

THE FIRST GLOBAL BUSINESS AND SOCIAL PRACTICES CONFERENCE

2024 06-08
November

Proceeding Book
Online Conference



ALTINBAS
UNIVERSITESİ

PUBLICATIONS



ALTINBAŞ
ÜNİVERSİTESİ

PUBLICATIONS

THE FIRST GLOBAL BUSINESS AND SOCIAL PRACTICES CONFERENCE
Proceeding Book / Online Conference 6-8 November 2024

Editors:

Asst. Prof. Tina Shabsough, Dr. Tanyeri Uslu

Assistant Editor:

Res. Asst. Mustafa Ege Koç

Res. Asst. Dr. Bengi Kurtuluş

Issue No.: 106

E-ISBN: 978-605-2065-95-2

First Edition, December 2024

Copyright 2024, Altınbaş Üniversitesi Yayınları - Altınbaş University Publications

All Rights Reserved. All rights of this publication belong to ALTINBAŞ ÜNİVERSİTESİ YAYINLARI. All material appearing on this book is protected by copyright under Turkish Copyright laws. It is expressly prohibited without prior written permission of the publisher to copy, reproduce, distribute, or to publish the whole content or any part of this book's content over any network, either electronically, mechanically or by photocopying it.

ALTINBAŞ ÜNİVERSİTESİ YAYINLARI-ALTINBAŞ UNIVERSITY PUBLICATIONS is a subsidiary of Nobel Akademik Yayıncılık Eğitim Danışmanlık Tic. Ltd. (Nobel Academic Publishing) CERTIFICATE NO: 40340.

All papers are printed as received, on the authors' responsibility.

Publishing Consultant and Copy Editor: Mert SARSAĞ

Layout Design: Erdal Tarkan KARA (erdal@nobelyayin.com)

Print and Binding: Ada Matbaacılık Yayın San. Tic. Ltd. Şti. Sertifika No.: 44093

Ostim OSB Mah. 1578. Cad. No.: 21 Yenimahalle/ANKARA, Tel: 0312 385 54 10

Catalogue Card

The First Global Business and Social Practices Conference / Proceeding Book / Online Conference / Tina Shabsough, Tanyeri Uslu

First Edition. 132 s. 21x29,7 cm.

E-ISBN: 978-605-2065-95-2

1. The First Global Business and Social Practices Conference

Distributed by

ATLAS AKADEMİK BASIM YAYIN DAĞITIM TİC. LTD. ŞTİ.

Address: Bahçekapı mh. 2465 sk. Oto Sanayi Sitesi No:7 Bodrum Kat Şaşmaz-ANKARA - siparis@nobelyayin.com-

Telephone: +90 312 278 50 77

Buy online on www.nobelkitap.com - esatis@nobelkitap.com / www.atlaskitap.com - info@atlaskitap.com

Distribution and Sales locations: Alfa Basım Dağıtım, Arasta, Arkadaş Kitabevi, D&R Mağazaları, Dost Dağıtım, Ekip Dağıtım, Kida Dağıtım, Kitapsan, Nezih Kitabevleri, Pandora, Prefix, Remzi Kitabevleri

EDITORS' NOTE

Our online conference entitled “The First Global Business and Social Practices Conference” was organized as a joint effort between Altinbas University (İstanbul, Türkiye) and Valdosta State University (Valdosta, Georgia). We are proud that this first conference provided a multidisciplinary platform for national and international researchers to present and discuss their research in the business field, generally, and the sustainability topic specifically. The conference was organized around five disciplines presented in English: management and entrepreneurship; accounting, finance and economics; marketing; business education; and business and social topics. We are privileged to have participants from five countries (Türkiye, USA, India, Poland, and Ukraine) contribute to our conference.

We would like to thank all committee members and participants for their support in ensuring the success of this conference. We hope to see you all again at our next conference.

Sincerely,
Conference Editors

COMMITTEES

Scientific Committee

Prof. Dr. Zeynep Özsoy	Altinbas University, Türkiye
Dr. Tanyeri Uslu	Türkiye
Asst. Prof. Tina Shabsough	Altinbas University, Türkiye
Prof. Dr. Hayri Kozanoğlu	Altinbas University, Türkiye
Prof. Dr. Cemal İbiş	Altinbas University, Türkiye
Asst. Prof. Md Ruhul Amin	Valdosta State University, USA
Prof. Dr. Luis Gonzalez	Valdosta State University, USA
Prof. Dr. Ellis Heath	Valdosta State University, USA
Prof. Dr. Luke Jones	Valdosta State University, USA
Asst. Prof. Mohammad Movahed	Valdosta State University, USA
Asst. Prof. Xinyu Wang	Valdosta State University, USA
Prof. Dr. David Kuhlmeier	Valdosta State University, USA
Prof. Dr. Timothy Reisenwitz	Valdosta State University, USA
Dr. İsmail Ufuk Mısırlıoğlu	UWE Bristol, UK
Prof. Dr. Özcan Kılıç	University of Wisconsin-River Falls, USA
Prof. Dr. Cem Canel	University of North Carolina Wilmington, USA
Dr. Anıl Yasin Ar	Tecnologico de Monterrey, Mexico
Prof. Dr. Larissa-Margareta Batrancea	Babeş-Bolyai University, Romania
Prof. Dr. Hassen Mzali	Institute of Advanced Business Studies Carthage, Tunisia

Peer-Review Committee

Dr. Ahmed Rhif	National Centre for Sciences and Innovation Promotion, Tunisia
Assoc. Prof. Aidin Salamzadeh	University of Tehran, Iran
Akinobu Kaku	Hachinohe Gakuin University, Japan
Assoc. Prof. Ali Kahramanoğlu	Ondokuz Mayıs University, Türkiye
Asst. Prof. Ammar Al-Bazi	Aston Business School, UK
Prof. Dr. Ashfaq Ahmad	University of the Punjab, Pakistan
Prof. Dr. Attila Cseh	Valdosta State University, USA
Assoc. Prof. Aymen Abbadi	University of IAE Lille, France
Asst. Prof. Ayşegül Güner Bayraktaroğlu	Altinbas University, Türkiye
Asst. Prof. Berna Ekal	Altinbas University, Türkiye
Asst. Prof. Casey Colson	Valdosta State University, USA
Prof. Dr. Cemal İbiş	Altinbas University, Türkiye
Consuelo Avalos Gordillo	Universidad Siglo 21, Argentina
Assoc. Prof. Cori Crews	Valdosta State University, USA
Prof. Dr. David Kuhlmeier	Valdosta State University, USA
Asst. Prof. Deniz Akgül	Altinbas University, Türkiye
Prof. Dr. Ellis Heath	Valdosta State University, USA
Dr. Eshev Alibek Sabirovich	Karshi engineering-economic institute, Uzbekistan
Asst. Prof. Esin Yücel	University of Bedfordshire, UK
Assoc. Prof. Gary Hackbarth	Valdosta State University, USA
Asst. Prof. Gül Esin Delipınar	Altinbas University, Türkiye
Prof. Dr. Hassen Mzali	Institute of Advanced Business Studies Carthage, Tunisia
Prof. Dr. Hayri Kozanoğlu	Altinbas University, Türkiye
Lect. Hiroko Kawamorita	Hachinohe Gakuin University, Japan
Dr. Imane Erramli	University of Planeta, Eslsca Rabat Business School, Morocco
Asst. Prof. Kageeporn Wongpreedee	Srinakharinwirot University, Thailand
Prof. Dr. Kürşat Demiryürek	Ondokuz Mayıs University, Türkiye
Prof. Dr. Larissa-Margareta Batrancea	Babeş-Bolyai University, Romania

Lect. Louiza Amziane	Mouloud Mammeri University of Tizi Ouzou, Algeria
Prof. Dr. Luis Gonzalez	Valdosta State University, USA
Prof. Dr. Luke Jones	Valdosta State University, USA
Dr. Maria Cristina de Ortúzar	UMSA University, Argentina
Prof. Dr. Mariano Andrés Romero	Universidad Nacional de Córdoba (UNC) & Universidad Siglo 21, Argentina
Asst. Prof. Mohammad Movahed	Valdosta State University, USA
Asst. Prof. Murad Canbulut	De Montfort University, UK
Asst. Prof. Murshed Jahan	Valdosta State University, USA
Prof. Dr. Özcan Kılıç	University of Wisconsin-River Falls, USA
Asst. Prof. Özlem Saydar	Altinbas University, Türkiye
Dr. Porngrarm Virutamasen	Srinakharinwirot University, Thailand
Prof. Dr. Pratima Verma	Alliance University, India
Prof. Dr. Preeti Nair	Parul University, India
Asst. Prof. Sharafat Ali Sair	University of the Punjab, Pakistan
Asst. Prof. Shayegheh Ashourizadeh	Wageningen University and Research, Netherlands
Prof. Dr. Silvia Sumedrea	Transilvania University of Brasov, Romania
Prof. Dr. Smail Kabbaj	ENCG Casablanca, Morocco
Assoc. Prof. Tatbeeq Raza Ullah	Nottingham Trent University, UK
Asst. Prof. Xinyu Wang	Valdosta State University, USA
Senior Lecturer Dr. Yashar Salamzadeh	University of Sunderland, UK
Prof. Dr. Zulal Denaux	Valdosta State University, USA

Organizing Committee

Prof. Dr. Zeynep Özsoy	Altinbas University, Türkiye
Dr. Tanyeri Uslu	Türkiye
Prof. Dr. Zulal Denaux	Valdosta State University, USA
Asst. Prof. Tina Shabsough	Altinbas University, Türkiye
Prof. Dr. Attila Cseh	Valdosta State University, USA
Prof. Dr. Todd Royle	Valdosta State University, USA
Prof. Dr. Raymond Elson	Valdosta State University, USA

Conference Secretariat

Res. Asst. Mustafa Ege Koç	Altinbas University, Türkiye
Res. Asst. Dr. Bengi Kurtuluş	Altinbas University, Türkiye

