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The Mediating Role of Country of Origin Effect in the Effect of Consumer Ethnocentrism on Cafe Preference

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Abstract

This research aims to investigate the mediating role of the country of origin effect (COO) in the relationship between consumer ethnocentrism (CE) and cafe preference. Consumer ethnocentrism refers to the extent to which consumers exhibit a preference for domestic products over foreign ones. The country of origin effect suggests that consumers' evaluations and perceptions of a product are influenced by its country of origin. In the context of the cafe industry, this study examines whether consumer ethnocentrism influences Turkish/American cafe preference, and whether this relationship is mediated by the country of origin effect for Turkish consumers who live in Rize. The findings revealed that CE has an effect on both COO and cafe preference. COO has a direct effect on cafe preference and mediation role in the effect of consumer ethnocentrism on cafe preference. The result indicating that the country of origin effect of Turkish consumers has a positive impact on both Turkish and American cafe preferences suggests that Turkish consumers may have a favorable view of both Turkish and American cafes based on their perceived country of origin.

Keywords: *Consumer Ethnocentrism, Cafe Preference, Country Of Origin Effect, Turkish Cafes, American Cafes.*

Öz

Bu çalışma, tüketici etnosentrizm ile kafe tercihi arasındaki ilişkide menşe ülke etkisinin aracı rolünü araştırmayı amaçlamaktadır. Tüketici etnosentrizmi, tüketicilerin yerli ürünleri yabancı ürünlere tercih etme derecesini ifade etmektedir. Menşe ülke etkisi, tüketicilerin bir ürüne ilişkin değerlendirmelerinin ve algılarının menşe ülkesinden etkilendiğini öne sürmektedir. Bu çalışma, kafe sektörü bağlamında, Rize'de yaşayan bireyler için tüketici etnosentrizminin Türk/Amerikan kafe tercihini etkileyip etkilemediğini ve bu ilişkiye menşe ülke etkisinin aracılık edip etmediğini incelemektedir. Bulgular, tüketici etnosentrizminin hem köken ülke etkisi hem de kafe tercihi üzerinde etkisi olduğunu ortaya koymuştur. Menşe ülke etkisinin kafe tercihi üzerinde doğrudan etkisi vardır ve tüketici etnosentrizminin kafe tercihi üzerindeki etkisinde aracılık rolüne sahiptir. Türk tüketicilerin menşe ülke etkisinin hem Türk hem de Amerikan kafe tercihlerini olumlu yönde etkilediğini gösteren sonuç, Türk tüketicilerin algıladıkları menşe ülkeye bağlı olarak hem Türk hem de Amerikan kafeleri hakkında olumlu bir görüşe sahip olabileceklerini göstermektedir.

Anahtar Kelimeler: *: Tüketici Etnosentrizmi, Cafe Tercihi, Menşe Ülke Etkisi, Mediation, Turk Kafeler, Amerikan Kafeler.*

Introduction

The significance of the country of origin (COO) in consumer decision-making and marketing is rooted in various reasons. The COO can impact how consumers perceive the quality, craftsmanship, and reliability of a product. Different countries are often associated with specific industries or product expertise, shaping consumers' expectations and evaluations. A positive country image can enhance consumers' trust and willingness to purchase products from that country. Consumers may also associate certain cultural values, traditions, or symbols with specific countries, influencing their preferences and choices. Furthermore, the COO can add authenticity and uniqueness to a product, satisfying consumers' desire for genuine experiences and cultural identities. Consumers with different levels of product knowledge tend to make use of COO cues in their product evaluation in different ways (Lee & Lee, 2009). Businesses must understand and manage the COO effect to align with consumers' expectations and preferences in their target markets (Papadopoulos & Heslop, 2002).

Consumer ethnocentrism (CE), on the other hand, refers to the inclination of consumers to favor domestic products over foreign alternatives. It stems from national or cultural identity, impacting consumer choices. Ethnocentric consumers believe that products made in their own country are superior to those from other countries (Cleveland et al., 2009). This bias is driven by patriotism, cultural pride, and loyalty towards domestic industries. Ethnocentric consumers tend to evaluate products based on their COO rather than objective attributes, perceiving domestic products as more reliable, trustworthy, or culturally suitable. Understanding CE is vital for marketers, as they must consider its impact on consumer behavior and tailor their marketing strategies accordingly (Balabanis & Diamantopoulos, 2008; Maheswaran & Chen, 2006).

Cafe preference refers to the specific choices individuals make when selecting and visiting cafes. It encompasses various factors, including ambiance, menu offerings, food and beverage quality, service, location, and overall experience. Cafe preference is subjective and varies based on personal preferences, cultural background, lifestyle, and specific needs. Factors such as atmosphere, décor, music, seating options, and available amenities like Wi-Fi or outdoor seating influence cafe preference. Additionally, considerations such as atmospherics (Spence et al., 2014) coffee and tea variety, food choices, pricing, and customer service contribute to individuals' preferences when choosing a restaurant (Ryu et al., 2012).

Gaining insights into how CE and the COO effect impact cafe preference is essential for comprehending the intricate decision-making process when choosing a cafe. By examining these factors, the study aims to uncover the potential role of CE and the COO effect in shaping cafe preference. Specifically, CE influences individuals' choices of cafes, as those with ethnocentric tendencies tend to favor domestic restaurants over foreign ones (Oh et al., 2020; Kavak & Gumusluoglu, 2007; Bi et al., 2012). Besides, the COO effect may act as a mediator by influencing how CE influences cafe selection (Wei et al., 2021). For instance, if consumers perceive cafes from their own country as authentic or superior, their ethnocentric beliefs may drive a preference for domestic cafes. By exploring the potential mediating role of the COO effect in the relationship between CE and cafe selection, this study seeks to deepen the understanding of the underlying mechanisms and dynamics involved. These insights can contribute to a more comprehensive understanding of how consumer preferences form and help cafe owners and marketers develop effective strategies that cater to ethnocentric tendencies and the influence of the COO effect.

This research focuses on Turkish consumers and their preferences when choosing between five cafes: "Starbucks, Gloria Jeans" as American cafes, and "Mado, Gönül Kahvesi, Kahve Dünyası", as Turkish cafes. These five cafes are located in the shopping mall in Rize/Türkiye. The aim of the study is to examine the factors influencing Turkish consumers' cafe preferences and explore any potential differences in their choices between the international brands and the local brands. By investigating the decision-making process of

Turkish consumers in this context, the study aims to provide insights into the factors that shape their preferences and shed light on the interplay between CE, and the COO effect.

