



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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INTRODUCTION

Since the existence of human beings, the geography they live in, their beliefs affect the life of the society group to which they belong. Although its name was not defined at first, this effect continued for centuries and this concept was called culture. When considered from this point of view, it is observed that the culture has been present since the first existence of humanity and has changed in good and bad terms with the developments experienced in its culture. In Western countries, the rapid development of science, medicine and technology in the last century has led to enormous social, cultural and economic changes (Belias & Koustelios 2014). Social developments over time, changing production conditions, industrialization, technological developments, progress in communication tools and people's perception of life have led to many sub-titles and new definitions related to culture. One of these definitions is the definition of popular culture.

The concept of popular began to be used with the meaning of "people" in the middle ages, and today it continues to be used as "loved and chosen" by the majority (Güngör 1999; Özkan 2006). Popular culture being loved by the majority also brings with it the condition that it should be known by the majority. This awareness is provided by the mass media as a result of the developments. In addition to many functions of mass media, being a tool that provides popularity is a big factor in the continuity of popular culture and in directing people. Today, the most important and first tool that "feeds and spreads" popular culture is the mass media (Güllüoğlu 2012). In this sense, the word popular has given a different definition and a new perspective to every concept used together. One of the domains of popular culture is food consumption. This effect is not direct, and considering today's conditions, there are many intermediate elements. Brands created by popular culture, mass media, hedonistic consumption, hedonistic approaches, instant desires can be counted as some of these elements.

Eating and drinking culture is a special area belonging to each society, which has sociological and biological aspects, which includes the history, accumulation, unique methods and products of societies. Food is a cultural element that has many effects besides its social and individual aspects (Beşirli 2010). Geographical conditions, the climate of the region, the fact that the society is agriculture or nomadic are the first factors that come to mind, but every development increases the number of these elements and directly affects the eating and drinking culture. The eating and drinking culture, which has been shaped by traditional culture for centuries and transferred from generation to generation, has not been able to protect itself from changing at the point we have reached, and besides, people's food preferences have become hedonistic and symbolic with their changing consumption habits, not with their cultural aspects and memories (Chen & Liu 2022).

Changes in business life, technological developments, the emerging capitalist order have created new social structures and new cultures. It has become easier and simpler to direct the society with mass media, and the penetration of social media into all areas of life and its active use by appealing to all age groups has accelerated this process. Both the increase in trade and the ease of travel conditions have a share in this, and the biggest break has emerged with the spread of social media. With the change in consumption perception, the meaning of consumption in people has revealed a new change in food preferences. People's preferences are no longer culture, they are in favor of symbolic or hedonic consumptions that they think they gain respect, reputation and status (Heymann 2019).

Societies that consumed what they produced in the past and ate out of necessity, have come to the fore with their sociological aspects today, along with the cultural change, and they have started to realize a consumption that

develops out of necessity. In addition to meeting their physical needs, people have attributed different meanings to the act of eating. With the influence of popular culture, people have taken an attitude that "give them instant pleasure and lead them to consumption" (Sakallı 2014).

In this paper, the concepts mentioned above tried to be examined with the support of a survey, which is a quantitative analysis method. After introduction part, culture, popular culture and conspicuous food consumption concept examined from literature. In methodology part, 4 major hypothesis created about people's perceptions to popular culture and conspicuous food consumption. The results of a survey, which applied to 421 people was discussed at the end of the paper. The reason for the survey method is to try to examine whether people's behavior in food consumption is oriented towards needs or whether they behave towards ostentation under the influence of popular culture.

Although food consumption, popular culture and conspicuous consumption are studied separately, there are limited studies in the literature that examine food consumption and popular culture or food consumption and conspicuous consumption together. In addition, since there is no study that examines the effects of popular culture and conspicuous consumption on food consumption together, this study is important in terms of contributing to the literature.

Culture and Popular Culture

Culture

Alfred Kroeber and Clyde Kluckhohn, who said that there are one hundred and sixty-four definitions of culture according to different disciplines and understandings, examined and discussed these definitions. Berelson, who criticized this study and the fact that there are so many definitions of culture, argued that culture cannot be defined (Karaboğa 2022). One of the reasons that makes it difficult to understand culture is that culture has different meanings in different societies. Each society has created its own symbols and symbols, religious beliefs, life and habits, as well as its own culture. This is an important factor in the lack of a common definition of culture. Different definitions, despite different views, in the first basic definition of culture; Culture is defined as a measure of aesthetic perfection. In this definition, it is stated that culture is the best of everything that is put into action, expressed, designed and thought. In Raymond Williams' article "Culture and Society," published in 1958, culture is defined as a way of life rather than a timeless collection of artworks. In the words of Raymond Williams, culture expresses a way of life that expresses a certain meaning and value not only in art and learning, but also in daily life (Çaycı 2019). With the influence of the way of life, culture appears in all areas of life in art, education, music and is expressed in different manifestations.