TABLE OF CONTENTS

EDITORS' NOTE	3
COMMITTEES.....	4

ABSTRACTS

MANAGEMENT AND ENTREPRENEURSHIP.....	15
<i>Sowmya K. R, P.A.Mary Auxilia</i> IMPACT OF EMPLOYEE TURNOVER INTENTION ON WORKPLACE SUSTAINABILITY.....	17
<i>Gokmen Durmus , H. Mustafa Paksoy</i> BUILDING RESILIENT ORGANIZATIONS: ADAPTIVE LEADERSHIP, BUSINESS CONTINUITY, AND INNOVATION.....	18
<i>Hoa T.D.Nguyen</i> ENHANCING COMPETITIVE ADVANTAGE THROUGH ENTREPRENEURIAL ORIENTATION AND EMPLOYMENT UPSKILLING IN THE DIGITALIZATION ERA.....	19
<i>Husam Mazen Darwish, Tina Shabsough</i> THE IMPACT OF HUMAN RESOURCES MANAGEMENT PRACTICES ON EMPLOYEES' ENGAGEMENT: A STUDY IN HOSPITALS IN JENIN CITY, PALESTINE.....	20
<i>Shromona Neogi, Sayantan Mukherjee, Ajay Verma, Pratima Verma</i> ANALYSING THE ORGANIZATIONAL FACTORS THAT DRIVE WORKPLACE SUSTAINABILITY IN HYBRID WORKSPACES	21
<i>Pelin Karaca Kalkan</i> EVALUATING SUSTAINABLE DEVELOPMENT GOALS (SDGs) IN TURKISH UNIVERSITIES: AN ANALYSIS OF STRATEGIC PLANS	22
<i>Adam Nouredin M Shanta, Gül Esin Delipinar</i> EFFECT OF WORK ENVIRONMENT ON JOB SATISFACTION IN LIBYA TELECOM AND TECHNOLOGY (LTT) COMPANY	23
<i>Hritika Bhagat, Pratima Verma</i> GROUP ACTION COACHING (GAC): A STRATEGIC APPROACH TO PERSONAL DEVELOPMENT	24
ACCOUNTING, FINANCE, AND ECONOMICS.....	25
<i>Deniz Erkoç, M.Hayri Kozanoğlu</i> THE IMPORTANCE OF SUSTAINABLE URBAN TRANSFORMATION IN CITIES AT RISK OF EARTHQUAKE	27

Md Ruhul Amin

CEO INSIDE DEBT AND WORKPLACE SAFETY 28

Murshed Jahan, Zulal Denaux

THE CONTRIBUTION OF PUBLIC AND PRIVATE INVESTMENT TO ECONOMIC GROWTH 29

Raymond J. Elson, Casey J. Colson, Kelly Gamble Mathis, Elvan Aktas

THE SURPRISING COLLAPSE OF SILICON VALLEY BANK..... 30

Çağatay Beşoğlu

BUILDING A RESILIENT AND INCLUSIVE FINANCIAL FUTURE: A CONCEPTUAL
STUDY ON SUSTAINABLE FINANCE 31

MARKETING 33

Murat Altınok, Tanyeri Uslu

THE EFFECT OF ARTIFICIAL INTELLIGENCE ON ECONOMIC SUSTAINABILITY
AWARENESS: A STUDY ON JEWELLERY PRODUCTION IN TÜRKİYE 35

Tanyeri Uslu, Berna Ekal, Kağan Beşoğlu

SUSTAINABLE CONSUMPTION BEHAVIORS AND AWARENESS: A QUALITATIVE
RESEARCH AMONG YOUNG ADULTS 36

BUSINESS EDUCATION 37

Joanna Nowicka

EDUCATION AND WORK MODEL BASED ON GREEN SKILLS 39

Mohammad Movahed

VIRTUAL CLASSROOM AND CIRCULAR ECONOMY 40

Jeffrie Shipley

THE ROLE OF UNIVERSITIES AND STUDENT ORGANIZATIONS IN ADVANCING THE
UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS: A FOCUS ON ENACTUS 41

Oleksandr Pyvovarov

STUDENTS OF HIGHER MEDICAL EDUCATION ABOUT THE GOALS OF SUSTAINABLE
DEVELOPMENT 42

BUSINESS AND SOCIAL TOPICS..... 43

Timothy H. Reisenwitz

AGE SEGMENTATION IN THE LIFE COACHING INDUSTRY: A NEEDS-BASED
APPROACH 44

Emre Belli, Özlem Ece Başoğlu, Şükran Dertli

FROM THE FIELD TO THE GREEN: FOOTBALL MEETS SUSTAINABILITY..... 45

FULL PAPERS

MARKETING	49
<i>Seema Balan, T.Vidhya Gowri, B.Babitha Lucin Rani</i>	
SUSTAINABLE MARKETING STRATEGIES	51
<i>Karishma Pareek, Ajay Verma</i>	
CONSUMER AWARENESS AND BUYING BEHAVIOUR OF INDIVIDUALS TOWARDS ETHICAL FASHION IN INDIA	63
<i>Yildirim Yildirim</i>	
GASTROPORN: FOOD AND SEXUALITY	78
 BUSINESS EDUCATION	 91
<i>Keshav Verma, Pratima Verma</i>	
ACCEPTANCE OF E-LEARNING	93
 BUSINESS AND SOCIAL TOPICS.....	 107
<i>Yildirim Yildirim</i>	
BEYOND THE NUTRITION: THE SOCIAL, CULTURAL, AND IDEOLOGICAL MEANINGS OF FOOD	109
<i>Yildirim Yildirim, Mustafa Top</i>	
ETHICAL EVALUATION OF DARK TOURISM	119



ABSTRACTS



MANAGEMENT AND ENTREPRENEURSHIP

IMPACT OF EMPLOYEE TURNOVER INTENTION ON WORKPLACE SUSTAINABILITY

Sowmya K. R¹, P.A.Mary Auxilia²

Abstract

Sustainability of Business is an aspect of concern for any major establishments. Business is nothing but the real effectiveness of stakeholders' interaction and their retention in the organizations. Human resource of the organization is an important factor that has to be considered for the success of any business. It's ultimately the human being that is required to execute any activity effectively in an organization. If such human resource is not happy the entire operations gets collapsed in turn leading to employee turnover. Turnover is nothing but the total number of employees leaving the organization in a year constituting people who leave by themselves or being removed by the organization. However, this is inevitable and employees keep coming in and going out for several reasons unknown. The organization has no other go but to move on with such turnover and try to retain the employees for effective productivity. However, there is another set of employees who do not leave but work in the organization with an intention to leave the organization. It is called Turnover Intention. This is more harmful for the organization than the actual turnover itself. The main objective of this paper is to study about the impact of turnover intention of faculty members in the private higher education industry and on its stakeholders in India. A standardised tool was utilised to study the turnover intention and to understand the reasons for the same through multi stage random sampling by probability method. Based on the findings related to turnover intention, suitable suggestions are given that may be applied in the workplace, so that the turnover in future could be reduced or the cause for turnover intention could be understood.

Keywords: Turnover, Turnover intention, Employee turnover, Employee retention, Employee attrition

1 Professor Dr., Vel Tech Rangarajan Dr Sagunthala R&D Institute of Science and Technology, Chennai, India, drsowmyakr@veltech.edu.in

2 Assistant Professor, Loyola Institute of Business Administration, Chennai, India, mary.auxilia@liba.edu

BUILDING RESILIENT ORGANIZATIONS: ADAPTIVE LEADERSHIP, BUSINESS CONTINUITY, AND INNOVATION

Gokmen Durmus³, H. Mustafa Paksoy⁴

Abstract

Adaptive leadership is a cause of change inside an organization with its dynamic type of leadership. For this reason, behaviours of complex adaptive systems that result in emergent learning, creativity, adaptation, and change—all of which drive an organization closer to its vision and mission—are called adaptive leadership (Marion & Uhl-Bien, 2007). This research aims to uncover the relationship between adaptive leadership and entrepreneurship. It attempts to find answers on how a type of leadership affects entrepreneurial activity, gives rise to innovations and creativity, and also prolongs company longevity through a continuous organizational learning culture. The study leans theoretically on Heifetz, Grashow, and Linsky's (2009) study about Adaptive Leadership Theory. It draws on various data collection methods including systematic literature review, documental analysis, and biographical studies. The study concludes that the adaptive leadership type has been influential on innovation and entrepreneurship. Also, adaptive business leaders have contributed to the economy with inventions, designs, unusual products, ways of doing business, and processes. Most of the companies led by adaptive leadership brought disruptive and radical innovations rather than incremental and ordinary innovations. This research brings novel insights in terms of encapsulating research areas intersecting both adaptive leadership, entrepreneurship, and complexity leadership theory which has not been studied enough.

Keywords: Leadership, Adaptive leadership, Complexity leadership theory, Innovation, Creativity, Entrepreneurship, Learning organizations, Business continuity, Resilience.

³ Assistant Professor, Gaziantep University, Department of Management, Gaziantep, Türkiye, gokmendurmus@gantep.edu.tr

⁴ Professor Dr., Gaziantep University, Department of Management, Gaziantep, Türkiye, hmpaksoy@gantep.edu.tr

ENHANCING COMPETITIVE ADVANTAGE THROUGH ENTREPRENEURIAL ORIENTATION AND EMPLOYMENT UPSKILLING IN THE DIGITALIZATION ERA

Hoa T.D.Nguyen⁵

Abstract

The VUCA world (Volatility, Uncertainty, Complexity, and Ambiguity) demands companies plan robust strategies which can withstand volatility and uncertainty and mitigate the navigated complex and ambiguous situations accordingly and effectively. In the past years, there has been a rapid development of technology specifically AI, which has brought various advantages to business as well as to the labor forces, yet it also sent an alert to job roles and skill requirements (upskilling and reskilling of the workforce) to stay relevant in the evolving market demand. Numerous studies have examined the influence of digitalization on companies' competitive advantages, typically focusing on large, multinational organizations. Small- and medium-sized enterprises (SMEs), despite being the backbone of economies worldwide have received less attention. Therefore, the main aim of this study is to review the role of entrepreneurial orientation (EO) in upskilling workforces within SMEs to maintain their competitive advantage in the market within this digitalization era. In order to fulfill this aim, there are research questions are formed together with the systematic literature reviews from the thirty three selected journal articles. The findings show that companies with higher EO foster innovation by implementing targeted upskilling and training programs, helping them adapt to technological and market changes and maintaining a competitive advantage as well as for the effective implementation of entrepreneurial strategies. Furthermore, this study offers practical implications for managers and entrepreneurs, suggesting the need to integrate cross-training programs and upskilling initiatives into strategic planning. In conclusion, the author is aware that this present paper is not without limitations and there are some possible suggestions are proposed for the future research.