Hypotheses Development

The significance of the COO effect in consumer behavior and marketing is a crucial research area. The reviewed studies underscore the role of the COO effect in shaping consumer preferences, evaluations, and purchase decisions. Understanding the underlying mechanisms and marketing implications associated with the COO effect can enable companies to develop effective strategies that leverage this phenomenon to enhance brand positioning in the global marketplace. It is worth noting that the COO effect can elicit both positive and negative responses from consumers, depending on their preexisting notions and beliefs about specific countries and products. Numerous factors, such as product category, CE, knowledge, brand reputation, cultural congruence, and individual differences, have been identified as influential in determining the strength and extent of the COO effect (Aktan & Anjam, 2022). Various mechanisms, including signaling theory, stereotype and schema activation theory, and cognitive categorization processes, have been proposed to elucidate how the COO effect operates. Given its implications, companies can capitalize on the COO effect to enhance brand image, differentiate products, and foster trust and credibility. Effective communication of a product's COO, emphasizing positive country associations, and aligning the brand image with the perceived attributes of that country are pivotal strategies for maximizing the benefits derived from the COO effect (Pegan et al., 2022).

CE and the COO effect are interconnected concepts, yet they possess unique meanings and implications within the realm of consumer behavior. CE pertains to the inclination of consumers to prefer domestic products over foreign alternatives, stemming from sentiments of national or cultural pride, loyalty, and a belief in the superiority of domestic goods. Consumers with ethnocentric tendencies exhibit a bias toward products originating from their own country or cultural group, perceiving them as more reliable, trustworthy, and better aligned with their cultural preferences. CE influences their evaluations, purchase decisions, and brand preferences, thus shaping their overall consumer behavior. In contrast, the COO effect concerns the influence that a product's COO exerts on consumers' perceptions, attitudes, and purchase decisions. It encapsulates how consumers perceive the quality, reliability, and desirability of a product based on its associated country (Camacho et al., 2021; Arslandere & Yusuf, 2020).

The COO effect suggests that consumers form judgments and expectations predicated on the COO, leading to the formation of positive or negative associations that impact consumer evaluations and purchase intentions. Essentially, the COO effect investigates how the COO functions as a cue or signal for consumers to deduce product attributes and make inferences regarding its quality and value. CE predominantly revolves around consumer biases and preferences favoring domestic products, thereby reflecting national or cultural pride. Conversely, the COO effect places its focus on the influence of a product's COO on consumer perceptions and evaluations. Although CE can influence the COO effect, these two concepts possess distinct focuses and implications. CE directly reflects consumer biases and preferences, while the COO effect delves into how the COO shapes consumer perceptions and evaluations of products. Both concepts contribute to the comprehension of consumer behavior and hold implications for marketing strategies and branding decisions (Naeimi, 2022).

CE has a significant impact on the COO effect, shaping how consumers perceive and evaluate products based on their COO. Ethnocentric bias affects their perception of the COO effect, leading to a stronger preference for domestic products and a tendency to attribute positive qualities to products from their own country. Ethnocentric beliefs and attitudes influence how consumers interpret and attribute meaning to the COO information. Consumers with ethnocentric tendencies may rely heavily on the COO as a cue to infer product quality and attribute positive or

negative qualities based on their preconceived notions about the COO (Rodrigo et al., 2023).

Nguyen and Nguyen (2020) conducted a study focusing on the impact of CE on the COO effect. Their research explored how ethnocentric tendencies among consumers influenced their perceptions and evaluations of products based on their COO. The study provided insights into how CE can shape the COO effect and influence consumer responses to products from different countries. Han and Terpstra (1988) conducted a study examining the COO effect for products originating from a single country or multiple countries. Their research explored how CE influenced consumers' evaluations and preferences for products based on their COO. The study demonstrated that ethnocentric consumers exhibited a stronger preference for products from their own country, indicating the influence of CE on the COO effect. These studies collectively contribute to our understanding of the effect of CE on the COO effect. They highlight the role of ethnocentric tendencies in shaping consumer perceptions, evaluations, and preferences for products based on their COO. Understanding this relationship is crucial for marketers and businesses aiming to effectively position their products in different markets and cater to ethnocentric tendencies. Therefore, H1 is developed:

H1: Consumer ethnocentrism (CE) has a positive impact on country of origin (COO) effect.

CE can have an impact on cafe preference. When it comes to choosing cafes, consumers with ethnocentric tendencies may exhibit a preference for domestic cafes over those originating from other countries. This preference is driven by feelings of national pride, cultural loyalty, and a belief in the superiority of domestic establishments. The effect of CE on cafe preference manifests in several ways. Firstly, ethnocentric consumers may perceive domestic cafes as more authentic and representative of their cultural identity. They may prefer the ambiance, menu offerings, and overall experience of cafes that align with their cultural preferences and traditions. This preference for familiar cultural elements and an affinity for the local cuisine can lead to a higher inclination towards domestic cafes. Secondly, CE can influence perceptions of product quality and trustworthiness. Ethnocentric consumers may perceive cafes from their own country as more reliable, as they believe that domestic establishments adhere to higher standards and better understand their specific preferences. This bias can shape their evaluations and willingness to choose domestic cafes over foreign ones. Furthermore, CE can extend to supporting the local economy. Ethnocentric consumers prioritize contributing to their domestic economy by patronizing domestic cafes, as it aligns with their sense of national pride and loyalty (Hong et al., 2023; Zhang et al., 2023). This preference for supporting local businesses reinforces their preference for domestic cafes and influences their cafe selection.

Steenkamp and de Jong (2010) conducted a study exploring consumer attitudes toward global and local products. They found that ethnocentric consumers exhibited a stronger preference for local products, perceiving them as more aligned with their cultural identity and preferences. The research emphasized the influence CE on local products, highlighting the inclination for ethnocentric consumers to favor products associated with their own country. Many studies collectively provide evidence for the effect of CE on product preference. They consistently demonstrate that ethnocentric consumers tend to exhibit a stronger preference for domestic products, perceiving them as more authentic, culturally aligned, and in line with their preferences. These findings contribute to a deeper understanding of the role of CE in shaping product preference and have implications for marketers in catering to ethnocentric consumer segments. Therefore, H2 is developed:

H2: Consumer ethnocentrism (CE) has a positive impact on cafe preference.

The COO of a cafe can evoke certain associations and expectations in consumers' minds. For example, cafes originating from countries known for their coffee culture, such as Italy, Türkiye or Ethiopia, may be perceived as offering an authentic coffee experience. Similarly, cafes associated with countries known for their culinary traditions or specific food and beverage specialties may be perceived as offering unique and desirable menu options. The COO effect

influences cafe preference in several ways. Firstly, consumers may have preconceived notions or stereotypes about the quality, authenticity, and expertise of cafes from specific countries. These perceptions can shape their preferences and incline them towards cafes from those countries. Secondly, the COO effect can influence consumers' expectations regarding the overall experience they anticipate at a cafe. For example, consumers may associate cafes from certain countries with a particular ambiance, decor, music, or seating arrangements. These associations can influence their preference for cafes that align with their desired atmosphere or cultural experience. Additionally, the COO effect can affect consumers' perceptions of the quality and taste of the food and beverages offered at a coffee shop (Li et al., 2022).

