit statistics for structural model 1 $\chi^2 = 240.98$ $df = 84$; $\chi^2/sd = 2.87$; $GFI = 0.93$; $AGFI = 0.89$; $RMSEA = 0.068$; $CFI = 0.96$; $NFI = 0.93$; $NNFI = 0.95$; $RMR = 0.081$; $SRMR = 0.050$ was obtained. According to these results, the model shows goodness of fit. However, the t value (10.21) of the path from consumer cynicism to consumer boycott behavior is significant at the 0.01 level. Therefore, consumer cynicism has a high and positive effect on consumer boycott behavior ($t = 10.21$; $\beta = 0.58$; $p < 0.01$). In the study, it was aimed to determine whether the effect of consumer cynicism on consumer boycott behavior ($\beta = 0.58$, $p < 0.01$) is significantly reduced or becomes meaningless when the difference-making tool variable is added to the model. Therefore, a second structural model was established. The model in mentioned is as follows.

Figure 6

Structural Model 2: the Mediating Effect of the Difference Making



When Figure 6 is examined, goodness of fit statistics for structural model 2 $\chi^2=301.89$ $df=127$; $\chi^2/df=2.38$; $GFI=0.92$; $AGFI=0.90$; $RMSEA=0.059$; $CFI=0.96$; $NFI=0.93$; $NNFI=0.95$; $RMR=0.081$; $SRMR=0.050$ was obtained. According to these results, the model shows goodness of fit. The path from consumer cynicism to consumer boycott behavior is $t=5.69$; $t=8.56$ for the path from consumer cynicism to the variable of making a difference, and the $t=8.07$ value of the path from the variable to make a difference to consumer boycott behavior is significant at the 0.01 level and above 2.56. Therefore, within the scope of the model created, consumer cynicism has a statistically significant and positive effect on consumer boycott behavior ($t=5.69$; $\beta=0.31$; $p<0.01$), and consumer cynicism has a statistically significant and positive effect on making a difference ($t=8.56$; $\beta=0.52$; $p<0.01$) which is the mediating variable. Moreover, it can be stated that make a difference a mediating variable has a statistically significant and positive effect on consumer boycott behavior ($t=8.07$; $\beta=0.51$; $p<0.01$). In this context, it is seen that the 2nd and 3rd conditions of the mediating relationship are met.

Regarding the 4th condition within the scope of the mediating relationship, the β values from consumer cynicism to consumer boycott behavior related to structural model 1 and structural model 2, in which the difference-making variable was added, were compared. The value in structural model 1 is $\beta=0.58$; it is seen that the value in structural model 2 is $\beta=0.31$. Under these conditions, it can be said that the variable of making a difference has a partial mediating role in the effect of consumer cynicism on consumer boycott behavior. To put it more clearly, some of the effect of consumer cynicism on consumer boycott behavior is realized through make a difference. According to the results, making a difference has a mediating role in the effect of consumer cynicism on consumer boycott behavior. H_3 is accepted.

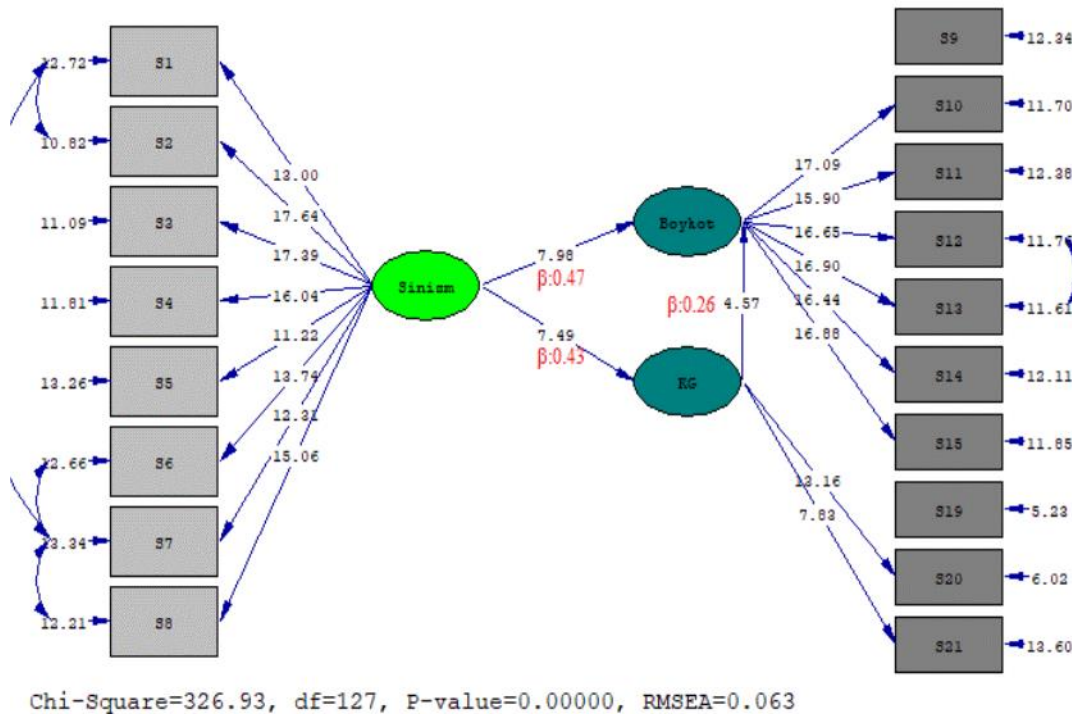
Examining of the Mediating Effect of Self-Enhancement in The Effect of Consumer Cynicism on Consumer Boycott