Keywords: Entrepreneurial orientation, Competitive advantage, Digitalization, Small-Medium sized enterprises, Dynamic capabilities.

⁵ PhD Candidate, University of Economics Katowice, Katowice, Poland, hoa.thi.diem.nguyen@edu.uekat.pl

THE IMPACT OF HUMAN RESOURCES MANAGEMENT PRACTICES ON EMPLOYEES' ENGAGEMENT: A STUDY IN HOSPITALS IN JENIN CITY, PALESTINE

Husam Mazen Darwish⁶, Tina Shabsough⁷

Abstract

This study investigates how the practices in Human Resources Management (HRM) have an impact on employees' engagement within hospitals in Jenin City, Palestine, with a particular focus on the moderating role of transformational leadership. Given the critical role of HRM practices in fostering a motivated and committed workforce, this research aims to explore how specific HRM practices influence employees' engagement levels in the healthcare sector. Data will be collected through surveys distributed among hospital employees, examining key practices in HRM such as recruitment and selection, training and development, compensation and benefits, and performance appraisal. The study will also assess the extent to which transformational leadership moderates the association between these practices in HRM and employee engagement. The findings are expected to reveal a strong positive correlation between the practices in HRM and employees' engagement, with transformational leadership serving as a vital moderating factor that amplifies this relationship. These insights will contribute to the understanding of effective HRM practices and leadership approaches in healthcare settings, offering practical implications for hospital administrators aiming to improve employee engagement and organizational performance.

Keywords: Human resources management, Employees' engagement, Hospitals.

⁶ Master's Student, Altinbas University, Istanbul, Türkiye, 213701006@ogr.altinbas.edu.tr

⁷ Assistant Professor, Altinbas University, Istanbul, Türkiye, tina.shabsough@altinbas.edu.tr

ANALYSING THE ORGANIZATIONAL FACTORS THAT DRIVE WORKPLACE SUSTAINABILITY IN HYBRID WORKSPACES

Shromona Neogi⁸, Sayantan Mukherjee⁹, Ajay Verma¹⁰, Pratima Verma¹¹

Abstract

The hybrid workstation -that combines remote and in-person work- is what recent shifts in the design of the workspace have gone towards. There is much support for this change. As companies make this transition, the need to look more into the organisational components supporting the sustainability of the workplace in hybrid work environments becomes increasingly essential. This research article is intended to examine and analyse the critical determinants in hybrid workspaces about sustainability. Key points being considered fall on the determinants of employee engagement, organisational practices, and culture as the core themes for the study. When a business is well-informed on these aspects, the company is better positioned to develop strategies that will enhance, promote, and facilitate sustainability while maximising the benefits of hybrid work structures.

Keywords: Hybrid workspaces, Organisational factors for sustainability, Sustainability, Sustainable workspaces

8 Assistant Professor, Alliance University, Bangalore, India, shromonan@gmail.com

9 Assistant Professor, Alliance University, Bangalore, India, sayantanmukherjee256@gmail.com

10 Assistant Professor, Alliance University, Bangalore, India, ajai.varma1729@gmail.com

11 Professor Dr., Alliance University, Bangalore, India, pratima.verma@alliance.edu.in

EVALUATING SUSTAINABLE DEVELOPMENT GOALS (SDGs) IN TURKISH UNIVERSITIES: AN ANALYSIS OF STRATEGIC PLANS

Pelin Karaca Kalkan¹²

Abstract

United Nations' Sustainable Development Goals (UN SDGs) represent a universal call to action aimed at ending poverty, protecting the planet, and ensuring prosperity for all by 2030. Universities play a crucial role in implementing SDGs through their education, research, and initiatives. The purpose of this study is to determine whether sustainable development is a strategic priority for universities in Türkiye and the extent to which SDGs are integrated into the universities' missions, goals, targets, performance indicators, strategies, which collectively shape their future visions. The study analyzed the strategic plans of the top 15 universities in Türkiye, as ranked by the entrepreneurial and innovative university index. Due to the inaccessibility of one university's current strategic plan, the analysis was conducted on 14 universities. Content analysis methodology was utilized, with targeted searches for terms such as "sustainable development," "United Nations," and "sustainable development goals" within these strategic plans of universities. The explicit inclusion of these terms serves as evidence of the prominence given to sustainability and indicates whether universities are committed to acting accordingly. The analysis revealed that 6 universities do not mention sustainable development or its goals. Conversely, sustainable development or SDGs appear at least once in the strategic plans of 8 universities. An analysis of the sections where sustainable development and its goals are mentioned showed that 3 universities included these in their goals and targets sections, 3 in their performance indicators sections, and 3 in their strategy sections. Erciyes University was found to most comprehensively incorporate the SDGs, embedding these goals across education, research, projects, governance, and community engagement. The results of this study indicated the limited extent to which Turkish universities incorporate SDGs into their strategic plans. Given the essential role of universities in supporting sustainability and implementing SDGs, it is imperative that these institutions prioritize SDGs in a comprehensive manner. Universities should generate goals, targets, and strategies within their strategic plans to effectively contribute to global sustainability efforts.

Keywords: Sustainable development goals (SDGs), Strategic planning, Higher education, Turkish universities

12 Assistant Professor, Ankara Bilim University, Ankara, Türkiye, pelin.karaca.kalkan@ankarabilim.edu.tr

EFFECT OF WORK ENVIRONMENT ON JOB SATISFACTION IN LIBYA TELECOM AND TECHNOLOGY (LTT) COMPANY

Adam Nouredin M Shanta¹³, Gül Esin Delipinar¹⁴

Abstract

Introduction: The present study provides us with a comprehensive analysis of the moderator role played by employee workload in influencing the work environment and thereby affecting the job satisfaction of employees. **Objective(s):** The approach utilized by the study gathers qualitative and quantitative data to give a thorough knowledge of workplace environmental factors and how these impact different facets of job satisfaction through the severity of employee workload. Information from employees of Libyan Telecom and Technology (LTT) Company will be collected along with the data on employees' performances, polling around 285 employees. **Methodology:** The research design will use a mixed approach and job satisfaction will be considered a dependent factor in this study, whereas the work environment (working hours, interpersonal relationships, task identity, and job security) will be employed as an independent variable.

Results: Employee workload serves as a moderating variable between the two. The analysis would be done using a five-point Likert scale; a self-administered questionnaire and an interview were utilized to gather primary data through survey methodology. The study's objectives will be analyzed using SPSS software through both descriptive and inferential statistics.

Conclusion: The findings will offer valuable insights to help Libya Telecom and Technology (LTT) enhance employee satisfaction and productivity.

Keywords: Job satisfaction, Workplace environment, Employee workload, Interpersonal relationships, Working hours

¹³ Master's Student, Altinbas University, Istanbul, Türkiye, 223701092@ogr.altinbas.edu.tr

¹⁴ Assistant Professor., Altinbas University, Istanbul, Türkiye, gul.delipinar@altinbas.edu.tr

GROUP ACTION COACHING (GAC): A STRATEGIC APPROACH TO PERSONAL DEVELOPMENT

Hritika Bhagat¹⁵, Pratima Verma¹⁶

Abstract

The use of coaching as a developmental intervention has been growing significantly in the past decade. This experimental pilot study aims to examine the efficacy of Group Action Coaching (GAC) utilizing GROW model in fostering commitment and dismantling limiting beliefs in MBA graduates, which in turn leads to positive behavioral change for personal development. The study integrates theoretical insights from Appreciative Inquiry (AI) and practical application of coaching to explain the implementation of GAC to achieve the desired outcome. A 5-week study was conducted in a private university on MBA graduates to develop positive behaviors to enhance performance by being committed to certain behaviors of their choice for positive behavioral change. 60 MBA graduates underwent an instructional based workshops on personal development for 240-man hours to develop multiple competencies. Out of 60 MBA graduates, 18 were picked randomly for the study. Out of 18, experimental group had 9 graduates where action and reflection coaching were facilitated and other 9 as a part of controlled group where no coaching is facilitated. GAC was conducted using HAPA based coaching questionnaire of GROWS model. The facilitation was conducted by a professional coach, for standardized coaching methodology focused on “W” of GROW model and “Discovery” of Appreciative Inquiry (AI). The results show that GAC is positively associated with commitment and negatively associated with limiting beliefs. These results indicate support for the use of GAC as a developmental tool to improve positive behavioral change for personal development. The MBA graduates were unaware that their change in behavior would be assessed which allowed them to follow the change or no change in behavior in anonymity until reflection coaching was facilitated.