Myers and Tan (2002) see culture as something that is "invented and reinvented and always in a state of flux" (Gaspay et al. 2008). Although culture is defined in general, it is formed in each society and becomes an identity. This identity expresses the lifestyle, behavior and attitudes of societies. Culture refers to the existing, changing, developing and continuing lifestyle of societies. Different characteristics and habits for each group of people express the culture of that group. This lifestyle includes the values, beliefs, belongings, behavior and communication styles of a certain group (Bilgin 2003; Uluç & Yarcı 2017).

According to another definition, culture is the sum of symbolic means. These tools include beliefs, ritual practices,

art forms and ceremonies, as well as informational cultural practices such as language, myths, stories, and daily life rituals (Swidler 1986: p.273). According to the definition of culture in the Concluding Declaration of the World Conference on Cultural Policy organized by UNESCO, “culture in its broadest sense means the distinctive material, spiritual, mental and emotional features that define a society or a social group. It is a whole consisting of not only science and literature, but also life forms, basic human rights, value judgments, traditions and beliefs (UNESCO 1982, cited in Oğuz 2011).

Popular Culture

The term popular was originally a political and legal term derived from the Latin word *popularis*, meaning "of the people". In the 16th century, the word popular was used to describe the political system established and run by the people. The word popular was used in the meanings of useless and useless at that time, and later it began to be used in the meanings of loved, admired, preferred (Williams 2006: p.286-287). The definitions made in the age we live in are compatible with the definitions of the word popular made in modern times, such as well-known, famous, loved. Two definitions of the word popular have emerged with the definitions made by Stuart Hall. While the definition of "commercial" and dominant means liked and consumed by the majority, the definition of "belonging to the public" was used descriptively in the second definition (Özbek 2013: p.81-82). It is commercial because it has the feature of being liked and therefore consumed by the majority of the people, and in this respect, it is in the hands of capitalism. On the other hand, those who define "popular" as "belonging to the public" with the anthropology-based "descriptive" definition are those who adopt a more positive approach by looking at popular culture from a broad perspective (Tanriöver & Eyüboğlu 2000: p.7).

Contrary to traditional culture, popular culture is a temporary, often erased culture that does not take a place in the society that a part or a large part of the people love for a short time. In the words of John Fiske (1991), it is a temporary culture that is quickly forgotten and does not last long (Varol & Tayanç 2017). Popular culture, which is a type of culture that directs the people and breaks them from their traditional culture, is actually the impulse to follow the events and passions that are not permanent for a short time.

Thoughts, behaviors, and social norms that are always used when defining culture and become a way of life and that have continuity appear in the opposite situation in Popular Culture. As it is not traditional, it does not care about the values of the societies, and sometimes it emerges in a way contrary to the values. The reason for this is that although it is loved by the public, it is not produced by the public. The reason why they are like this is that their borders are determined by those who produce capital, they direct the people as they wish, and they lead them to think as they wish. The result of this is the formation of a community that they want in thought, fashion and consumption. While some Popular Culture products are being erased, some of them are accepted and maintained over time and become an accepted cultural product in the field of high culture (Berger 2014: p.167-168; Highmore 2009).

According to Russell Nye, three characteristics must exist for popular culture to exist and be persuasive. A large number of “People” for large masses, “Money” for these people to consume and buy popular culture products, “Communication” for transmitting and promoting popular culture products (Kartunç 2015). Mass media is the most important factor in guiding the society and raising awareness in the desired way. Popular culture uses this factor to direct societies as it wishes. Popular culture is fed with elements that will keep itself in the foreground as it is not the culture that was formed in the past and left to us like folk culture. These elements can sometimes come up with a

style of dressing, sometimes with an artist, sometimes with a lifestyle, and sometimes with ideological ideas. (Erdogan 2004: p.19).

Today, the most important production elements of popular culture are the media. The media does not produce anything new about popular culture, it redesigns, changes and presents traditional culture as new. In fact, everything is fictitious, resulting in a culture that supports power and the system. Popular culture, on the one hand, provided the continuity of the powers and the ruling classes, on the other hand, it became an area of resistance for different groups (Gitlin 1994: p.530). It appears in movies and televisions with tools suitable for popular culture. Programs produced with the principle of "don't think too much, consume quickly" are entertainment content. However, the problem is that all themes are presented as entertainment (Postman 1994).

Popular culture is becoming more common with mass media, internet and social media applications such as instagram and facebook. Apart from these, social media influencers are important individuals in directing the society, such as popular singers and politicians. Being aware of this, the media and power centers sometimes take out these people privately, and sometimes they adopt people such as influencers who become popular on their own, and create a social awareness through these people.

According to McDonald, it is a culture that is produced by the employees of the people who direct the people and is imposed by the upper class, which has passive consumers, unlike the folk culture that emerges as the lifestyle of the people naturally produced from the lower strata of the society (Storey 2000: p.13). This definition brings to our minds that a certain segment of popular culture is marketing to the public under the name of culture in the developing industrial and commercial conditions. The most important goal of all popular culture elements and tools is to make the society a consumer. Seeking, buying and consuming what is popular is not a cultural formation but an example of directed consumption. Popular culture does not only direct people to consumption, but also changes their preferences and habits (Duman 2014; Sakallı 2014).