Consumers may attribute certain characteristics or traits to cafes from specific countries, such as superior coffee or pastry craftsmanship. Turkish coffee has gained a notable reputation on a global scale due to its unique characteristics, cultural significance, and historical significance. Turkish coffee is renowned for its distinct preparation method and the rich cultural heritage associated with its consumption. It has been a symbol of hospitality, socialization, and tradition for centuries (Keskin & Güneş, 2021). Furthermore, the COO effect may also evoke feelings of familiarity or novelty, depending on the consumer's exposure to different countries' cafe cultures. Consumers may seek out cafes from foreign countries to experience something new and different, or they may prefer domestic cafes that provide a sense of familiarity and comfort. These studies collectively provide evidence for the effect of the COO on cafe preference. They highlight how the COO, as an influential factor, influences consumer evaluations, perceptions, and preferences within the cafe industry. Therefore, H3 is developed as follows:

H3: Country of origin (COO) effect has a positive impact on cafe preference.

Bayır and others (2022) conducted a research in Türkiye who had at least one dose of vaccination against COVID-19. Some consumers were found to be prejudiced toward vaccines due to perceived distrust, hesitation, and lack of product information. The COO and product judgment of the vaccine were found to have a significant mediating effect on the intention to recommend. H4 posits that the impact of CE on cafe preference is influenced by the perceived COO of the cafes in question, suggesting that consumers' ethnocentric tendencies may be a key factor in shaping their preferences for cafes with different national origins.

H4: Country of origin (COO) plays a mediating role in the effect of consumer ethnocentrism (CE) on cafe preference.

Methodology

Using convenience sampling, an online questionnaire was distributed in February 2023, with a total of 306 participants who live in Rize/Türkiye. Confirmatory Factor Analysis (CFA) was used to examine the structural validity of the scale variables, and Cronbach's Alpha reliability analyses were conducted to determine their reliability levels. The questionnaire consisted of four parts. The first section included the CE scale (adapted from Shimp and Sharma, 1987), the second section contained the cafe preference scale (adapted from Smith and others, 2010), the third section comprised the COO effect scale (adapted from Arı and Madran, 2011), and the final section included seven categorical questions regarding personal characteristics. Exploratory Factor Analysis (EFA) was employed to test the structural validity of the scale variables, while Cronbach's Alpha reliability analyses were used to assess the reliability levels. Prior to the validity and reliability analyses, the data set was examined for missing values and outliers. No missing values were observed in the data set, but it was found that 5 out of 311 observations had Z-score values exceeding 3.29 for different variables. As this Z-score value is known to indicate outliers, these observations were excluded from the study. The presence of a small number of observations with outliers, which accounted for less than 5% of the total observations, did not raise concerns about manipulation (Tabachnick & Fidell, 2013).

Exploratory Factor Analysis is a statistical technique used when the researcher is interested in discovering which variables in a single data set form relatively independent subsets from one

another. Variables that are related to each other but largely independent from other subsets of variables are combined as factors. Factors are believed to reflect the underlying processes that create correlations among the variables (Tabachnick & Fidell, 2013). Prior to conducting exploratory factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity were examined. The Kaiser-Meyer-Olkin measure assesses the adequacy of the sample to measure the phenomenon with a scale consisting of k items. Scales comprising a large number of different questions can be developed to measure a phenomenon. The measure indicates where the existing scale stands on this scale. The Kaiser-Meyer-Olkin measure of sampling adequacy is a value that demonstrates the adequacy of the existing sample, consisting of k items, to measure the phenomenon compared to its counterparts. The value should be greater than 0.5. As the value approaches 1, it indicates that the existing scale is highly adequate in measuring the phenomenon. On the other hand, the Bartlett's test of sphericity determines whether the items in the existing scale are related to each other and whether the scale consists of one or more sub-dimensions. If the probability value (p) is greater than 0.05, it means that the items in the scale are independent of each other or not sufficiently correlated. A significance level of sig.<0.05 means that the scale is effective in measuring the sub-dimensions of the phenomenon (Özdamar, 2016).

Findings

Cronbach's Alpha reliability analyses were applied to assess the reliability levels of the scale and sub-dimensions. In the first factor analysis applied to the scale with Varimax rotation, it was seen that the scale had 2 factors. Varimax rotation was repeated by forcing the scale to a single factor in its original structure. The findings of the factor analysis performed by forcing the scale to a single factor, together with the findings of Cronbach's Alpha Reliability Analysis are presented in Table 1.

Table 1. *Validity and Reliability Analysis Findings of Consumer Ethnocentrism (CE) Scale*

Item	**Factor Loadings CE**
1. Restrictions should be placed on the import of foreign products.	0.822
2. It is not right to prefer foreign brands.	0.816
3. A real Turk should prefer local products.	0.812
4. It is an unbecoming behavior for Turks to buy foreign branded products.	0.799
5. Foreign branded products should not be purchased in order to prevent damage to the country's economy and trade.	0.789
6. It is always best to prefer domestic products.	0.759
7. Turkish people should always make their choice in favor of domestic products.	0.757
8. Consumers who prefer foreign branded products are responsible for the unemployment of Turkish workers.	0.747
9. Instead of allowing other countries to become rich through our country, it is necessary to buy products made in Türkiye.	0.745
10. Foreign products should not be purchased unless it is necessary.	0.738
11. Foreign enterprises should be prevented from entering our markets.	0.737
12. Even though the domestic product I will buy is more costly in the long run, I prefer the domestic product.	0.734
13. Only products not available in Türkiye must be purchased from other countries.	0.727
14. Purchasing domestic products helps to eliminate the unemployment problem in Türkiye.	0.712
15. A high rate of tax should be applied to foreign products in order to make entry into Türkiye more difficult.	0.702
16. Products produced in Türkiye are always at the forefront for me.	0.564
17. Only products that are not produced in Türkiye should be imported.	0.471
Diagnostic Statistics	
KMO Sampling Adequacy Criterion	KMO=0.906
Bartlett Test of Sphericity	$\chi^2(136)\approx4129.064$* [0.000]
Ratio of Total Variance Explained (%)	%54.235
Scale Cronbach's Alpha	r=0.944

* Indicates statistical significance at the (5%) significance level, χ2: Chi-square test statistic, (includes the test degrees of freedom in brackets.) [the test in brackets includes the significance (p) value], ≈ Indicates that the value was calculated approximately.

Based on the findings of the factor analysis, considering the slope scree plot and the explained total variance ratios, it was observed that the second factor had a significantly lower eigenvalue and explanatory power. Therefore, it was decided that the scale can be represented by a single factor

structure. The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy indicated that the scale had a high level of sampling adequacy (KMO > 0.9). Additionally, the results of the Bartlett's test of sphericity indicated that the scale items had a sufficient level of intercorrelation at the 0.05 significance level (χ^2(136) ≈ 4129.064, p < 0.05). For the single-factor structure, it was found that the scale accounted for 54.235% of the total variance. This proportion being above 50% is a positive indication of the scale's measurement power. Upon examining the factor loadings of the scale items, it was observed that all but one had loadings above 0.5, with one loading at 0.471. Due to the desire to maintain the original structure and the favorable findings of the scale, it was decided to keep the item within the scale. The calculated Cronbach's Alpha coefficient for scale reliability indicated that the scale is an instrument with excellent reliability. (0.9 ≤ r) The item analysis related to the scale reliability is presented in the appendix. Based on the findings of the structural validity and reliability analysis of the "Consumer Ethnocentrism (CE) Scale", it was concluded that the scale, with all its items, is a valid and highly reliable instrument for measuring CE.