Keywords: Action coaching, GROWS, Personal development, MBA Graduates, Commitment

15 Doctoral Scholar, Alliance University, Bengaluru, India, hritikabhagat@outlook.com

16 Professor Dr., Alliance University, Bengaluru, India, pratima.verma@alliance.edu.in



ACCOUNTING, FINANCE, AND ECONOMICS

THE IMPORTANCE OF SUSTAINABLE URBAN TRANSFORMATION IN CITIES AT RISK OF EARTHQUAKE

Deniz Erkoç¹⁷, M.Hayri Kozanoğlu¹⁸

Abstract

Urban transformation is described as the revitalization of decrepit and aged areas, reintroducing them into community life, while emphasizing physical, social, environmental, economic, legal, and administrative dimensions in its practices. For successful implementations in line with sustainable development principles, all dimensions need to be considered together. In 1987, the United Nations prepared a report titled “Our Common Future,” also known as the “World Environment and Development Report,” highlighting the global importance of sustainable development without harming the environment. This report delineated the economic, social, and environmental dimensions of sustainable development and their interconnections. The “Sustainable Cities and Communities” target set by the United Nations underscores the significance of urban transformation. The importance of meeting sustainability criteria in cities at risk of earthquake becomes increasingly crucial. While scientific and engineering studies facilitate the construction of earthquake-resistant structures, the inability of current technology to precisely predict the time and location of earthquakes adversely impacts urban transformation. The devastating earthquake in Maraş and Hatay on February 6, 2023, which resulted in significant loss of life and property, starkly highlighted the urgent necessity of urban transformation. While the demands for urban transformation have increased post-earthquake, it is observed that new constructions still predominantly focus on the physical aspects, often neglecting the social, environmental, and economic dimensions.

For sustainable urban transformation, in addition to the physical dimension, constructions that support environmental sustainability, utilize recyclable materials, are energy efficient, harmonious with green spaces and nature, prioritize social unity, and contribute to the development of the region will stand as one of the most crucial legacies to future generations.

Keywords: Sustainable, Urban transformation, Risk of earthquake

¹⁷ PhD Candidate, Altinbas University, İstanbul, Türkiye, 223701421@ogr.altinbas.edu.tr

¹⁸ Professor Dr., Altinbas University, İstanbul, Türkiye, hayri.kozanoglu@altinbas.edu.tr

CEO INSIDE DEBT AND WORKPLACE SAFETY

Md Ruhul Amin¹⁹

Abstract

Prior literature offers limited evidence on how inside debt (pension benefits and deferred compensation) affects a non-investor stakeholder's welfare. We hypothesize that a CEO with significant inside debt improves employees' safety and health conditions in a workplace. Using the establishment-level workplace safety data, we document that CEO inside debt reduces a firm's workplace injuries and illnesses. A CEO holding large inside debt adopts an employee-friendly policy and reduces a firm's risk exposure. Overall, better workplace safety significantly reduces human capital losses associated with the cost of bankruptcy, consistent with the idea of Berk, Stanton, and Zechner (2010), appearing as lower loan spreads than their counterparts.

JEL Classification: G30; J28; J33

Keywords: Workplace safety, CEO inside debt, Injury rate, Work pressure, Cost of debt

¹⁹ Assistant Professor, Valdosta State University, Georgia, USA, mdamin@valdosta.edu

THE CONTRIBUTION OF PUBLIC AND PRIVATE INVESTMENT TO ECONOMIC GROWTH

Murshed Jahan²⁰, Zulal Denaux²¹

Abstract

The relative contribution of public and private investments to economic growth in developing countries is of obvious importance. Although there is a widespread belief that private investment is more growth enhancing, empirical evidence on the topic is scarce, and there has been little direct investigation of the issue after the 1990s. The present study fills this big gap by obtaining fixed effect estimates from panel data for 96 (mostly developing) countries covering the period 1990-2013. The stability of the pattern is considered by obtaining estimates for the full period and also for two sub-periods of almost equal duration. The main outcome of the research is that there is little evidence to support the widespread belief (and claim) that private investment is more growth-enhancing than public investment. If anything, the contrary scenario is indicated by every set of estimates. Although there is nothing final about the reported estimates, and the methodology can be refined in several ways, considerable caution is urged in advancing the claim that private investment is more productive than public investment in developing countries.

Keywords: Economic growth, Panel estimation, Public and private investment

20 Lecturer, Valdosta State University, Georgia, USA, mjahan@valdosta.edu

21 Professor Dr., Valdosta State University, Georgia, USA, zsdenaux@valdosta.edu

THE SURPRISING COLLAPSE OF SILICON VALLEY BANK

Raymond J. Elson²², Casey J. Colson²³, Kelly Gamble Mathis²⁴, Elvan Aktas²⁵

Abstract

This case study delves into the surprising and rapid collapse of Silicon Valley Bank (SVB). It aims to help students comprehend key aspects of effective risk management practices, external audits, banking regulatory environments, and financial statement analysis. Within three months, SVB went from being a prominent organization with approximately \$200 billion in assets to becoming the second-largest bank failure in US history. The financial institution reported a significant \$1.8 billion loss on March 8, 2023, and announced plans to raise \$2.25 billion in capital by issuing new shares. This announcement triggered a panic that swiftly spread through social media and led to a bank run. By March 9th, depositors, including venture capital firms, withdrew a staggering \$42 billion, leaving SVB with a negative cash balance of \$958 million. Consequently, federal regulators took control of SVB on March 10th. By analyzing the history and circumstances leading to SVB's collapse, students can gain insight into the underlying causes and contributing factors, such as liquidity issues, inadequate regulatory oversight, and poor management. The case's flexibility allows for its application in various academic settings, including undergraduate and graduate accounting courses, particularly those focused on corporate governance, risk management, auditing, and internal control evaluation. This case guides class discussions and highlights the challenges facing financial institutions, external auditors, and regulators.

Keywords: Risk management, Audit, Regulation, Controls

22 Professor, Valdosta State University, Valdosta, USA, relson@valdosta.edu

23 Assistant Professor, Valdosta State University, Valdosta, USA, cjmarcru@valdosta.edu

24 Associate Professor, Valdosta State University, Valdosta, USA, kfgamble@valdosta.edu

25 Professor, Valdosta State University, Valdosta, USA, eaktas@valdosta.edu

BUILDING A RESILIENT AND INCLUSIVE FINANCIAL FUTURE: A CONCEPTUAL STUDY ON SUSTAINABLE FINANCE

Çağatay Beşoğlu²⁶

Abstract

Today, the concept of sustainability is frequently discussed under economic, social and environmental headings. Economic sustainability refers to holistic development by eliminating economic inequalities among the world's population in a macro sense and local development in a micro sense. The sustainable finance model, which is discussed under the umbrella of economic sustainability, involves incorporating environmental, social and governance (ESG) factors into financial decision-making to promote long-term growth and stability. This study examines sustainable finance from a conceptual perspective. The study outlines the concept of sustainable finance in line with the UN sustainable development goals and discusses the increasing importance of financial sustainability in addressing environmental and social issues. The study concludes that sustainable finance addresses the shortcomings of the traditional financial system, which is still prevalent in the globe and offers policies that do not take into account the economic, environmental and social sustainability of the planet, is important for investors to assess the risks and opportunities of long-term value creation by incorporating ESG factors into financial analysis, and promotes green bonds, social bonds and impact investing.

Keywords: Sustainability, Sustainable finance, Sustainable development goals, Economic sustainability

²⁶ Dr., Istanbul, Türkiye, cagbes@gmail.com



MARKETING

THE EFFECT OF ARTIFICIAL INTELLIGENCE ON ECONOMIC SUSTAINABILITY AWARENESS: A STUDY ON JEWELLERY PRODUCTION IN TÜRKİYE

Murat Altınok²⁷, Tanyeri Uslu²⁸

Abstract

The continuity of life depends on the maturation of sustainability awareness and its transformation into behavior. Sustainability is a concept that has economic, social, environmental, and technological dimensions and includes all elements of life. „Responsible consumption and production” (Goal 12); a common responsibility for all individuals, is also stated among the goals in United Nations’ „Sustainable Development Agenda for 2030”. Responsible consumption and production covers a broad range of technological elements.

This study aims to understand the effect of artificial intelligence on sustainability awareness in terms of the economy, by emphasizing the technologies used by Turkish jewelry manufacturers in production. The study also explores the sector’s compliance with Goal 12. The research model is prepared according to the „sustainability consciousness scale (SCS)”. The use of generative artificial intelligence with knowledge, attitude-independent, behavior mediator variables for the economic dimension of sustainable awareness is included in the model as a moderator variable.

The sample universe of the study is the jewelry manufacturers operating in Türkiye, and the sample cluster is the jewelry manufacturers operating in the province of Istanbul, where 25% of the population of Türkiye lives. Data collection will be done with digital survey management to be prepared within the scope of the scale, and convenience sampling and snowball method will be used respectively. The research will try to understand the economic level of sustainability awareness of jewelry manufacturers through knowledge, attitude, behavior, and artificial intelligence variables.

Understanding the economic sustainability awareness of the sector and the impact of artificial intelligence in this context are seen as key outputs. This will be the intended value of the study hence its main contribution to the literature. At the same time, determining the maturity of this awareness in the dimension of digital transformation can be a reference for the transformation models that can be applied.

Keywords: Sustainability consciousness, Artificial Intelligence, Jewelry, Production

27 PhD Candidate, Altınbas University, Istanbul, Türkiye, 223701430@ogr.altinbas.edu.tr

28 Dr., Altınbas University, Istanbul, Türkiye, tanyeriuslu@gmail.com; tanyeri.uslu@altinbas.edu.tr

SUSTAINABLE CONSUMPTION BEHAVIORS AND AWARENESS: A QUALITATIVE RESEARCH AMONG YOUNG ADULTS

Tanyeri Uslu²⁹, Berna Ekal³⁰, Kağan Beşoğlu³¹

Abstract

In today's world, the depletion of natural resources, global warming, economic crises, and social inequality have made sustainability a critical issue. Sustainability is based on three pillars: environmental, economic, and social, with the goal of overcoming adversity and ensuring long-term progress. In this setting, comprehensive frameworks like the United Nations' Sustainable Development Goals are essential for grasping sustainability and formulating pertinent policies. This research is to investigate the sustainable consumption practices and awareness among young adults. The study utilizes a qualitative approach and includes focus group conversations with university students. The findings from four focus groups indicate that, when prioritizing between economic savings and social status objectives, sustainable consumption is frequently deprioritized. It has been noted that certain individuals are predisposed to sustainable consumption due to economic savings associated with their lifestyle. The research has revealed a dual influence of economic conditions on sustainability, either augmenting or diminishing it. The findings indicate the importance of encouraging mindful and sustainable product use habits instead of only discouraging consumption.