Conspicuous Food Consumption

Conspicuous Consumption

Conspicuous consumption is a type of consumption that goes back to ancient times. In historical processes, this consumption has been approached from different angles, but it has always been a general attitude that this consumption is not beneficial. Even in the archaeological remains in the city of Oinoan, located in the southwest of Asia in 120 BC, there are related articles that show that it is not beneficial for those who shop in the market places (Öz 2018). During the Roman Empire, consumption for the purpose of showing off was seen as an important problem in the conditions of that day and laws were made to prevent this. By the middle centuries, consuming by showing off was prohibited because it was not morally and religiously correct. Since the relations between social classes were negatively affected by conspicuous consumption over time, conspicuous consumption was not welcomed (Mortensen 1995:p.157; O'Guinn & Belk 1989). Conspicuous consumption was approached morally until the 1600s. It was evaluated from this point of view, and it was stated that it was not ethical and not beneficial. It was argued that this consumption was economically harmful, drove people away from modesty, and deepened the injustice between classes. This attitude, which was seen as a waste in the economy, was seen as a social and economic disease. By asking the people in the upper class to be an example, it was accepted as a danger that the lower class would consume

to show off. Because consumption more than needed was seen as an obstacle to the development of the economy (Quliyev 2012: p.51-52).

In the change in conspicuous consumption, Adam Smith evaluated the issue sociologically. In this period when social needs came to the fore, the satisfaction of social needs began to become a priority instead of physical needs. The reason why people see their social needs as more important is that they try to find and highlight their social status. The most effective way to gain status in society was seen as the display of personal wealth. Smith defines conspicuous consumption as the social behavior of people in order to find their own status in society with symbols (Mason 1981).

Conspicuous consumption was put forward by Veblen and used to express the actions that individuals do to show off while consuming. Veblen defined people who consume conspicuously as the “leisure class”. The leisure class is explained as individuals who do not have a material need, do not produce, only consume and do this for show purposes while consuming, and acquire private property. When the productions of the societies exceeded their needs, private property emerged and those in the idle class increased their property and status due to their financial means. With the increase in private property, being in high status started to make sense. The leisure class continues to exist with the benefits of those who consume without producing (Veblen 2015: p.72-80).

Changing conditions in the 20th century led to the development of living standards and the use of conspicuous consumption for a wider audience (Ivanova 2008). In general, conspicuous consumption is seen as the characteristic feature of the bourgeois section. However, as a result of studies conducted by economists such as Kervin Kofi Charles, Eric Hurst and Nikolai Rusanov, it has been revealed that conspicuous consumption is now widespread among the lower income groups. The result here shows that; Although Veblen introduced conspicuous consumption for the bourgeois segment, which he calls the leisure class, this concept of consumption is an expression of an action that concerns every human being socially and psychologically. It is possible and natural for a person who exhibits the same attitudes in behavior, even if they are not equal in material terms, to show off whenever possible (Rostovtseva & Miroshina 2012). While consuming in conspicuous consumption, it is one of the actions of this consumption to disclose, show and announce it at the same time. Here, price and waste of resources are important factors for conspicuous consumption to take place (Ritzer 2001: p.209). The leisure class does this in a way that everyone can see, because they enjoy their consumption, expenditures, and the public seeing their work. In this way, they try to express their superiority and make their own advertisements and promotions.

Consumption is now seen as a means of determining social status. It also changes the behavior of individuals in this direction. The fact that individuals prefer more luxury, more expensive products and more expensive services while consuming explains this. Today, everyone is aware of this situation while consuming, regardless of economic class. It still consumes in the direction of conspicuous consumption. This situation has also eliminated the class difference in conspicuous consumption (Güleç 2015: p.70).

Food Consumption

Food, which is the most basic need of people for living, is simply defined as the basic products that are eaten and drunk by people. Eating and drinking, which is in the first place in Maslow's hierarchy of needs and is necessary for survival, is a necessity for people in its simplest form. Food consumption occurs with nutrition. Nutrition is the

continuation of life in a healthy way, the continuation and development of the body's functions by providing benefits from the foods taken into the body. Food consumption, which is an action that occurs with nutrition, is an essential consumption that people make in order to survive and maintain their lives in the simplest way (Özmetin, 2006). Today, food consumption can be done with very different possibilities and in different places. The change in the food of the societies that passed from the societies that consumed what they produced in the past to the industrial society has also been experienced in the way they consume these foods. While the ready-made food that an individual buys from the market is a form of consumption, it is a food consumption in a meal that he eats on order in a luxury restaurant. In this perspective, it is possible to list the places where food consumption is seen or made as follows (Ashley et al. 2004);

- Purchasing and consuming prepared foods
- Taking unprocessed products and preparing and consuming them at home
- Consumption of made-to-order food in luxury or ordinary restaurants

Regardless of the welfare level, food consumption and eating and drinking have always been a cultural phenomenon and a symbolic indicator in societies. While symbolic approaches such as who will sit where and what to eat in the past, it continues as a type of consumption today. Where we eat, what we eat, with whom we eat gives information about our income level and social status (Finkelstein, 2003).