In the first factor analysis applied to the "Cafe Preference Scale" with the Varimax rotation technique, it was seen that the scale produced 2 factors: Turkish cafe preference (TCP) and American cafe preference (ACP). The ratios of variance explained by the factors were examined with the scree plots. It has been observed that the scale has a two-factor structure in line with both the slope fallout graph and the explained variance rates. The validity and reliability analysis findings of the cafe preference scale are as in Table 2.

Table 2. *Results of the Validity and Reliability Analysis of the Turkish Cafe Preference (TCP) and American Cafe Preference (ACP) Scale*

Item	**Factor Loadings**		**Explained**	**r**
	TCP	**ACP**	**Variance (%)**	
1. When I go to the mall, I mostly prefer Mado. (Turkish)	0.896		%46.642	0.854
2. When I go to the mall, I mostly prefer Gönül Kahvesi. (Turkish)	0.891			
3. When I go to the mall, I mostly prefer Kahve Dünyası. (Turkish)	0.849			
1. When I go to the mall, I mostly prefer Starbucks. (American)	0.962		%37.409	0.924
2. When I go to the mall, I mostly prefer Gloria Jeans. (American)	0.958			
Diagnostic Statistics				
KMO Sampling Adequacy Criterion			KMO=0.636	
Bartlett Test of Sphericity			χ^2(10)≈843.251*	[0.000]
Ratio of Total Variance Explained (%)			%84.051	
Scale Cronbach's Alpha			r=0.741	

* Indicates statistical significance at the (5%) significance level, χ2: Chi-square test statistic, (includes the degree of freedom of the test in brackets.) [the test in square brackets includes the significance (p) value], ≈ Indicates that the value was calculated approximately, F1: Turkish Cafe Preference, F2: American Cafe Preference

When Table 2 is examined, it can be seen that the scale has sufficient sampling adequacy (KMO>0.6) and the level of relationship between the scale items is significant at a 5% level of significance to explain the higher-order latent structures (χ^2(10)≈843.251, p<0.05). While the cumulative variance explained by two factors for the scale is approximately 84%, the first factor accounts for about 47% of the total variance, and the second factor explains about 37% of the total variance. The cumulative variance explained being well above 50% is interpreted as a positive indication in terms of measurement power. When examining the factor loadings calculated for the scale items, it is observed that all of them are above the desired level of 0.5, and some even exceed 0.8. Based on these coefficients, it can be stated that the scale items contribute significantly to the measurement function of the scale. When examining the reliability levels for the scale and factors, it can be seen that the Turkish cafe preference factor is very good (0.8<r≤0.9), the American cafe preference factor is excellent (0.9<r), and the entire scale is a reliable measurement tool at a good level (0.7<r≤0.8). Based on the findings of the structural validity and reliability analysis of the Cafe Preference Scale, it is decided that the scale, with all its items, is structurally valid and has high

Table 3. *Validity and Reliability Analysis Findings for the Country of Origin (COO) Influence Scale*

Item		**Factor Loadings**
		COO
1. I look at the country of origin of the products I buy.		0.941
2. When buying an imported product, I pay attention to the country of origin.		0.935
3. Country of origin is the determinant of quality.		0.898
4. When I buy an expensive product, I check in which country it was produced.		0.888
5. If I don't know about the product, I look at the country of origin when making a decision.		0.860
Diagnostic Statistics		
KMO Sampling Adequacy Criterion	KMO=0.854	
Bartlett Test of Sphericity	$\chi^2(10)\approx1634.728$	[0.000]
Ratio of Total Variance Explained (%)	%81.894	
Scale Cronbach's Alpha	r=0.943	

* Indicates statistical significance at the (5%) significance level, χ2: Chi-square test statistic, (includes the degree of freedom of the test in brackets.) [the test in square brackets includes the significance (p) value], ≈ Indicates that the value was calculated approximately.

reliability as a measurement tool in two dimensions. In the initial factor analysis of the "Country of Origin Effect Scale" (COO) using the Varimax rotation technique, it was observed that the scale yielded a single factor. The scree plots and the variance explained by the factors indicate that a one-factor structure is ideal for the scale. The validity and reliability analysis findings for the COO are as presented in Table 3.

When Table 3 is examined, it can be seen that the scale has a significantly high level of sampling adequacy (KMO>0.8) and the level of relationship between the scale items is sufficient at a 5% level of significance to explain the higher-order latent structures ($\chi^2(10)\approx1634.728$, $p<0.05$). The variance explained for the scale is approximately 81%. This ratio is a highly positive finding in terms of measurement power. When examining the factor loadings calculated for the scale items, it is observed that all of them are above 0.5, and some are even greater than 0.8. Based on the magnitudes of these coefficients, it can be stated that the scale items contribute significantly to the measurement function of the scale. When examining the reliability coefficient calculated for the COO Scale, it is observed that the scale is an excellent and reliable measurement tool. Scale item analyses are presented in the appendices. Based on the findings of the structural validity and reliability analysis of the COO Scale, it is decided that the scale, with all its items, is structurally valid in a single dimension and has a high level of reliability as a measurement tool. When considering the research hypotheses and research objectives for the study conducted in the statistical screening model, the research model (H4 being the possible mediation of country of origin effect) can be visualized as shown in Figure 1.

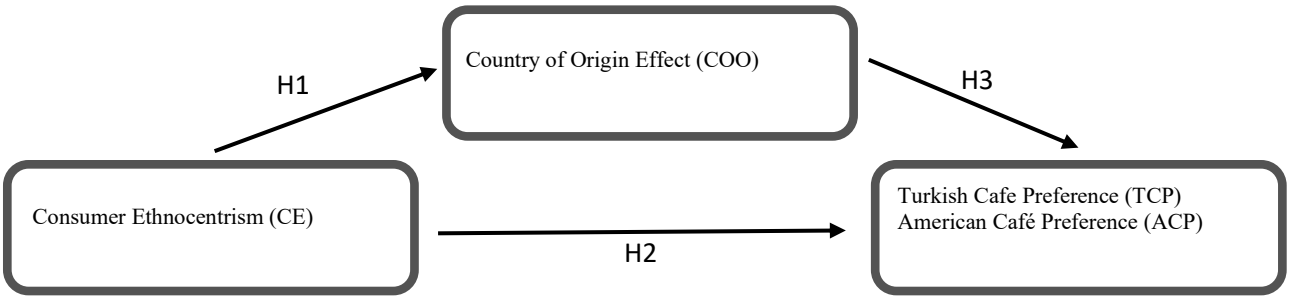


Figure 1. *Research Model*

The data was transferred to the Microsoft Excel software package, where numerical coding was performed as needed. Subsequently, the analysis was conducted using IBM SPSS version 25.0. Baron and Kenny (1986) introduced the concept of mediated effects in the literature. They proposed mediated effects as a mechanism involving a series of statistical analyses aimed at explaining the reasons behind the relationship between

independent and dependent variables. In other words, mediated effect analysis investigates the existence of a relational mechanism that mediates the potential impact of the independent variable on the dependent variable.