Keywords: Sustainability, Sustainable consumption, Sustainable development, Green consumption, Lifestyle

29 Dr., Altınbas University, Istanbul, Türkiye, tanyeriuslu@gmail.com; tanyeri.uslu@altinbas.edu.tr

30 Assistant Professor, Altınbas University, Istanbul, Türkiye, berna.ekal@altinbas.edu.tr

31 Dr., Istanbul, Türkiye, kaganbesogul@gmail.com



BUSINESS EDUCATION

EDUCATION AND WORK MODEL BASED ON GREEN SKILLS

Joanna Nowicka³²

Abstract

Facing the demands set by current labour market and education system, the integration of skills at all levels of education, supporting green jobs and close cooperation between the education and industry provide possibility to create society and economy prepared for future ecological challenges and transformation to sustainable economy. The main objective of the study was to define and create a model of education that supports the development of green skills which are essential in the context of the transition of the economy to a more sustainable one. The aim of the study was to identify the benefits and limitations related to the implementation of this model and to phrase proposals for actions that support cooperation between the education sector and industry. In the study a mixed approach was used. This approach combines the analysis of literature and existing materials with a questionnaire survey carried out among employers in July 2024. The analysis of literature allowed the identification of existing educational models as well as key elements of green skills, whereas the questionnaire provided data on the need of labour market for such skills. As a result of the conducted analysis, key elements of the education model based on green skills were determined and characterized. The results of the survey designated particular benefits, namely better preparation of graduates for the demands of the labour market and limitations connected with the implementation of the model, e.g. lack of proper resources in some educational institutions. Examples of defined technical, managerial and social skills proved to be the outcome of vital importance. The developed model of education, which is based on green skills seems to be a relevant step towards a sustainable economy. The results of the study emphasize the necessity for closer cooperation between the education sector and industry in order to develop these key skills more effectively. The distinguished benefits and limitations may provide a valuable guideline for further actions in the area of education and economic policy.

Keywords: Sustainable, Education, Development, Ecology, Model

32 Dr. Eng., The Angelus Silesius University of Applied Sciences, Wałbrzych, Poland, jnowicka@ans.edu.pl

VIRTUAL CLASSROOM AND CIRCULAR ECONOMY

Mohammad Movahed³³

Abstract

This study explores the integration of virtual classrooms with circular economy principles, focusing on how these innovations can reshape educational systems to promote sustainability and resource efficiency. The primary objective is to assess the environmental benefits and educational impacts of transitioning from traditional to virtual learning environments, with an emphasis on waste reduction, energy savings, and the promotion of a sustainability mindset. A mixed-methods approach was employed, including a systematic literature review and analysis of case studies from institutions that have adopted virtual classrooms and incorporated circular economy concepts into their curricula. Data were collected through interviews, surveys, and institutional reports to evaluate both environmental outcomes and educational effectiveness. The findings reveal that virtual classrooms significantly reduce the demand for physical materials, such as textbooks and paper, while also lowering the carbon footprint by reducing the need for commuting and physical infrastructure. Moreover, integrating circular economy principles into online education not only fosters a more sustainable mindset among students but also equips them with practical knowledge and skills to address sustainability challenges in various sectors. The study concludes that the convergence of virtual learning and circular economy practices not only minimizes environmental impacts but also enhances the quality of education by aligning it with sustainable development goals. These findings offer practical recommendations for academic institutions and policymakers seeking to innovate and promote sustainability in education, making it a valuable contribution to the growing body of research on sustainable education practices.

Keywords: Virtual classroom, Circular economy, Sustainable education

³³ Assistant Professor, Valdosta State University, Valdosta, USA, mmovahed@valdosta.edu

THE ROLE OF UNIVERSITIES AND STUDENT ORGANIZATIONS IN ADVANCING THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS: A FOCUS ON ENACTUS

Jeffrie Shipley³⁴

Abstract

The United Nations (UN) Sustainable Development Goals (SDGs) provide a comprehensive framework for addressing global challenges such as poverty, inequality, climate change, environmental degradation, and peace and justice. As centers of knowledge and innovation, universities play a critical role in advancing these goals. This paper explores how universities and students can create impactful sustainability projects, with a focus on Enactus, a student organization that exemplifies the power of entrepreneurial action in driving sustainable development. Through an examination of Enactus projects and their outcomes, this paper highlights the potential of student-led initiatives to contribute significantly to the achievement of the SDGs, emphasizing the pivotal role of faculty mentorship and advising in these efforts.

Keywords: U.N. Sustainable development goals, Enactus, Universities, Sustainability

34 VSU Enactus advisor, Valdosta State University, Georgia, USA, jkschiple@valdosta.edu

STUDENTS OF HIGHER MEDICAL EDUCATION ABOUT THE GOALS OF SUSTAINABLE DEVELOPMENT

Oleksandr Pyvovarov³⁵

Abstract

Introduction. The author participated in the Vernadsky Spring School-2023 on the topic “Sustainable, inclusive and smart development in the context of decentralization: the EU experience”. The obtained information made it possible to start research among students of higher medical education regarding their awareness of the Sustainable Development Goals (SDGs).

Objective(s). To establish the level of awareness and attitude of students of higher medical education to the SDGs, which are known as the Global Goals.

Methodology. In order to determine the prospects for the achievement and awareness of the SDGs, an online survey was conducted among students of higher medical education at the Kharkiv National Medical University using an online form developed by the author using corporate e-mail, which combined questions about awareness of the SDGs, determining their quantitative composition, selection priority goals, establishment of the impact of the Central Government on ensuring the competency-based approach in higher education. The composition of the interviewees was homogeneous in terms of education, in terms of gender, men - 20%, women - 80%.

Results. 88.4% of respondents know about 17 Central and Eastern European Central Banks. To the question “Is there, from your point of view, a connection between Goal 3 of the SDS: “Ensure a healthy lifestyle” and Goal 4: “Ensure comprehensive and fair quality education” - 91% answered that “Yes.” More than 88% of respondents believe that the priority among the goals for the development of education is to ensure that all students of higher education acquire the competencies necessary to promote sustainable development. 10% of the respondents indicated that it is still difficult for them to answer, which may indicate the need for measures to increase the awareness of students of higher medical education about issues related to SDG. When choosing a priority SDG from the 17 given, a full range of answers was received, therefore it is not possible to choose one, this indicates that the students of higher medical education did not form a purposeful choice among the SDGs, but most (18.6%) chose the third goal of sustainable development, which corresponds to the professional training of the surveyed applicants of higher medical education.

Conclusion. The conducted survey established a high level of awareness among those seeking higher medical education of the Center for Disease Control and showed their positive perception.

Keywords: Online survey, Sustainable development goals, Higher education seekers

35 Department Assistant, Kharkiv National Medical University, Kharkiv, Ukraine, e-mail: ov.pyvovarov@knmu.edu.ua



BUSINESS EDUCATION

AGE SEGMENTATION IN THE LIFE COACHING INDUSTRY: A NEEDS-BASED APPROACH

Timothy H. Reisenwitz³⁶

Abstract

Life coaching is the second-fastest-growing industry in the world, rivaled only by information technology, with an average yearly growth of 6.7%. Life coaching has been defined as, “a relationship between coach and client aimed at attaining valued professional or personal goals and outcomes.” Most previous research has used a results-based approach with relatively small sample sizes. The current research uses a needs-based approach to identify whether older or younger consumers are better candidates for a life coaching session or program. Gender was also assessed. A hard-copy questionnaire used existing scales based on industry indicators to identify viable life-coaching clients. A multivariate analysis of covariance (MANCOVA) was used to analyze the data, with gender as the covariate or moderating variable. Results showed that younger consumers are generally better candidates for life coaching, while gender was only significant for one of the variables measured. Specifically, younger consumers are less satisfied with their lives, are more curious, and have less religious commitment than older consumers, all of which make them better candidates for life coaching when compared to older consumers. Theoretical and practical implications, limitations, and suggestions for future research are provided.

Keywords: Life coaching, Older consumers, Younger consumers

³⁶ Professor, Valdosta State University, Georgia, USA, treisenw@valdosta.edu

FROM THE FIELD TO THE GREEN: FOOTBALL MEETS SUSTAINABILITY

Emre Belli³⁷, Özlem Ece Başoğlu³⁸, Şükran Dertli³⁹

Abstract

Introduction: Sustainability in football is an important factor shaping the future of the sport with its environmental, economic and social dimensions. It is therefore crucial to understand the extent to which efforts to reduce the environmental impact of football and make a social contribution are effective.

Objective(s): The main purpose of this study is to evaluate bibliometrically the changes, developments and transformations in the field of sustainability in football.

Methodology: Bibliometric analysis method was used to reveal the relationship between football and sustainability. At this point, the relationship between football and sustainability was examined in the Web of Science database. In this context, in the advanced search of Web of Science, a search was performed as TS=(“football*” OR “soccer*”) AND TS=(“Sustainab*” OR “eco-friendly” OR “green practices” OR “environmental impact*” OR “eco-friendly stadium*” OR “sustainable event management*” OR “football impact on local community*”).

Describe the research design, methods, and techniques used in the study. The data obtained from 505 publications were analyzed through VOSviewer software for various parameters such as year, country and common words.

Results: It was found that most of the studies were prepared in the field of “Hospitality Leisure Sport Tourism”

Conclusion: The data obtained from 505 publications were analyzed through VOSviewer software for various parameters such as year, country and common words. Therefore, this study is an original research in terms of revealing the trends and research gaps in soccer sustainability and guiding future studies in this field. Therefore, in this study, it is thought that examining the relationship between football and sustainability with bibliometric analysis will contribute academically by enabling the determination of trends in this field.

Keywords: Football, Sustainability, Bibliometrics.