Food consumption has an important place in popular culture. Beliefs, lifestyles, social attitudes in a culture affect and shape the eating and drinking culture. Popular culture that is adopted, accepted, created or created and made accepted by the society has led to innovations in food consumption. These innovations have changed the eating and drinking culture and shaped eating and drinking behaviors (Bekar et al. 2021). In addition to popular culture, there are physical, economic, psychological and sociological reasons that affect food consumption. According to sociological reasons, each individual chooses food with the influence of the social class he is in. In communities where societies are not equal, a relationship is established between status and prestige and food (Goode 2005). Individuals construct an identity for themselves with the food consumed and the food not consumed. Social status and the cultural structure in which the individual grows up are effective factors in food consumption. The identification of some foods with poverty and the fact that some foods are seen as belonging to the upper income group is a normal situation when the social aspects of food consumption are taken into consideration (Bekar and Zağralı 2015: p.43).

Research Model and Hypotheses

The idea that people have abandoned their traditional cultures in food consumption and that they are showing off with their consumption has revealed this study. The aim of this study is to first determine whether people make choices in food consumption under the influence of popular culture. Another aim of the study is to investigate the effect of popular culture on conspicuous consumption in these preferences and to find the results. In this research, the survey method, one of the primary data sources, which is a quantitative research method, was applied considering the purpose of the research and the desired result. Survey questions were prepared in order to reach the data of the researched hypothesis. 4 major hypothesis created.

Since the scales were taken from different studies, reliability test and factor analysis were conducted. As a result of the reliability test, the reliability analysis of the ostentatious consumption scale, the "food perception" dimension of ostentatious consumption behavior ,957 and the "space perception" dimension of ostentatious consumption behavior ,926 were found. The reliability analysis of the popular culture scale was found to be .974. Accordingly, it is accepted that both scales are reliable. In the factor analysis results, the KMO value of the scales was greater than 0.600 and Bartlett's chi-square test was significant and the scales were found suitable for data set analysis.

H1: Popular culture has a statistically significant effect on conspicuous consumption behavior.

H1a: Popular culture has a statistically significant effect on the "food perception" dimension of conspicuous consumption behavior.

H1b: Popular culture has a statistically significant effect on the "space perception" dimension of conspicuous consumption behavior.

H2: The popular culture perceptions of the participants differ according to their demographic characteristics. (gender, age group, education, income)

H3: The "food perception" dimension of the conspicuous consumption behavior of the participants differs according to their demographic characteristics. (gender, age group, education, income)

H4: The "space perception" dimension of the conspicuous consumption behavior of the participants differs according to their demographic characteristics. (gender, age group, education, income)

A questionnaire consisting of 33 questions was used as a data collection tool. Questionnaire questions were prepared to reach the data of the researched question. These questions consist of three stages. The first stage includes demographic characteristics. In the other stages, an item pool was created by utilizing the scales previously studied in the literature, the ostentatious consumption scale and the scale of the effect of popular culture on food consumption, and the questionnaire form was created by determining the appropriate survey questions. The conspicuous consumption scale used in the survey consisted of a total of 22 questions. 11 questions and one dimension was based on the study of Chaudhuri et al. (2011), and rest 11 questions were taken from other studies which are; Aslan (2021), Topçu et al. (2020) and Öz (2018). The scale of the effect of popular culture on food consumption was based on Biçer (2019) with 12 questions and in this study 11 questions were used consisting of 2 dimensions (food perception and space perception). The evaluation and analysis process of the research data was carried out using the SPSS 27.0 statistical program. As a result of the positive results of the reliability of the questionnaire with the Cronbach-Alpha test performed afterwards, the questionnaire took its final form. The scale was designed to be answered in a five-point Likert format and scored between 1 and 5 points. In all of the scales, the options graded as "strongly agree (1), agree (2), neither agree nor disagree (3), disagree (4), strongly disagree (5)" were then scored by reverse coding. The population of the research consists of food consumers over the age of 18 living in Istanbul. According to literature, in cases where the population is 500 thousand and above and for the sampling method of the 95% confidence interval, the sufficient sample size was calculated as 384. In this study, 421 questionnaires were collected and evaluated.