In addition, Hayes (2018) developed a method known as modern mediation analysis, which focuses on calculating the coefficient of indirect effect and making inferences based on this coefficient. In this method, the significance of the indirect effect coefficient is assessed using bootstrap confidence intervals obtained from thousands of resamples, effectively addressing the strict and asymmetric assumptions of the Sobel test. In Hayes's (2018) modern mediation analysis, the mediation relationship relies on the significance of the indirect effect coefficient (a*b), rather than the first three conditions outlined by Baron and Kenny (1986). The Bootstrap method provides reliable confidence intervals for determining the significance of this coefficient, taking into account its asymmetric properties.

Demographic and Descriptive Findings

Demographic and descriptive statistics of the sample included in the study are presented in Table 4.

Table 4. *Demographic Characteristics*

Item	Category	Frequency (n)	Percent (%)
Gender	Female	153	50.0%
	Male	153	50.0%
	Total	**306**	**100.0%**
Age	20-30	183	59.8%
	31-40	115	37.6%
	41-50	7	2.3%
	51 and over	1	0.3%
	Total	**306**	**100.0%**
Education	High School	134	43.8%
	University	145	47.4%
	Masters	26	8.5%
	PhD	1	0.3%
	Total	**306**	**100.0%**
Marital Status	Married	106	34.6%
	Single	200	65.4%
	Total	**306**	**100.0%**
Number of kids	None	222	72.5%
	1	46	15.0%
	2	36	11.8%
	3 and over	2	0.7%
	Total	**306**	**100.0%**
Monthly net income of household	8.000-15.000 TL	196	64.1%
	15.001-20.000 TL	79	25.8%
	20.001-25.000 TL	14	4.6%
	25.001 TL and over	17	5.6%
	Total	**306**	**100.0%**

Table 4. *Demographic Characteristics*

Item	Category	Frequency (n)	Percent (%)
Number of visits to a cafe (Mado, Gönül Kahvesi, Kahve Dünyası, Starbucks or Gloria Jeans in the shopping mall in Rize) in the last month	None	21	6.9%
	1-5	208	68.0%
	6-10	77	25.2%
	Total	**306**	**100.0%**

Considering the research hypotheses, it was decided to exclude the 21 participants who never go to a cafe from the subsequent analyses subject to hypothesis testing. Therefore, following tables show the result of 285 participants who have at least been to a café (Starbucks, Gloria Jeans, Mado, Gönül Kahvesi or Kahve Dünyası) in the shopping mall in Rize at least once in the last month. The descriptive statistics, calculated based on the standardized values ranging from 1 to 5 by dividing the total score of the questions in the scale and factors are presented in Table 5.

Table 5. *Variable Descriptive Statistics*

Variable	N	Minimum	Maximum	$\bar{X}$	S.D
Consumer Ethnocentrism (CE)	285	2.176	5.000	4.012	0.753
American Cafe Preference (ACP)	285	1.000	5.000	2.495	1.453
Turkish Cafe Preference (TCP)	285	1.000	5.000	3.936	1.056
Country of Origin Effect (COO)	285	1.000	5.000	3.829	1.050

$\bar{X}$: Mean, S.D: Standard Deviation

The Kolmogorov-Smirnov and Shapiro-Wilk normal distribution tests calculated for the variables and the skewness (S) and kurtosis (K) values are presented in Table 6.

Table 6. *Variable Normal Distribution Test Statistics*

Variable	Kolmogorov-Smirnov		Shapiro-Wilk		S	K
	W	[p]	D	[p]		
Consumer Ethnocentrism (CE)	W(285)= 0.118*	[0.000]	D(285)= 0.933*	[0.000]	-0.329	-0.948
American Cafe Preference (ACP)	W(285)= 0.206*	[0.000]	D(285)= 0.847*	[0.000]	0.486	-1.138
Turkish Cafe Preference (TCP)	W(285)= 0.191*	[0.000]	D(285)= 0.870*	[0.000]	-0.791	-0.066

Country of Origin Effect (COO)	W(285)= 0.170*	[0.000]	D(285)= 0.892*	[0.000]	-0.469	-0.636

*(%5) statistically significant. W: Kolmogorov-Smirnov Normality Test Statistic, D: Shapiro-Wilk Normality Test Statistic, The numbers inside parentheses indicate the degrees of freedom for the test, The numbers inside square brackets represent the p-value for the test.

When examining Table 6, the calculated normality test statistics for all variables do not adhere to the normal distribution based on the significance values ($p<0.05$). It is known that achieving normal distribution through normality tests for data collected using scales in social sciences is a rarely observed ideal condition. In the literature, it is suggested that for such data, examining the skewness coefficients and assuming normal distribution when there is no significant skewness would be appropriate (Tabachnick & Fidell, 2013). Upon examining the skewness coefficients of the variables in the study, it was determined that all of them have an absolute value less than 1.5, indicating that the variables do not have significant skewness ($|S|<1.5$) (Hair, 2013). This absence of significant skewness makes the use of parametric tests reliable for the analysis of differences (Karagöz, 2016). The correlation matrix between variables is presented in Table 7.

Table 7. *Correlation Matrix*

	Consumer Ethnocentrism	American Cafe Preference	Turkish Cafe Preference	Country of Origin Effect
Consumer Ethnocentrism (CE)	1.000	0.162*	0.474*	0.439*
	-	[0.006]	[0.000]	[0.000]
American Cafe Preference (ACP)		1.000	0.092	0.342*
		-	[0.121]	[0.000]
Turkish Cafe Preference (TCP)			1.000	0.508*
			-	[0.000]
Country of Origin Effect (COO)				1.000
				-

* (%5) statistically significant, [brackets contain test significance values]

Upon examining Table 7, it can be observed that there is a very weak correlation between CE and ACP, a weak correlation between CE and TCP, and a weak correlation between CE and COO. These correlations are statistically significant and positive at the 5% level of significance ($p<0.05$). There is no statistically significant correlation between American cafe preference and Turkish cafe preference ($p>0.05$). However, there is a statistically significant, weak, and positive correlation between American cafe preference and COO at the 5% level of significance ($p<0.05$). Additionally, there is a statistically significant and moderately strong positive correlation between Turkish cafe preference and COO at the 5% level of significance ($p<0.05$).

Hypotheses Testing

The findings of the direct effect and mediator effect models in which the American cafe preference is the dependent variable are as in Table 8.

