



The Effect of Popular Culture on Conspicuous Food Consumption in Istanbul

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Abstract

Eating and drinking culture has begun to differentiate with the changing perception of society, living conditions and technological advances. This differentiation has changed people's preferences, habits and food consumption with popular culture. This change has also affected the order of priority in determining the needs of people and has revealed a situation in which attitudes and behaviors are shaped with a hedonistic approach. The effect of popular culture on food consumption is the aim of this study. In addition, investigating the conspicuous consumption tendency of people in food consumption with the effect of popular culture is another aim of the study.

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