It was aimed to determine whether the self-enhancement variable has a significant mediating effect in the effect of consumer cynicism on consumer boycott behavior. Therefore, a structural model consisting

of consumer cynicism, consumer boycott behavior and self-enhancement variables has been established. The model in mentioned is as shown in Figure 7.

Figure 7

Structural Model 3: Mediating Effect of Self-Enhancement Variable



Goodness of fit statistics for structural model 3 $\chi^2= 326.93$ $df= 127$; $\chi^2 /df= 2.57$; $GFI= 0.92$; $AGFI= 0.89$; $RMSEA= 0.063$; $CFI= 0.95$; $NFI= 0.92$; $NNFI= 0.94$; $RMR= 0.081$; $SRMR= 0.051$ as was obtained. According to these results, the model shows goodness of fit.

The path from consumer cynicism to consumer boycott behavior is $t= 7.98$; $t= 7.49$ for the path from consumer cynicism to self-enhancement variable and $t= 4.57$ value for the path from self-enhancement variable to consumer boycott behavior is significant at the 0.01 level and above 2.56. Therefore, within the scope of the model created, consumer cynicism on consumer boycott behavior ($t= 7.98$; $\beta= 0.47$; $p<0.01$), consumer cynicism on self-development, which is the mediating variable ($t= 7.49$; $\beta= 0.43$; $p<0.01$) can be stated to have a statistically significant and positive effect. Moreover, it can be stated that the mediating variable self-enhancement has a statistically significant and positive effect on consumer boycott behavior ($t= 4.57$; $\beta= 0.26$; $p<0.01$). In this context, it is seen that the 2nd and 3rd conditions of the mediating relationship are met.

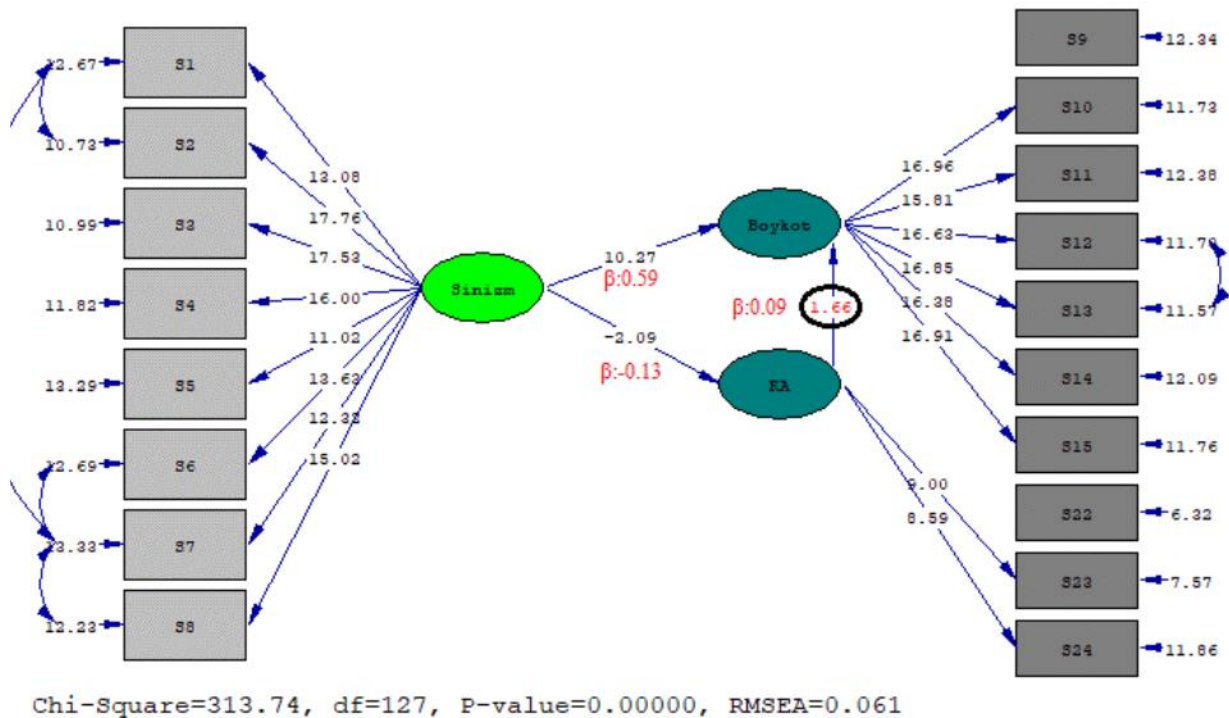
Within the scope of the intermediation relationship, the β values from consumer cynicism to consumer boycott behavior related to structural model 1, to which the self-development variable was added, were compared. The value in structural model 1 is $\beta= 0.58$; it is seen that the value in structural model 3 is $\beta= 0.47$. Under these conditions, it can be said that the self-enhancement variable has a partial mediating role in the effect of consumer cynicism on consumer boycott behavior. To put it more clearly, some of the effect of consumer cynicism on consumer boycott behaviors is realized through self- enhancement. According to the results, self-enhancement has a mediating role in the effect of consumer cynicism on consumer boycott behavior. H_9 is accepted.