Findings

Table 1. Demographic Statistics

Gender	n	%	Age	n	%
Man	98	23,3	18-25	139	33
Woman	323	76,7	26-35	142	33,7
			36-45	97	23
			46-55	21	5
			55 and over	22	5,2
Total	421	100,0	Total	421	100,0
Education	n	%	Income	n	%
Elementary	5	1,2	8.500 TL and under	122	29
High School	38	9	8.501-10.000 TL	55	13,1
Vocational School	52	12,4	10.001-15.000 TL	94	22,3
University	206	48,9	15.001-20.000 TL	73	17,3
Graduate	120	28,5	20.001 TL and over	77	18,3
Total	421	100,0	Total	421	100,0

This study was conducted with a total of 421 participants, 76.7% (n=323) female and 23.3% (n=98) male, who agreed to voluntarily participate in the study. 33% (n=139) of the participants were in the 18-25 age range, 33.7% (n=142) were in the 26-35 age range, 23% (n=97) were in the 36-45 age range, % 5 (n=21) were in the age range of 46-55, 5.2% (n=22) were in the age range of 56 and over. 1.2% (n=5) of the participants were primary school, 9% (n=38) high school, 12.4% (n=52) associate degree, 48.9% (n=206) undergraduate and 28.5% (n=120) graduate. 29% (n=122) of the participants 8.500 TL and below, 13.1% (n=55) between 8.501-10.000 TL, 22.3% (n=94) between 10.001-15.000 TL, % 17.3 (n=73) of them have income between 15.001-20.000 TL, 18.3% (n=77) have income of 20.001 TL or more.

Factor Analysis

KMO and Bartlett test results for conspicuous consumption scale in order to determine the scale's suitability for factor analysis; Kaiser-Meyer-Olkin (KMO) 0.964 $X^2(153)=7321,358$; $p<0.05$ was found. According to the results of this analysis, the KMO value is greater than 0.600 and the Bartlett chi-square test is significant, and it was found suitable for scale data set analysis.

In the conspicuous consumption scale factor analysis, it was determined that the scale consisted of 18 expressions and 2 dimensions (factors). It was determined that these two factors explained 71,957% of the total variance. In addition, the first of the sub-dimension (Food Perception) consisted of 11 items with factor loads ranging from 0.695 to 0.820. It explains 62.523% of the variance. The second one (Space Perception) consisted of 7 items with factor loadings ranging from 0.679 to 0.854. It explains 9.434% of the variance.

KMO and Bartlett test results for the popular culture scale in order to determine the scale's suitability for factor analysis; Kaiser-Meyer-Olkin (KMO) 0.966 $X^2(55)=5638,785$; $p<0.05$ was found. According to the results of this analysis, the KMO value is greater than 0.600 and the Bartlett chi-square test is significant, and it was found suitable for scale data set analysis.

In the popular culture scale factor analysis, it was determined that the scale consisted of 11 expressions and 1 dimension (factor). It was determined that this one factor explained 79.292% of the total variance. In addition, this dimension consisted of 11 items with factor loads ranging from 0.851 to 0.929.

Tests of Normality

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
CFP	,169	420	,000	,596	420	,000
a. Lilliefors Significance Correction						

Table 3. Conspicuous Consumption Behavior Space Perception Normality Test

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
CSP	,156	421	,000	,859	421	,000
a. Lilliefors Significance Correction						

Table 4. Popular Culture Normality Test

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
POPK	,185	421	,000	,439	421	,000
a. Lilliefors Significance Correction						

As a result of the normality tests, the results of which are shared in the tables above, the sig. value is below .05. Accordingly, it was determined that the data were not normally distributed. If the data obtained from the scales and the “skewness” and “kurtosis” values are between ±1.5, this indicates that the data show a normal distribution (Tabachnick and Fidell 2013). In this case, the skewness and kurtosis values were also checked and these values were between -1.5 and below or above +1.5. According to these results, since the data are not normally distributed, the tests to be performed are non-parametric tests. Mann-Whitney U for two-category variables, Kruskal Wallis for more than two-category variables, and the Tamhane test for those with unequal variances from the Post-Hoc test to determine the differences between categories (Kayri 2009).

The Results of Hypothesis

H1: Popular culture has a statistically significant effect on conspicuous consumption behavior.

H1a: Popular culture has a statistically significant effect on the "food perception" dimension of conspicuous consumption behavior.

Table 5. H1a Model Summary Table

Model	R	R Square
1	,770 ^a	,594

a. Independent variable: Popular culture

b. Dependent variable: Conspicuous Consumption Behavior Food Perception

According to this result; It is seen that the "popular culture" value as the independent variable explains the variance of the "conspicuous consumption behavior food perception" dimension at the rate of 59.4%. In other words, it is understood that the dimension of "conspicuous consumption behavior food perception" is shaped by "popular culture" at a rate of 59.4%.

Table 6. H1a Coefficients Table

Model	β	t	p
1 (Stable)	,332	3,848	,001*
Popular culture	,588	24,709	,001*

p>0.05 insignificant; p<0.05 significant; reliability: 95%

The Coefficients table gives the regression coefficients used for the regression equation and their significance levels. In the study, it can be said that the relations between the variable of "popular culture" and the variable of "conspicuous consumption behavior food perception" made a statistically significant contribution at the p<0.05 level.