Table 8. *Findings of Direct and Mediation Models 1 (American Cafe Preference)*

Dependent Variable: American Cafe Preference (ACP)							
Independent variable	**β**	**Std. β**	**S.E**	**t**	**p**	**Lower S.L.**	**Upper S.L.**
Consumer Ethnocentrism (CE)	0.312	0.162	0.128	2.437*	[0.015]	0.059	0.563
Fixed Term	1.245	-	0.497	2.503*	[0.012]	0.266	2.224
Diagnostic Statistics							
F Test	F(1, 283)=15.635*			[0.000]			
Determination	R^2=0.026			D.R^2=0.023			
Autocorrelation	D.W=1.092						
White Test	χ^2(02)=103.653*			[0.000]			
Dependent Variable: Country of Origin Effect (COO)							
Independent variable	**β**	**Std. β**	**S.E**	**t**	**p**	**Lower S.L.**	**Upper S.L.**
Consumer Ethnocentrism (CE)	0.612	0.439	0.081	7.531	[0.000]	0.452	0.772
Fixed Term	1.372	-	0.356	3.853	[0.000]	0.671	2.074
Diagnostic Statistics							
F Test	F(1, 283)=67.667*			[0.000]			
Determination	R^2=0.193			D.R^2=0.190			
Autocorrelation	D.W=1.224						
White Test	χ^2(02)=34.239*			[0.000]			
Dependent Variable: American Cafe Preference (ACP) -Baron and Kenny-							

Independent variable	β	Std. β	S.E	t	p	Lower S.L.	Upper S.L.
Consumer Ethnocentrism (CE)	0.027	0.014	0.119	0.229	[0.819]	-0.286	1.502
Country of Origin Effect (COO)	0.464	0.336	0.075	6.179*	[0.000]	0.316	0.612
Fixed Term	0.608	-	0.454	1.339	[0.182]	-0.286	1.501
Sobel Test	t(02)= 4.777*			[0.000]			
Bootstrap Indirect Impact Coefficient Findings							
Bootstrap Indirect Impact Coefficient		**Bootstrap Standard Error**		**t**	**[p]**	**Lower S.L.**	**Upper S.L.**
0.148		0.027		5.444*	[0.000]	0.096	0.202
Diagnostic Statistics							
F Test	F(2, 282)=18.672*			[0.000]			
Determination	R^2=0.117			D.R^2=0.111			
Autocorrelation	D.W=1.247						
White Test	χ^2(05)=128.261*			[0.000]			

* Indicates statistical significance at (5%) significance level, Std.β: Standardized coefficient, S.E: Standard Error, [includes test significance values in square brackets] χ2: Chi-square test statistic, (in brackets includes test degrees of freedom.) S.L: Significant Level, Indirect effect coefficient confidence intervals were obtained by Bootstrap method with 2000 resamples. The indirect effect cable number is fully standardized. DW: Durbin Watson Statistics moving away from the value 2 is a sign of a serious autocorrelation problem. In this study, it was interpreted that there was an autocorrelation problem for D.W statistics outside the range of 1.900 and 2.100 with a difference of 0.100 (Gujarati & Porter, 2009).

The findings of three separate regression models and the indirect effect coefficient, along with the 2000 resampled Bootstrap results for each model, are presented in Table 8. The findings were evaluated first within the framework of Baron and Kenny's (1986) mediation procedure and then in the context of the modern method known as the indirect effect coefficient. Standardized coefficients were used for the evaluation.

In the direct effect model, where CE is the independent variable and ACP is the dependent variable, it was found that CE has a statistically significant and positive effect on ACP at the 5% level of significance (c1=0.162, p<0.05). In other words, an increase/decrease in consumers' ethnocentrism levels leads to an increase/decrease in their preference for American cafes. Therefore, H2 was accepted for ACP model. The model was found to have issues of autocorrelation (D.W=1.092) and heteroscedasticity, as indicated by the chi-square test (χ2(02)=103.653, p<0.05). To prevent efficiency losses that may arise from autocorrelation and heteroscedasticity, the model was estimated using robust standard errors.

In the direct effect model, where CE is the independent variable and COO is the dependent variable, it was found that CE has a statistically significant and positive effect on COO at the 5% level of significance (a=0.439, p<0.05). In other words, an increase/decrease in consumers' ethnocentrism levels leads to an increase/decrease in COO effect. Therefore, H1 was accepted. The model was found to have issues of autocorrelation (D.W=1.224) and heteroscedasticity, as indicated by the chi-square test (χ2(02)=34.239, p<0.05). To prevent efficiency losses that may arise from autocorrelation and heteroscedasticity, the model was estimated using robust standard errors.

In the mediation model, where CE is the independent variable, ACP and COO are the dependent variables, it was found that the mediating variable, COO, has a statistically significant and positive effect on the dependent variable, ACP, at the 5% level of significance (b1=0.464, p<0.05). In other words, an increase/decrease in the level of COO effect leads to an increase/decrease in consumers' preference for American cafes. Therefore, H3 was accepted for ACP model. The model was found to have issues of autocorrelation (D.W=1.247) and heteroscedasticity, as indicated by the chi-square test (χ2(05)=128.261, p<0.05). To prevent efficiency losses that may arise from autocorrelation and heteroscedasticity, the model was estimated using robust standard errors.

Lastly, when comparing the coefficients of CE in the first direct effect model with the mediation model, it is observed that the coefficient that is statistically significant at the 5% level (c1=0.162, p<0.05) in the direct effect model is statistically insignificant in the mediation model (c'1=0.014, p>0.05). This suggests that complete mediation is present within the framework of Baron and Kenny's (1986) mediation procedure, and it can be said that the entire effect of CE on ACP is realized through the mediating effect of COO. According to the Sobel test statistics for the mediating effect, the

mediation relationship is statistically significant at the 5% level.

As observed, both within the framework of Baron and Kenny's (1986) mediation procedure and the Modern Hayes (2018) causal steps procedure, the mediating role of COO in the effect of CE on American cafe preference has been identified. Although different approaches yield different findings, it is evident that both mediation effects are substantial. Therefore, H4 was accepted for ACP model. The findings for the direct effect and mediation models, where TCP is the dependent variable, are presented in Table 9.