Examining of the Mediation Effect of Counter-Arguments on the Effect of Consumer Cynicism on Consumer Boycott Behavior

It is aimed to determine whether the counter-arguments variable has a significant mediating effect in the effect of consumer cynicism on consumer boycott behavior. Therefore, a structural model consisting of consumer cynicism, consumer boycott behavior and counter-arguments variables has been established. The model in mentioned is as shown in Figure 8.

Figure 8

Structural Model 4: Mediating Effect of the Counter-Arguments Variable



Goodness-of-fit statistics for the structural model 4 $\chi^2 = 313.74$ $df = 127$; $\chi^2/df = 2.47$; GFI= 0.92; AGFI= 0.89; RMSEA= 0.061; CFI= 0.95; NFI= 0.92; NNFI= 0.94; RMR= 0.084; SRMR= 0.052 as was obtained. According to these results, the model shows goodness of fit.

The $t = 10.27$ value of the path from consumer cynicism to consumer boycott behavior is statistically positive and significant at the 0.01 level. The $t = -2.09$ value of the path from consumer cynicism to the counter-arguments variable is statistically negative and significant at the 0.01 level. However, the t -value of the path from the counter-arguments variable to the consumer boycott behavior; it is 1.66 and therefore not significant. In this context, it can be said that consumer cynicism has a significant and positive effect on consumer boycott behavior ($t = 10.27$; $\beta = 0.59$; $p < 0.01$). Moreover, it can be stated that consumer cynicism has a significant and negative effect on counter-arguments ($t = -2.09$; $\beta = -0.13$; $p < 0.01$), which is the mediating variable. However, the counter-arguments variable, which is the mediating variable, did not have a significant effect on consumer boycott behavior ($t = 1.66$; $\beta = 0.09$; $p < 0.01$). As the third condition required for the mediating relationship is not met within the scope of the results, counter-arguments do not have a mediating role in the effect of consumer cynicism on consumer boycott behavior. Therefore, H_{10} is rejected.

Conclusion and Recommendations

When the marketing literature is examined, it is seen that although there are studies that discuss consumer cynicism and consumer boycott behavior together or separately using different variables, studies that approach the subject in terms of consumer boycott participation motives are quite limited. In this context, this research is to examine the mediating role of consumer boycott participation motives in the effect of consumer cynicism on consumer boycott behavior within the scope of SEM. The research was carried out with a survey on 401 people over the age of 18 residing in Erzurum. In the study, it was determined that the respondents were predominantly male, single, between the ages of 18 and 26, has a bachelor's degree, with an income of 4500 TL and below, students and civil servants.