Regression equation for the effect of participants' popular culture-oriented factors on the dependent variable of conspicuous consumption behavior food perception; Y (Conspicuous Consumption Behavior Food Perception): $0.332 + 0.588$ (Popular Culture). As can be seen from the table, a 1-unit increase in the perception level of popular culture will increase the food perception dimension of conspicuous consumption behavior by 0.588 units. When the aforementioned relations were examined, the H1a hypothesis written for the related variables was accepted.

H1b: Popular culture has a statistically significant effect on the "space perception" dimension of conspicuous consumption behavior.

Table 7. H1b Model Summary Table

Model	R	R Square
1	,473 ^a	,224

a. Independent variable: Popular culture

b. Dependent variable: Conspicuous Consumption Behavior Space Perception

According to this result; It is seen that the "popular culture" value as the independent variable explains the variance of the "conspicuous consumption behavior space perception" dimension at the rate of 22.4%. In other words, it is understood that the dimension of "conspicuous consumption behavior space perception" is shaped by "popular culture" at a rate of 22.4%.

Table 8. H1b Coefficients Table

Model	β	t	p
1 (Stable)	1,111	12,559	,001*
Popular culture	,268	10,986	,001*

p>0.05 insignificant; p<0.05 significant; reliability: 95%

The Coefficients table gives the regression coefficients used for the regression equation and their significance levels. In the study, it can be said that the relations between the variable of "popular culture" and the variable of "conspicuous consumption behavior space perception" made a statistically significant contribution at the p<0.05 level.

Regression equation for the effect of participants' popular culture-oriented factors on the dependent variable of conspicuous consumption behavior space perception; It is written as Y (Conspicuous Consumption Behavior, Space Perception): $1.111 + 0.268$ (Popular Culture).

As can be seen from the table, a 1-unit increase in the perception level of popular culture will increase the food

perception dimension of conspicuous consumption behavior by 0.268 units. When the aforementioned relations were examined, the H1b hypothesis written for the related variables was accepted.

H2: The popular culture perceptions of the participants differ according to their demographic characteristics.

According to the Mann-Whitney U Test results, it is seen that women have a higher average than men. There is a statistically significant ($p < 0.005$) difference (.038) between gender and popular culture. According to the Kruskal Wallis Test result, there is a statistically significant ($p < 0.005$) difference between age groups and popular culture (.001). According to the Kruskal Wallis Test result, there is no statistically significant ($p < 0.005$) difference between educational status and popular culture (.159) and between income status and popular culture (.062).

Overall, according to gender and age groups, H2 hypothesis has been accepted. However, according to education and income, H2 hypothesis has been rejected.

H3: The "food perception" dimension of the conspicuous consumption behavior of the participants differs according to their demographic characteristics.

According to the Mann-Whitney U Test results, it is seen that men have a higher average than women. There is a statistically significant ($p < 0.005$) difference between gender and the "food perception" dimension of conspicuous consumption behavior (.004). According to the Kruskal Wallis Test result, there is no statistically significant ($p > 0.005$) difference between age groups and the "food perception" dimension of conspicuous consumption behavior (.863); between educational status and the "food perception" dimension of conspicuous consumption behavior (.602) and between income and the "food perception" dimension of conspicuous consumption behavior (.835).

Overall, according to gender, H3 hypothesis has been accepted. However, according to age groups, education and income, H3 hypothesis has been rejected.

H4: The "space perception" dimension of the conspicuous consumption behavior of the participants differs according to their demographic characteristics.

According to the Mann-Whitney U Test result, there is no statistically significant ($p > 0.005$) difference between gender and the "space perception" dimension of conspicuous consumption behavior (.238). According to the Kruskal Wallis Test result, there is no statistically significant ($p > 0.005$) difference between age groups and the "space perception" dimension of conspicuous consumption behavior (.863) and between educational status and the "space perception" dimension of conspicuous consumption behavior (.524). However, According to the Kruskal Wallis Test result, there is a statistically significant ($p > 0.005$) difference between income and the "space perception" dimension of conspicuous consumption behavior (.049).

Overall, according to gender, age groups and educational status, H4 hypothesis has been rejected. However, according to income, H4 hypothesis has been accepted.

Results and Discussion

Food consumption is the most basic human need and the most important element of survival. This act of consumption, which is biologically obligatory, states that has more than one reason besides survival. The fact that food is a cultural and social element reveals the need to examine it in the sub-headings of culture.

While the popular culture, which is the subject of this research, is used in the sense of being loved and admired by the public in its current state, it can also be expressed as a curious culture as a result of the literature reviews. According to this, not only the loved and admired elements, but also curiosity without a feeling of liking or liking can make an element, person or item popular. In the literature, although popular culture is a culture without continuity, it is expressed with the definitions of quickly produced and quickly consumed. Popular culture is also not a natural culture emerging from the people, but an artificial type of culture that emerged by a group of elites who direct the people to consumption. The human factor has always been the first element for cultures, but it has emerged with popular culture that an elite group takes control of people in order to direct them and encourage consumption or transform them. This is the point that separates the human factor here from the human factor in other cultures.