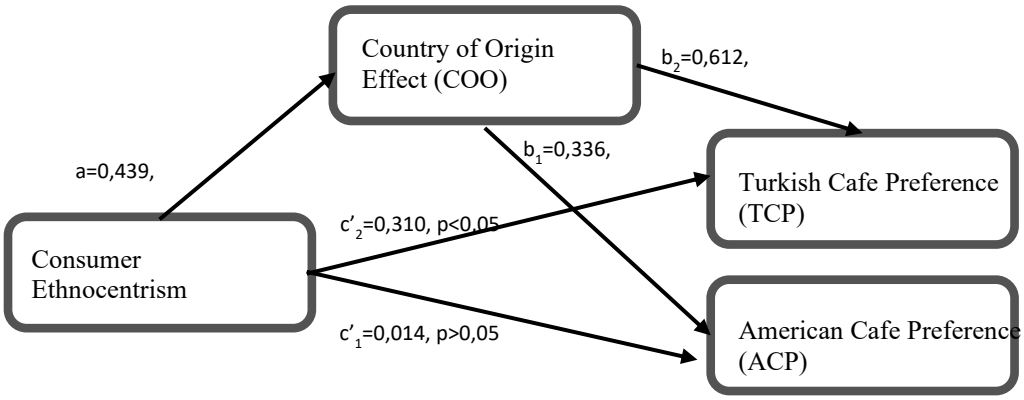
Table 9. Findings of Direct and Mediation Models 2 (Turkish Cafe Preference)

Dependent Variable: Turkish Cafe Preference (TCP)							
Independent variable	**β**	**Std.β**	**S.E**	**t**	**p**	**Lower S.L.**	**Upper S.L.**
Consumer Ethnocentrism (c)	0.664	0.473	0.061	10.960*	[0.000]	0.544	0.783
Fixed Term	1.273	-	0.244	5.222*	[0.000]	0.793	1.753
Diagnostic Statistics							
F Test	F(1, 283)=81.820*			[0.000]			
Determination	R^2=0.224			D.R^2=0.222			
Autocorrelation	D.W=1.832						
White Test	χ^2(02)=5.899			[0.052]			
Dependent Variable: Country of Origin Effect (COO)							
Independent variable	**β**	**Std.β**	**S.E**	**t**	**p**	**Lower S.L.**	**Upper S.L.**
Consumer Ethnocentrism (a)	0.612	0.439	0.081	7.531*	[0.000]	0.425	0.772
Fixed Term	1.372	-	0.356	3.853*	[0.000]	0.671	2.073
Diagnostic Statistics							
F Test	F(1, 283)=56.711*			[0.000]			
Determination	R^2=0.193			D.R^2=0.190			
Autocorrelation	D.W=1.224						
White Test	χ^2(02)=34.239*			[0.000]			
Dependent Variable: Turkish Cafe Preference (TCP) –Baron and Kenny-							
Independent variable	**β**	**Std.β**	**S.E**	**t**	**p**	**Lower S.L.**	**Upper S.L.**
Consumer Ethnocentrism (c')	0.435	0.310	0.071	6.121*	[0.000]	0.295	0.575
Country of Origin Effect (b)	0.374	0.372	0.052	7.200*	[0.000]	0.272	0.476
Fixed Term	0.760	-	0.203	3.746*	[0.000]	0.361	1.159
Bootstrap Indirect Impact Coefficient Findings							
Bootstrap Indirect Impact Coefficient		**Bootstrap Standard Error**		**t**	**[p]**	**Lower S.L.**	**Upper S.L.**
a.b	0.163	0.030		5.433*	[0.000]	0.111	0.228
Diagnostic Statistics							
F Test	F(2, 282)=71.279*		[0.000]				
Determination	R^2=0.336		D.R^2=0.331				
Autocorrelation	D.W=1.895						
White Test	χ^2(05)=54.203*		[0.000]				

* Indicates statistical significance at (5%) significance level, Std.β: Standardized coefficient, S.E: Standard Error, [includes test significance values in square brackets] χ2: Chi-square test statistic, (in brackets includes test degrees of freedom.) S.L: Significant Level, Indirect effect coefficient confidence intervals were obtained by Bootstrap method with 2000 resamples. The indirect effect cable number is fully standardized.

In the direct effect model, where CE is the independent variable and TCP is the dependent variable, it is observed that CE has a statistically significant and positive effect on TCP at a 5% significance level (c2=0.473, p<0.05). In other words, an increase/decrease in consumers' ethnocentrism levels leads to an increase/decrease in their preference for Turkish cafes. Therefore, H2 was also accepted for TCP model. Therefore, it can be said that the first condition of Baron and Kenny's (1986) mediation procedure is met. Diagnostic statistics indicate the presence of autocorrelation (D.W=1.832), but no issue of heteroscedasticity is detected (χ2(02)=5.899, p>0.05). To prevent efficiency losses due to autocorrelation, the model is estimated using robust standard errors.

In the mediation model, where CE and COO are the independent variables and TCP is the dependent variable, it is observed that the mediating variable of COO has a statistically significant and positive effect on the dependent



AT=1,245+0,162TE	TT=1,273+0,474TE
KE=1,372+0,439TE	KE=1,372+0,439TE
AT=0,608+0,014TE+0,336KE	TT=0,760+0,310TE+0,372KE
ab_1=0,148	ab_2=0,163
c_1=0,162	c_1=0,473

Figure 2. *Mediation Effects*

variable of Turkish cafe preference at a 5% significance level (b2=0.372, p<0.05). In other words, an increase/decrease in COO leads to an increase/decrease in TCP. Therefore, H3 was also accepted for TCP model. It can be said that the third condition of Baron and Kenny's (1986) mediation procedure is met. Diagnostic statistics indicate the presence of autocorrelation (D.W=1.895) and heteroscedasticity issues (χ2(05)=54.203, p<0.05). To prevent efficiency losses due to autocorrelation and heteroscedasticity, the model is estimated using robust standard errors.

Finally, when comparing the coefficients of CE in the direct effect model and the mediation model, it is observed that the coefficient that is statistically significant at a 5% significance level in the direct effect model (c2=0.473, p<0.05) becomes statistically significant but decreases in the mediation model (c'2=0.310, p<0.05). Therefore, it can be said that partial mediation is present within the framework of Baron and Kenny's (1986) mediation procedure, indicating that a portion of the effect of CE on Turkish cafe preference occurs through the mediating role of COO. According to the Sobel test statistics for the mediation effect, the mediation relationship is statistically significant at a 5% significance level (t(2)=4.749, p<0.05).

When examining the modern Hayes (2018) indirect effect coefficients, it is observed that the indirect effect coefficient is statistically significant and positive at a 5% significance level, as indicated by both the bootstrap confidence intervals not containing zero (0<Lower C.I=0.111<Upper C.I=0.228) and the t statistic based on bootstrap standard errors (a.b2=0.163, p<0.05). Therefore, within the framework of the Modern Hayes (2018) procedure, it can be said that there is a moderate to high-level indirect effect, with a substantial portion of the effect of CE on TCP occurring through the mediating role of COO.

The direct and indirect effects examined within the scope of the study are presented in Figure 2 along with the corresponding equations.

Table 10 summarizes the results for the suggested hypotheses in this study.

Table 10. *Hypotheses Results*

Hypotheses	**Results for Turkish Cafe Preference**	**Results for American Cafe Preference**
H1: Consumer ethnocentrism has an impact on country of origin effect.	supported	
H2: Consumer ethnocentrism has an impact on cafe preference.	supported	supported
H3: Country of origin effect has an impact on cafe preference.	supported	supported
H4: Country of origin plays a mediating role in	moderate/high mediation	full mediation

the effect of consumer ethnocentrism on cafe preference.