37 Professor Dr., Atatürk University, Erzurum, Türkiye, emre.belli@atauni.edu.tr

38 Research Assistant, Atatürk University, Erzurum, Türkiye, basogluozlem@atauni.edu.tr

39 Master's Student, Atatürk University, Erzurum, Türkiye, sukrandertli25@gmail.com



FULL PAPERS



MARKETING

SUSTAINABLE MARKETING STRATEGIES

Seema Balan⁴⁰, T. Vidhya Gowri⁴¹, B. Babitha Lucin Rani⁴²

Abstract

Sustainability has emerged as a critical issue for firms worldwide, driven by heightened consumer interest, increased regulations, and climate concerns. This paper explores the concept of sustainable marketing and examines how firms can integrate sustainability into their marketing strategies to meet environmental, social, and economic objectives. The study's purpose is to identify foundational elements of sustainable marketing, to assess the success of these elements across various industries, and to understand the benefits and challenges of sustainable marketing strategies. A qualitative, theoretical approach was used, evaluating sustainable marketing strategies in ten global companies from diverse sectors. Data were collected via an extensive literature review and real-life case studies, and analyzed using theoretical frameworks such as Triple Bottom Line, Corporate Social Responsibility, and Stakeholder Theory. This research contributes to sustainable marketing literature by offering a practical framework for businesses interested in achieving sustainability objectives while maintaining market performance. The research takes a theoretical approach by assessing sustainable marketing strategies using 10 industry-leading companies around the world, representing different industries. Data were collected via a thorough review of academic literature, industry reports and relevant real-life examples. The research affects several theoretical perspectives, including the Triple Bottom Line, Corporate Social Responsibility, and Stakeholder Theory, to provide a well-rounded perspective of sustainable marketing practices. The significant findings include that sustainable marketing's core elements demonstrate a successful opportunity, exemplified by companies implementing transparency, sustainable product and service innovations, consumer engagement, developing a circular economy, and sustainability into terminal objective of sustainable marketing in core business strategies. However, some companies encountered challenges with costs, consumer scepticism, and regulations. The research contributes to a larger understanding of sustainable marketing in literature and forms a practical framework for businesses interested in sustainability while also few attenuate to potential implications on both market performance and social change.

Keywords: Sustainable marketing, Triple bottom line, Corporate social responsibility, Consumer engagement, Circular economy

40 Assistant Professor, Rajalakshmi Engineering College Thandalam, Chennai, India, seema.balan@rajalakshmi.edu.in

41 Master's Student, Rajalakshmi Engineering College Thandalam, Chennai, India, 235111236@rajalakshmi.edu.in

42 Assistant Professor, Rajalakshmi Engineering College Thandalam, Chennai, India, babithalucinrani.b@rajalakshmi.edu.in

1. INTRODUCTION

In recent years, sustainability has become a pivotal factor for firms across the globe, driven by growing consumer demand for eco-friendly products, regulatory pressures, and the urgent need to mitigate environmental impacts. As consumers increasingly value sustainability, firms are compelled to integrate these practices into their core business strategies. Nielsen's 2023 report highlights that 81% of global consumers expect firms to contribute positively to environmental protection, influencing their purchasing decisions. This trend marks a significant shift away from traditional marketing models that prioritize short-term gains over long-term sustainability. This paper seeks to explore sustainable marketing strategies, a growing area of interest for both academics and industry practitioners. While many studies have focused on general marketing strategies, this paper fills a gap by examining the foundational elements of sustainable marketing and how firms across various industries implement these strategies to meet their sustainability goals.

The novelty of this research lies in its comparative analysis of sustainable marketing practices across industries, offering a nuanced understanding of how different sectors adapt these strategies based on their unique market conditions. This paper asks three key questions: (1) What are the critical elements of sustainable marketing strategies? (2) How do these elements succeed across different business environments? (3) What are the benefits and challenges associated with implementing these strategies? By addressing these questions, the paper contributes to the evolving discourse on sustainable marketing, offering insights that can guide both academic research and business practice.

Sustainability has become a significant factor for firms around the globe to consider for their businesses. According to Nielsen's 2023 Report, 81% of global consumers surveyed believe a firm must help improve the environment, and this sentiment is fuelling their purchases. As environmental concern continues to rise, consumers and stakeholders alike began demanding firms to alter their practices in relation to sustainability and environmental management, forcing firms to re-evaluate how to market themselves. However, sustainability is not only a result of consumer concerns but also of on-going climate change, depletion of resources, and multiple regulatory pressures forcing businesses to think long-term.

Traditional marketing, promoting short-term gains based on consumption, is insufficient to handle the current consumer requests. Many organizations have or will reach a breaking point when the guess is whether or not they should prioritize profit versus purpose, growth versus green values, and market share versus a meaningful organization based on social and environmental movements. This paper examines sustainable marketing strategies in order to address that gap to account for profit while ensuring consumer preferences are addressed.

More specifically, the goal of this paper is to illuminate the idea of sustainable marketing, identify strategies a firm may employ, and analyze sustainability marketing within several environments. To that end, this study explores the following three research questions which build upon the literature already established on sustainable marketing strategies. What are the most important elements of a sustainable marketing strategy? How does the context within a firm can utilize sustainable marketing strategies to their existing environment? and what are their benefits and challenges associated?

Grasping the idea of sustainable marketing is not only for a firm that wants to be at the forefront of its market by utilizing sustainable marketing practices, but for society as a whole regarding promoting

responsible consumption and furthermore, sustainability worthy of driving behaviour toward change. This paper would provide a far-ranging approach to sustainable marketing via strategies presented with thoughtful consideration of impact in both the market and our society.

2. LITERATURE REVIEW

2.1. The Concept of Sustainable Marketing

The idea of sustainable marketing, a concept that promotes products and services based on short term preferences and sustainable outcomes to society and the environment, has grown in popularity over the last two decades. As Kotler (2011) explains, sustainable marketing encompasses principles of sustainability within traditional marketing, allowing for activities grounded in environmental sustainability, social responsibility, and economic viability. The idea was initiated in relation to environmental concerns and has continued to expand to address broader social outcomes and ethical considerations that reinforce societies, increased pressure on businesses to deliver social value, and an adapting consumer behavior and expectations.

2.2. Key Theoretical Foundations

There are several key theoretical foundations associated with sustainable marketing. The Triple Bottom Line introduced by Elkington (1997) provides grounding for businesses to balance their financial performance with environmental and social responsibilities. Corporate Social Responsibility reinforces this notion by encouraging businesses to operate in an ethical manner and take responsibility for economic development while enhancing the lives of employees, families, communities, and society at large. Freeman (1984) proposed Stakeholder Theory to reveal the importance of considering the interests of all stakeholders (the customer, employee, supplier, and community) in the decision-making activities of a business, which are necessary to influence the effectiveness of sustainable marketing strategy development.

2.3. Key Elements of Sustainable Marketing Strategies

There are a few notable elements that constitute a comprehensive sustainable marketing strategy. Green product development is the first element of a sustainable marketing approach, and focuses on creating products are friendly toward the environment, and have care not to further deplete resources, generate waste, and, or reduce emissions. Sustainable supply chain management ensures that all stages of the products lifecycle are considered from the sourcing of materials to the distribution of product during the time. Sustainable supply chain management requires the consideration of a minimum threshold of materials to meet or exceed ethical standards, while adhering to environmental standards (Linton, Klassen, & Jayaraman, 2007). Eco brand development can alter a brand's market position around sustainable principles that result in greater brand equity, while expanding the conscious consumer group. Finally, engaging customers in voluntary initiatives in sustainability is as much a part of sustainable marketing strategy (i.e. recycling programs, customer awareness programs) is another key element to business strategy development. This expands the depth of sustainability engagement for consumers and fosters a sense of joint responsibility, as that the businesses extends beyond branding alone (Ottman, 2011).

The consequences of Sustainable Marketing on Business Performance Numerous studies have attempted to assess the consequences of sustainable marketing on business performance. For instance, Luo and Bhattacharya (2006) concluded that sustainability is positively associated with brand reputation business performance, as companies engaging in sustainability initiatives tend to receive higher brand reputation business performance, and possess customer loyalty. Similarly, Aaker (2012) demonstrated that sustainable marketing strategy is positively associated with informed long-term market share and profitability. However, there are academicians addressing that there are no benefits to implementing a sustainable marketing proposition or an enhanced desirability for consumers; therefore, sustainable marketing strategies may not be a suitable practice due to sustainability being simply a marketing tool and/or isolated practice (Peattie & Crane, 2005).

Barriers to implement Sustainable Marketing, Challenges for Business Implementing sustainable marketing strategies are not without its barriers. Cost is a major barrier, as many companies require their company to build capital costs into their budget, regardless of sustainable marketing initiatives (Bocken et al., 2014). In the modern era some consumers have exhibited skepticism regarding companies claiming to operate sustainable, whether rational or irrational, addressing this sustainable marketing induced consumer deterrence prohibits businesses from experiencing brand loyalty and peer acceptance (TerraChoice, 2010).

In summary, navigating these complex challenges and expectations associated with sustainable marketing initiatives can act as a significant barrier to implementation. Gap in Literature While there are several limitations to the literature, a number of gaps currently exist beyond those articulated above.

There's significant room for more scholarly work in the efficacy of sustainable marketing strategy in specific industries or markets, specifically for example technology, fashion and foods. Attention should also be moved towards geographic context, the literature should be investigated to determine geographic context for sustainability in practice and the landscape for the institutional or systemic barriers, but the existing literature on sustainable marketing is limited once again to linear, cold climate, emerging and transition economies. Finally, more empirical scholarly research is also required to inform relative equivalence to the long view impact of sustainability in business and marketing.

3. RESEARCH METHOD

3.1. Research Design

The methodology of this study considers theoretical applicability and evaluates stable marketing strategies with regards to different global companies. Specifically, the qualitative design will consult theoretical frameworks and evaluate real-world operationalization leading to understand how global companies integrate sustainability into their marketing strategies. Analysis will appropriately consider many detailed case studies and contemporary practices, supported by visual related elements to overview sustainable marketing practices.