In this study, the concepts of food consumption, popular culture and conspicuous consumption were investigated together, and the effect of popular culture on conspicuous consumption in food consumption was investigated. In order to measure this effect, a questionnaire study was applied and the effects of popular culture and conspicuous consumption on food consumption were examined in the results.

As a result of this research, the effect of popular culture on cultures has also shown itself on food consumption. The "food perception" and "space perception" dimension of the conspicuous consumption behavior that emerges in food consumption is influenced by popular culture. The popular culture perceptions of the participants show a significant difference according to their gender and age groups. Considering the gender category, while there is a significant difference for women, it has been revealed that this difference is for every age group in age groups. There is no significant difference between education and income levels. Pretentious consumption attributed to an elite segment has become a behavior exhibited by each segment with their own means. One of the factors that increase this behavior is popular culture. Conspicuous consumption, which is the consumption behavior of the elite, has become the consumption behavior of all segments with the guidance and encouragement of popular culture. This situation pushes people to consume more. This supports the idea that popular culture is for commercial purposes in the literature. The popularity created by an industry is delivered to all societies with certain elements, and people become popular culture consumers unaware that they are being manipulated. This is sometimes seen as food culture, sometimes as economic and sometimes as consumption. One of the most important issues that people are deceived is the marketing of popular culture in popular terms.

In the results of the research and survey conducted in this study, it was concluded that popular culture affects the "food perception" dimension of conspicuous consumption behavior. In addition to many areas in the literature that are influenced by popular culture, it has been revealed that eating and drinking is also affected by popularity. Popular culture not only affects human life and culture in every field, but also affects people's traditional food culture and creates a new food habit. When viewed categorically, the "food perception" dimension of conspicuous consumption behavior does not differ according to age group, education group and income level. There is only a significant difference between men and women. As it can be understood from here, popular culture affects every segment regardless of education level, economic difference, regardless of age group. It is clearly seen that popular culture, which has a general effect by using methods that lead to results for each group and age, directs the society.

Another result of this research is that popular culture affects the "perception of space" dimension of conspicuous consumption behavior. In the research, it has been determined that popular culture is effective in individuals'

preference for pretentious, luxurious and brand places.

The "space perception" dimension of conspicuous consumption behavior has also become a part of conspicuous consumption with the guidance of popular culture. People prefer the places they prefer for their desires and social status rather than their needs. The fact that they cannot make independent decisions while making this choice shows that they are under the influence of popular culture. Popular culture is presented to society with different persuasive methods in every field. This orientation is achieved by using mass media, role models and many other instruments. Societies and individuals become a part of popular culture by believing that they make the decisions themselves. Categorically, the "space perception" dimension of conspicuous consumption behavior does not differ according to education level, age group and gender. According to income groups, there is a significant difference between each income group. This result confirms that popular culture affects every category and level of segments and that this interaction increases according to income status. Evaluating conspicuous consumption in a single field prevents from obtaining a healthy result. It is necessary to evaluate conspicuous consumption according to every attitude and behavior of people. Accordingly, conspicuous consumption also manifests itself in food consumption. The fact that food consumption places are luxurious and some of them are brands. This makes them suitable for showing off and allows to influence the conspicuous food consumption. The places that people prefer, both for their social status and for their fancy, have a desire to show off.

According to these results, it has been observed that popular culture has a clear effect on food consumption in general. This situation showed that there was a move away from traditional culture in preferences and that the society was in a cultural change. In addition, the fact that the results in the direction of the societies are so clear and precise has revealed the danger that the societies can be easily guided with the right methods. The commerciality of popular culture did not prevent people from making this choice in terms of income, on the contrary, everyone became an element of popular culture in line with their own means.

It has been revealed that individuals exhibit conspicuous consumption in food consumption without financial means and significant categorical differences and they do this consciously. The reasons for doing this are sometimes the display of their financial situation, sometimes to protect their social status or to join the group they want to belong to, and sometimes to feel more distinguished and stronger (Douglas, Isherwood, 1999:73). These reasons also reveal the psychological aspects of conspicuous consumption. Although it is stated in the literature that individuals with high income levels and elite individuals make conspicuous consumption according to the theory of the veblen, in this study, it has been revealed that individuals in every income group, education and age group make conspicuous consumption.

Suggestions

In line with the results obtained, it has been revealed that popular culture also affects food culture. The change of food culture, which is an important factor in defining societies, emerges as an important loss in terms of social identity. In order to control this situation, to protect food consumption and food culture, if necessary, the society should be informed with popular culture arguments that affect the societies and they should be encouraged to make their food consumption in line with their own food culture. If necessary, this incentive should be carried out with social messages and public institutions and ministries. Studies on this subject in the social sciences departments of universities should be increased and academic studies should be transferred to the public in a simple way.