Discussion and Conclusion

The main aim of the research is to determine the impact of CE on Turkish and American cafe preference and to ascertain whether the COO effect plays a mediating role in this potential impact. Understanding the interplay between CE and the COO effect is crucial for marketers seeking to cater to consumer preferences, develop effective marketing strategies, and position their products in the global marketplace. Marketers can leverage ethnocentric tendencies by emphasizing the domestic origin of their products and highlighting the cultural values, heritage, or traditions associated with the COO. By aligning their marketing messages with ethnocentric beliefs, marketers can enhance the perceived value and attractiveness of their products. It's crucial to consider that the effect of CE on the COO effect can vary across cultures and countries. Ethnocentric tendencies and the importance of the COO differ among consumers from different cultural backgrounds. Factors such as historical context, national identity, economic development, and exposure to foreign influences shape the degree of CE and its impact on the COO effect in different consumer populations.

The supported hypothesis that "CE has an impact on the COO" effect suggests that consumers with strong ethnocentric attitudes are more likely to favor products or brands from their own country and have a higher preference for domestically produced goods. They may perceive products from their own country as superior or more suitable for their needs compared to foreign products. The COO effect can shape consumers' perceptions of quality, reliability, authenticity, and cultural alignment with their preferences. From a marketing perspective, companies that operate in international markets need to consider the ethnocentric tendencies of their target consumers and adapt their marketing strategies accordingly. By emphasizing the domestic origin of their products, leveraging cultural symbolism, and highlighting the alignment with consumers' values and preferences, companies can potentially capitalize on the COO effect and attract ethnocentric consumers.

The finding "CE has an impact on cafe preference" suggests that individuals' ethnocentric tendencies influence their choices and preferences when it comes to selecting a cafe. In the context of cafe preference, it means that individuals with higher levels of ethnocentrism are more likely to prefer domestic cafes over foreign ones. This finding highlights the role of cultural identity, patriotism, and loyalty towards domestic businesses in shaping individuals' cafe preferences. Ethnocentric consumers tend to perceive domestic cafes as more reliable, trustworthy, or culturally suitable, which influences their decision-making process. They may associate specific cultural values, traditions, or symbols with domestic cafes, leading to a preference for those establishments. From a practical standpoint, cafe owners and marketers need to consider the influence of CE on cafe preference. They can tailor their marketing strategies to resonate with ethnocentric consumers by emphasizing the local or national characteristics of their cafe, showcasing authentic cultural elements, or highlighting connections to the local community. This can help attract and retain customers who value their cultural identity and have a preference for domestic establishments.

The result indicating that consumer ethnocentrism of Turkish consumers has a positive impact on both Turkish and American cafe preferences may seem counterintuitive at first, but it can be explained by considering various factors. Turkish consumers with strong ethnocentric tendencies may have a preference for Turkish cafes because they view them as a way to support local businesses and promote Turkish culture and identity. Turkish consumers who are ethnocentric may feel more comfortable and familiar with Turkish cafes. These cafes are likely to offer traditional Turkish food, beverages, and ambiance, which resonate with their cultural preferences and experiences. This sense of familiarity can lead to a preference for Turkish cafes. Interestingly, Turkish consumers' ethnocentrism positively impacting American cafe preferences can be explained by a desire for cultural exchange. Some Turkish consumers may view American cafes as an opportunity to experience foreign cultures and

tastes. They might see American cafes as a way to diversify their culinary experiences without rejecting their Turkish identity. In an increasingly globalized world, Turkish consumers may be exposed to American cafe chains and associate them with modernity and cosmopolitanism. This can make American cafes attractive to those who want to embrace both their Turkish identity and a globalized lifestyle. Consumer preferences are highly individual. While ethnocentrism might have a positive impact on cafe preferences for some Turkish consumers, others may prioritize factors like taste, price, or convenience, which could lead them to prefer American cafes which is similar to the findings of Hong and others (2023). They conducted a research on Chinese customers. They found that with a high degree of ethnocentrism will not pay attention to a foreign brand unless they have a love for that particular brand.

The finding "COO has an impact on cafe preference" suggests that consumers' perceptions and evaluations of cafes are influenced by the country in which the cafe originates. This finding highlights the importance of managing the COO image for cafe owners and marketers. Creating a positive country image associated with the cafe's origin can enhance consumers' trust, credibility, and willingness to choose that cafe. Marketing strategies can leverage the positive attributes or cultural associations associated with a particular country to attract and retain customers. It may involve showcasing the heritage, traditions, or unique features of the café's COO in branding, menu descriptions, or interior design. The result indicating that the country of origin effect of Turkish consumers has a positive impact on both Turkish and American cafe preferences suggests that Turkish consumers may have a favorable view of both Turkish and American cafes based on their perceived country of origin. Turkish consumers may associate cafes from their own country (Turkish cafes) and American cafes with high-quality standards. These perceptions of quality can positively influence their preferences for both types of cafes. American cafe chains, such as Starbucks and Gloria Jeans, are well-known globally. Turkish consumers may view these American cafe brands as symbols of international quality and consistency. Familiarity with these brands, along with their global presence, can positively impact their preferences for American cafes. Effective marketing strategies employed by both Turkish and American cafe chains can create positive associations and appeal to Turkish consumers. Bruwer and Buller (2012) found that consumers with higher levels of objective knowledge do not use the COO cue more than consumers with lower knowledge. Wine consumers view taste, variety and price as the most important buying cues and are influenced by the recommendations of people around them.

The finding "COO plays a mediating role in the relationship between CE and cafe preference" implies that consumers' ethnocentric beliefs influence their cafe preference through their perceptions of the country from which the cafe originates. When consumers perceive cafes from their own country as authentic, reliable, or culturally suitable, their ethnocentric beliefs may drive a preference for domestic cafes. On the other hand, if consumers perceive cafes from foreign countries as inferior or less suitable to their preferences, their ethnocentric tendencies may lead them to avoid or have a lower preference for such cafes. The findings are limited to the respondents' answers and cannot be generalized to all Turkish citizens of people who live in Rize. Cilingir and Basfirinci (2014) conducted a research in Türkiye and found that moderating effects of CE, product involvement, and product knowledge were also explored. Their findings showed that COO cues have a significant main effect on the product-evaluation process.

The mediating role of the COO effect may be influenced by other factors such as consumer demographics, cultural diversity, and globalization. Additionally, the strength and significance of the mediating effect may vary depending on the specific context and characteristics of the cafe market being studied. Further research can explore these nuances and provide a more comprehensive understanding of the interplay between CE, COO effect, and cafe preference. Cafe preference is a complex and multifaceted concept influenced by various factors beyond ethnocentrism. The impact of the COO on cafe preference may vary across different

consumer segments and cultural contexts. Factors such as individual preferences, cultural diversity, and globalization can influence the extent to which consumers consider the COO when selecting a cafe. Therefore, further research is needed to understand the specific mechanisms and nuances of the COO on cafe preference in different markets and consumer groups. Factors such as atmosphere, menu offerings, food and beverage quality, service, location, and overall experience can also play significant roles. Therefore, it is important to consider these additional factors and conduct further research to gain a more comprehensive understanding of the dynamics between CE, COO and cafe preference in different cultural contexts and consumer segments. Future studies might address these issues.

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