3.2. Data Collection Methods

Data is collected from rigorous analysis of the academic at this level literature, industry reports, and case studies from global companies with sustainable marketing credentials. The global selected

companies are evaluated based on their social and environmental responsibility; allowing maximum scope for theoretical constructs as well as operationalized considerations related to sustainability. Common operationalized themes from this methodological are discussed amongst viable green product innovation, sustainability-focused supply chain management, and ethical branding.

3.3. Theoretical Frameworks

Multiple theoretical frameworks support the analysis described herein:

- Triple Bottom Line (TBL): This framework originated by Elkington (1997) identifies how companies seek to balance their social, environmental, and economic outcomes in their sustainable marketing efforts while providing a broad perspective on sustainability.
- Corporate Social Responsibility (CSR): Carroll (1991) outlines that CSR principles focus on the company's ethical obligations to contribute positively to society and the environment. This project investigates the ways that CSR principles are integrated into the marketing strategies of global firms.
- Consumer Behavior Theories: Theories such as those proposed by Ajzen (1991) in Theory of Planned Behavior can help us understand the extent to which consumer attitudes toward sustainability impact purchasing decisions and the successes of sustainable marketing strategies.
- Institutional Theories: An institutional theory is utilized to investigate the extent to which external stakeholder pressures (e.g., governments, NGOs, consumers, etc.) impact the adoption of sustainable marketing strategies.
- Stakeholder Theory: This theory investigates the ways that companies represent the consideration of different stakeholders positions and prospective preferences in managing a myriad of stakeholder interests and expectations that also align into sustainable development goals in their marketing strategies.

3.4. Case Studies and Comparative Analysis

The study assesses the sustainable marketing strategies of ten of the most well-known global companies, with ideas of diversity in their approaches based on their industries. The case studies and comparison and categorizations into themes: innovation, consumer involvement, and transparency highlight the ways that each organization faces similar challenges.

Table 1. Analysis of Sustainable Marketing Strategies

Company	Sustainable Marketing Strategy	Key Elements	Impact
Patagonia	Environmental sustainability	Recycled materials, repair campaigns	Strong brand loyalty, high customer engagement
Unilever	Sustainable Living Plan	Health-focused products, reduced environmental impact	Positive brand perception, market share growth
Tesla	Innovative sustainable transportation	Electric vehicles, renewable energy solutions	Strong brand identity, high customer loyalty
Nike	Sustainable product design and waste reduction	Recycled materials, “Move to Zero” initiative	Enhanced brand reputation, consumer appeal
IKEA	Sustainable sourcing and circular economy practices	Energy-efficient products, recycling programs	Improved brand loyalty, strong market presence
Ben & Jerry’s	Fair trade and environmental activism	Fair trade ingredients, social justice initiatives	Strong customer loyalty, ethical brand image
The Body Shop	Ethical sourcing and community trade	Community trade programs, cruelty-free products	Enhanced brand identity, consumer trust
Starbucks	Ethical sourcing and waste reduction	Coffee sourcing, waste reduction initiatives	Improved corporate image, customer loyalty
Apple	Recycled materials and carbon neutrality	Recycled materials, renewable energy use	Positive brand perception, tech sustainability
H&M	Sustainable materials and recycling initiatives	Sustainable fabrics, recycling programs	Enhanced reputation, consumer engagement

Source: Data derived from company reports and sustainability literature.

Table 2. Comparative Analysis of Sustainable Marketing Strategies across Industries

Industry	Leading Companies	Common Strategies	Challenges	Opportunities
Fashion	H&M, Patagonia	Sustainable materials, recycling programs	Fast fashion impact, supply chain complexity	Innovating sustainable fabric technology
Food & Beverage	Unilever, Starbucks	Ethical sourcing, waste reduction	High operational costs, consumer trust	Demand for organic and fair-trade products
Automotive	Tesla, Toyota	Electric vehicles, renewable energy use	Infrastructure challenges, market adoption	Growing consumer demand for EVs
Technology	Apple, Google	Recycled materials, energy efficiency	E-waste management, transparency	Circular economy, energy-efficient devices

Source: Data derived from company reports and sustainability literature.

4. RESULTS

The Results section summarizes the primary findings from the synthesis of elements of sustainable marketing strategies conducted across the ten companies globally. The findings summarize key themes, innovative practices, and strategic frameworks that companies are using to enact sustainability throughout their marketing.

1. Embedding Sustainability into Core Business Strategies

As previously stated, most of the businesses analysed have leveraged sustainability to establish a core business strategy. For example, companies such as Patagonia and Unilever embed sustainability into the identity of their brand(s), that is, their marketing messages are based on their overall corporate mission to take a stand on environmental and social issues. Overall, this Sustainability practice has contributed to corporate missions that have driven brand loyalty, engaged customers, and increased market share.

2. Investment in Sustainable Innovations

In various forms, sustainable innovations are an inherent part of sustainable marketing. For instance, companies such as Tesla or Nike have embarked on innovations of new sustainable products and services that resonate with their sustainable goals. Accordingly, Tesla has placed extensive investment into creating electric vehicles and renewable energy solutions, making it a strong player and leader of sustainable transportation. Following a similar path, Nike's "Move to Zero" initiative emphasizes the company's focus on producing less, using a higher proportion of sustainable materials, and reducing waste, which promotes its positioning towards consumers who are concerned about environmental sustainability.

3. Transparency around Ethical Practices

Transparency around applying sustainability and ethical practices into a business strategy is paramount to earning true trust from consumers. A company's sustainability practices should promote transparent sourcing or emphasizing the use of sustainable resources rather than adopting a desire to patronize ethically last practices or sourcing. For example, companies such as The Body Shop or Ben & Jerry's have both communicated ethical sourcing and have embraced community trade programs, which resonate with consumers who are demanding a more ethical, if not sustainable lifestyle. In mosaic ways, Starbucks has embodied transparency around ethical sourcing and a corporate responsibility for waste reduction enhancing its corporate image with consumers to foster brand loyalty.

4. Engaging or Educating Consumers on Sustainability

In various forms, most strategies outlined involved strategies that engaged or educated consumers around sustainability. This is particularly true for brands such as Patagonia and Ben & Jerry's who each involve consumers as advocacy around sustainability, designed to foster brand loyalty whether repairing products or advocating for social justice.

5. The emphasis on a circular economy and recycling

Some organizations, including IKEA and H&M, have begun to operationalize circular economy principles through recycling programs and the use of sustainable materials. This mitigates waste and enhances their stock as responsible brands with respect to the environment.

6. Differentiation by industry

From the comparative studies, it appears that there are some distinctions among industries concerning sustainability marketing.

- Fashion: H&M and Patagonia leverage sustainable materials and recycling programs as strategies to lessen the environmental impact associated with fast fashion.
- Food & Beverage: Unilever and Starbucks focus on ethical sourcing and waste reduction strategies that target consumers whose values are aligned with sustainable or healthier lifestyles.
- Automotive: Companies Tesla and Toyota showcase sustainable practices through innovations in electric vehicles and use of renewable energy while meeting consumer demand for sustainable transportation.
- Technology: Apple and Google advance sustainability in the technology sector through „green” recycling materials and energy efficiency in production to address management of e-waste.

Table 3. Summary of Key Findings from the Analysis

Theme	Key Insights
Core Business Strategy Integration	Enhanced brand loyalty and customer engagement for companies like Patagonia, Unilever.
Innovation in Products and Services	New sustainable products (e.g., Tesla’s electric vehicles, Nike’s recycled materials).
Transparency and Ethical Practices	Increased consumer trust through ethical sourcing (e.g., The Body Shop, Ben & Jerry’s).
Consumer Engagement and Education	Stronger brand loyalty through consumer participation (e.g., Patagonia, Ben & Jerry’s).
Circular Economy and Recycling	Reduced waste and enhanced brand positioning (e.g., IKEA, H&M).
Industry-Specific Differentiation	Unique strategies based on industry needs and consumer demands (e.g., Fashion vs. Automotive).

Source: Computed Data

4.1. Impact on Financial Performance

The evidence suggests that organizations which adopt sustainability marketing strategies tend to benefit financially. For example, both Unilever and Patagonia state they have gained market share and brand equity as a result of sustainability efforts. To take it a step further, sustainability-based companies such as Tesla have successfully invested in innovative technologies with great market positioning and customer loyalty, while other examples like Nike and Apple have ultimately enforced their brand image and desirability by utilizing sustainability practices.

4.2. Challenges to Implementing Sustainable Marketing Strategies

The benefits of sustainability are clear. Nevertheless, there remains a real challenge to implementing broader sustainability marketing strategies due to:

- Financial resources: sustainability product or process development may require considerable upfront investment, especially in technologically-oriented industries (e.g., chemical, food, and fashion industry)
- Consumer skepticism: Some consumers may be skeptical of organizations attempting to promote sustainability in their marketing campaigns, affecting the effectiveness of their marketing initiatives
- Regulatory structures and supply chain complexities: Regulations and sustainable sourcing requirements represent a truly significant challenge for brands marketing sustainably in industries such as food and automotive.

4.3. Opportunities Moving Forward for Growth:

- Innovative digital sustainability: More major brands could benefit from utilizing digital platforms to promote sustainability and increase their reach.
- Circular economy opportunities: Expanding recycling programs and product lines of sustainable products are growing trends due to consumer demand.
- Better stakeholder engagement: improved engagement with stakeholders including consumers, suppliers, and governments to promote sustainability.

5. CONCLUSION AND DISCUSSION

The primary conclusion of this research paper is that sustainable marketing is not a fad or passing trend, it is a fundamental shift in approach that is fundamentally changing how companies operate and compete in today's market. By framing felt sustainable marketing strategies in different sectors, this paper concludes that trying to make sustainability central to the core strategies of business can drive brand loyalty, customer engagement and create long term profit.