In the study, it was determined that the scales related to consumer cynicism, consumer boycott behavior and consumer boycott participation motives have a high level of reliability. In addition, the factor structures of the scales were determined with the EFA applied to the scales. As a result of the analysis, it was seen that the Consumer Cynicism Scale has a one-dimensional structure consisting of 8 statements and the Consumer Boycott Behavior Scale consisting of 7 statements. However, it has been determined that the variables related to the consumer boycott participation motives (make a difference, self-enhancement, counter-arguments) have a one-dimensional structure consisting of 3 expressions.

In the study, CFA was applied to the scales whose factor structures were revealed. As a result of the analysis, it was revealed that the goodness of fit values related to the measurement model were not at an acceptable level. As a result of the proposed modifications, it was determined that the goodness-of-fit values of the measurement model were at an acceptable level.

In the research, consumer cynicism was found to be 3.34; 3.78 of consumer boycott behavior; 3.48 of making a difference; it was determined that self-enhancement had an average of 3.47 and counter arguments had an average of 2.96. Considering these averages, it can be stated that consumers' levels of cynicism, boycott behavior and motivations affecting participation in the boycott are quite high.

Direct and indirect effects in the research model were tested with SEM. As a result of the application, it was determined that the path from the self-enhancement variable in the research model to the consumer boycott behavior was not significant and the research model was revised. It was determined that the paths were significant among all the variables in the revised research model. In this context, the cynicism levels of the respondents and the boycott behaviors of the consumers; it has been determined that it has a significant and positive effect on the motivations of making a difference and self-enhancement. Moreover, consumers' cynicism levels have a significant and negative effect on counter-arguments motivation. In addition, it has been determined that the motives of making a difference and counter-arguments have a significant and positive effect on the boycott behavior of consumers.

In the light of these results obtained in the research, it can be stated that as consumers' cynicism levels increase, their tendency to boycott businesses also increases. In addition, consumers who have cynical thoughts about businesses; it can be said that they have an idea that everyone should participate in boycott activities, where all kinds of contributions to change the actions of businesses are considered important. In addition, it can be concluded that consumers with high cynicism feel guilty when they buy the products of boycotted businesses and feel happy when they do not.

One of the remarkable results in this study is that as the cynicism levels of consumers increase; there is a decrease in their feelings of not engaging in boycott behavior, underestimating their contribution to the boycott, or in endangering the activities of businesses by boycotting. In other words, cynical consumers do not hesitate to act in boycott, contribute to the boycott even a little, and harm business activities.

Within the scope of the mediation effects carried out in the research, there is a significant mediating effect of the motives of making a difference and self-enhancement in the effect of consumer cynicism on consumer boycott behavior. However, there is no such mediating effect in the motive of counter-arguments. In other words, some of the effect of consumer cynicism on consumer boycott behaviors is realized through the motives of making a difference and self-enhancement.

According to the findings obtained from the research, the following recommendations can be made to the local, national and international businesses operating in Turkey and to the academicians and researchers who want to conduct research in this field:

- Businesses should seek to identify the factors that cause consumer cynicism and consumer boycott behavior and efforts should be made to reduce the levels of these factors. In order for businesses to survive in today's increasingly competition; they need to engage in activities to create both attitudinal and behavioral loyalty of customers. In order to provide confidence to consumers in an inflationary environment; it is recommended to apply price strategies suitable for the market, to avoid unethical marketing practices, and not to compromise on product and service quality. In addition, businesses must fulfill the requirements of customer relationship management effectively; they need to provide excellent customer service, expand their customer service network, use their social media networks effectively, and at the same time expand these platforms and maintain their brand value at all times. In order to prevent consumer boycott behaviors that spread to large masses through negative word of mouth and social media platforms, businesses should make the necessary explanations to consumers. Thus, it is recommended that businesses can prevent negative image perception in the minds of consumers.
- Academics and researchers who want to do research on this subject; they can do research by limiting businesses on the basis of sector or brand, by making sector/brand or geographical region comparisons in different geographical regions and cities, or by making use of other variables related to consumer cynicism, consumer boycott behavior and consumer boycott participation motives. Examples of these variables are perceived service quality, service errors and strategies to compensate, customer relationship management.

Compliance with Ethical Standards

Ethical Approval

The research was carried out with the approval of the Scientific Research and Publication Ethics Committee of Ağrı İbrahim Çeçen University (approval no. 23.02.2022/52). Institutional and/or national research committee ethical standards and the 1964 Declaration of Helsinki and its later amendments or comparable ethical standards were followed in all study procedures involving human participants.

Author Contributions

The authors acknowledge joint responsibility for all research-related processes.

Declaration of Conflicting Interests

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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Data Availability

Datasets generated and/or analyzed during the current study may be requested from the corresponding author upon reasonable request.

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