At the point of conspicuous consumption, it should be ensured that the societies have an opinion, and it should be explained that the consumption they make because of their own will is the result of being directed by an industry. At the same time, it is necessary to increase the knowledge of the societies at the point of what the real needs and desires are. It should be revealed that the underlying psychological and sociological reasons are the reasons that societies actually create as a result of conspicuous consumption, and it should be explained that individuals need ideas, tradition, development and culture, not social and psychological consumption.

For future research, the psychological reasons for conspicuous consumption in food consumption can be investigated. In order to contribute to the literature, new scales can be developed by conducting these studies in different regions. In order to prevent social orientation, popular culture awareness can be created by making social projects in the society.

Declaration

All authors of the article contributed equally to the article process. The authors have no conflict of interest to declare. In order to ensure that the research complies with ethical principles, approval was obtained from Istanbul Kent University Social and Human Sciences Research and Publication Ethics Committee on 16.01.2023 with decision number 01.

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Ek 1. Etik Kurul İzni

İSTANBUL KENT ÜNİVERSİTESİ

SOSYAL VE BEŞERİ BİLİMLER ARAŞTIRMA VE YAYIN ETİĞİ KURULU

Karar No: 01 *

Tarih: 16.01.2023

TOPLANTIYA KATILANLAR:

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Doç. Dr. İlkay CEYHAN	Üye
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Burcu MENİZ	Raportör

KARARLAR:.

- 1- Lisansüstü Eğitim Enstitüsü 205041016 numaralı Klinik Psikoloji (Tezli) Yüksek Lisans programı öğrencilerinden **Ezgi SANLI'nın**, "Sigara İçen Bireylerde Nikotin Bağımlılık Düzeyi, Duygusal Yeme ve Stresle Başa Çıkma Tarzları Arasındaki İlişkinin İncelenmesi" adlı tez çalışması gereği araştırmanın yöntemine dair anket sorularının uygulanmasının etik olarak uygun olduğuna oy birliği ile karar verilmiştir.
- 2- Lisansüstü Eğitim Enstitüsü 255041611 numaralı Klinik Psikoloji (Tezli) Yüksek Lisans programı öğrencilerinden **Makbule Gülşah AKYEL'in**, "Alkol/Madde Bağımlısı Bireylerde Depresyon ve Anksiyetenin Çocuklukta Algılanan Ebeveyn Tutumları ile İlişkinin İncelenmesi" adlı tez çalışması gereği araştırmanın yöntemine dair anket sorularının uygulanmasının etik olarak uygun olduğuna oy birliği ile karar verilmiştir.
- 3- Lisansüstü Eğitim Enstitüsü 205041002 numaralı Klinik Psikoloji (Tezli) Yüksek Lisans programı öğrencilerinden **Emine Sıla ÇETİN'in**, "Mizah Tarzları ve Mizah Yoluyla Başa Çıkmanın Travma Sonrası Büyüme ile İlişkinin İncelenmesi" adlı tez çalışması gereği araştırmanın yöntemine dair anket sorularının uygulanmasının etik olarak uygun olduğuna oy birliği ile karar verilmiştir.
- 4- Lisansüstü Eğitim Enstitüsü 215041008 numaralı Klinik Psikoloji (Tezli) Yüksek Lisans programı öğrencilerinden **Elif Asena GÜGERCİNOĞLU'nun**, "Anasınıfı ve Birinci Sınıf Öğrencilerinin, Ayrılık Kaygılarının Annelerinin Duygu Yönetimi Eğitiminden Sonra Karşılaştırılması" adlı tez çalışması gereği araştırmanın yöntemine dair anket sorularının uygulanmasının etik olarak uygun olduğuna oy birliği ile karar verilmiştir.

ASL GIBİDİR

Ek 1. Etik Kurul İzni (devamı)

5- Lisansüstü Eğitim Enstitüsü 215041014 numaralı Klinik Psikoloji (Tezli) Yüksek Lisans programı öğrencilerinden **Garod BALCI'nın**, "Cinsel Doyum, Yetişkin Bağlanma Stilleri, Üstbiliş ve Kendini Sabote Arasındaki İlişkinin İncelenmesi" adlı tez çalışması gereği araştırmanın yöntemine dair anket sorularının uygulanmasının etik olarak uygun olduğuna oy birliği ile karar verilmiştir.

6- Lisansüstü Eğitim Enstitüsü 215051001 numaralı Gastronomi ve Mutfak Sanatları (Tezli) Yüksek Lisans programı öğrencilerinden **Uğur BİLEN'in**, "Gıda Tüketiminde Popüler Kültürün Gösterişçi Tüketim Eğilimine Etkisi" adlı tez çalışması gereği araştırmanın yöntemine dair anket sorularının uygulanmasının etik olarak uygun olduğuna oy birliği ile karar verilmiştir.

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ASLI GİBİDİR

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