Overall these findings suggest that businesses that successfully implement and incorporate sustainable practices into their marketing strategies will produce longevity, more resilience, a stronger position in the market place and higher brand equity. The strong focus on innovation, transparency, consumer interaction and circular practices emerged as critical success factors. For example, organizations like Tesla, Patagonia, and Unilever appeared to successfully demonstrate all dimensions of sustainable marketing elements to stand out in one of the most competitive sectors across multiple disciplines.

Nonetheless there remain hurdles to implementing sustainable marketing strategies, most notably, the high costs of implementation, scepticism from consumers and regulatory issues being the three biggest hurdles. However, overall and most encouragingly, the research documented substantial upside business opportunities for growth and development in the future, especially in newer areas like digital sustainability and circular economy.

5.1. Discussion

1. The Importance of Sustainable Marketing in the Modern Business Landscape

The willingness of consumers to pay attention to concern in regard to both environmental and social issues signals that businesses are to move towards sustainable practices and away from socially and environmentally negligent practices. Confirming what was stated elsewhere in the research, ignoring this shift all but guarantees that companies will lose relevance and market share. As was demonstrated in the case studies with Patagonia and Unilever marketing in-line with sustainability goals resulted in greater brand loyalty, customer trust, and competitive advantage.

2. Strategic Implications for Business

The implications for business indicated that moving toward sustainable marketing strategies will be an investment that is likely to take considerable time and effort to show the redeemed benefits across the company. Once again, the outcomes of the studies suggest that the success of sustainable marketing is largely dependent on whether the strategies that are put into practice form underlying core values and operations through the company such as with Nike or Apple who successfully build sustainability into product development and supply chain management. Failure to incorporate sustainability will make it difficult if not impossible to sustain strong brands with loyal customers.

Moreover, the study suggests that sustainable marketing will likely continue to be a ‚practice’ or a discipline of acts that occur and that ‚beyond-program’ implications will continue with regard to contemporary business issues and consumer „state” expectations with regard to sustainability.

For example, the environmental issue in sustainable fashion for businesses continues to change even within the fashion clothing industry or the technology industry continues to assume full ownership of sustainability from customer awareness of use and e-waste. Sustainable Marketing also suggests modifications to adopt new timelines for current industry objectives concerning career times and social and environmental impacts.

3. Challenges and Future Directions

The study concludes that while sustainable marketing is a definite route toward future success, barriers to overcoming many challenges exist. Companies continue to cite costs and price structures (financial investment and resource commitment) as immense barriers to sustainability opportunities. Questioning from consumers that result in hesitation and subsequently ‚greenwashing’ subsequently mitigate not only the reason for credibility but the sense of legality and liability. Transparency, a concerted effort of communication, and trust-building with stakeholders will need to occur to evidence the real actions companies are addressing.

4. Policymaking and Regulation

Policy-makers have a critical role to play in developing an enabling environment for sustainable marketing. Regulations can promote transparency, harmonise sustainability claims, and provide incentives for green practices, whilst mitigating consumer scepticism and encouraging more businesses to adopt sustainable practices. Building partnerships between government, business and civil society is essential if we are to see meaningful progress in terms of sustainability.

5. Contribution to Literature & Practical Implications

This paper makes an original contribution to the literature on sustainable marketing, providing original empirical analysis of existing strategies, challenges, and opportunities. In particular, this paper provides practical implications for businesses looking to address the challenges of sustainable marketing, emphasising the importance of embedding sustainability in core business strategy as well as aligning it with consumer values and expectations.

6. Implications for Business Practice

These implications suggest that embedding sustainability in core business strategy provides both increased brand loyalty and consumer engagement as well as long-term profitability. Companies that embrace transparency and ethical practices are better positioned to build trust and differentiate themselves from others in competitive environments.

7. Future Research

Future research could also assess the affect digital technologies have on sustainable marketing, in particular with consumer behaviour and engagement. Studies that focus on emerging markets and how they address sustainability will provide an important contribution to understanding global practice.

8. Stakeholder Engagement

Effective stakeholder engagement is essential to implementing a successful sustainable marketing strategy. Companies should also take the time to invest in developing relationship with a range of stakeholders (consumers, suppliers, regulatory authorities, etc.), and align their marketing strategies with broader stakeholder considerations about sustainability.

REFERENCES

1. Aaker, D. (2012). Building strong brands. Free Press.
2. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
3. Bocken, N. M. P., Short, S. W., Rana, P., & Evans, S. (2014). A literature and practice review to develop sustainable business model archetypes. *Journal of Cleaner Production*, 65, 42–56.
4. Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34(4), 39–48. [https://doi.org/10.1016/0007-6813\(91\)90005-G](https://doi.org/10.1016/0007-6813(91)90005-G)
5. Elkington, J. (1997). Cannibals with forks: The triple bottom line of 21st century business. Capstone.
6. Freeman, R. E. (1984). Strategic management: A stakeholder approach. Pitman.
7. Kotler, P. (2011). Reinventing marketing to manage the environmental imperative. *Journal of Marketing*, 75(4), 132–135. <https://doi.org/10.1509/jmkg.75.4.132>
8. Linton, J. D., Klassen, R., & Jayaraman, V. (2007). Sustainable supply chains: An introduction. *Journal of Operations Management*, 25(6), 1075–1082.
9. Luo, X., & Bhattacharya, C. B. (2006). Corporate social responsibility, customer satisfaction, and market value. *Journal of Marketing*, 70(4), 1–18.

10. Ottman, J. A. (2011). The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding. Berrett-Koehler.
11. Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophecy? *Qualitative Market Research: An International Journal*, 8(4), 357–370.
12. TerraChoice. (2010). The sins of greenwashing: Home and family edition.

CONSUMER AWARENESS AND BUYING BEHAVIOUR OF INDIVIDUALS TOWARDS ETHICAL FASHION IN INDIA

Karishma Pareek⁴³, Ajay Verma⁴⁴

Abstract

The fundamental human necessity for clothes has transformed into the notion of fashion, which continues to expand into distinct niches, one of which is ethical fashion. The increasing apprehensions regarding ethical fashion have profoundly influenced customer buying intentions. It has been observed that fashion consumers either favour or dismiss specific product kinds based on their ethical considerations, beliefs, and attitudes, which has facilitated the development of this research study. Data were gathered via a standardised online questionnaire administered to the sample size. The results indicated that those with elevated ecological awareness, ethical self-concept, and subjective norms will likely want to purchase ethical fashion products. The price is crucial in determining their intention to purchase ethical fashion products. Subsequent statistical analysis is conducted via reliability, correlation, and regression tests, which elucidate the links among different variables and their influence on consumers' purchase intentions.

Keywords: Consumer attitudes, Buying behavior, Sustainable fashion, India

1. INTRODUCTION

The Indian retail market ranks as the sixth largest globally. Ethical fashion aims to promote the use of eco-friendly materials and production practices that mitigate environmental harm while enhancing social and economic circumstances for workers and consumers within the sector.

In today's competitive business environment, the impact of globalisation and emerging technologies has rendered ethics and ethical issues increasingly significant, as the sector navigates financial fluctuations with social and moral ramifications. The fashion industry has been sluggish in confronting sustainability challenges associated with environmental detriments and social or ethical concerns.

The fast-fashion industry is under heightened scrutiny for promoting impulsive consumption and exhibiting a blatant disdain for natural resources. The fashion business is increasingly adopting the trend of integrating ethics and sustainability into all operations.

The fashion industry has acknowledged that affordable and trend-responsive fast fashion is immensely lucrative, however it presents ethical dilemmas (Aspers & Skov, 2006). There has been an increase

⁴³ Master's Student, Alliance University, Bangalore, India, pkarishmaMBA723@bus.alliance.edu.in

⁴⁴ Assistant Professor, Alliance University, Bangalore, India, ajay.verma@alliance.edu.in

in public awareness about ethical issues recently. More and more consumers are demanding products and services which are ethically produced. Therefore, the area of ethics has received increased attention from the business world over the past decade.

Past studies that have been conducted on this topic are focused on the Western world. No primary research has been done considering the most significant manufacturing countries of fast fashion products: India, Bangladesh, and Pakistan. The study has helped understand the influence of the five variables (ecological consciousness, ethical obligation, ethical self-identity, subjective norms, and price) on consumer awareness and buying behaviour towards ethical fashion products in India.

Consumers are becoming increasingly aware of the material content of their apparel. Some are even investigating material suppliers, demanding that the fashion supply chain be transparent and ethical. Consumers' concerns and beliefs about, knowledge of, and support for ethical issues can effectively enhance their reception of ethical fashion and shape their purchase behaviour (Belleau & Nowlin, 2001). Consumer purchasing decisions reflect their values and attitudes. This research represents the initial phase in comprehending the ethical ideals of Indian consumers to facilitate the growth of the ethical fashion sector (Gupta & Hodges, 2012).

2. REVIEW OF LITERATURE AND THEORETICAL FRAMEWORK

2.1. Consumer Cognisance

Consumers are increasingly cognisant of the material composition of their clothing (Shen et al., 2012). This suggests that understanding eco-fashion enables individuals to act responsibly and contribute to society. Consumers' awareness of items and their associated ethical implications fosters ethical consumerism (Shim, 1995). As customers get a deeper understanding of the ethical implications of items, their likelihood of purchasing them increases (Kates et al., 2001). Consumers possessing adequate awareness of the fashion industry's operations are more inclined to endorse and incentivise ethical business practices through their purchases (Shen et al., 2017).

2.2. Ecological Consciousness

EC is a mental condition characterised by a psycho-spiritual bond with nature. (GOOD, 2015). EC may also be characterised as a personal value signifying the harmonious evolution of humanity and the natural environment (Alwitt & Berger, 1993). According to (Alsmadi, 2007) Individuals with environmental awareness typically exhibit a profound sense of ecological care, which positively correlates with intentions and behaviours related to sustainable consumption. Numerous scholars have investigated the correlation between environmental concern and pro-environmental behaviour (Taoufik & Islam, 2020). For instance, (Kim & Choi, 2005) They found that consumers with heightened environmental awareness are more inclined to purchase sustainable products than their counterparts. A 2014 survey commissioned by the Mahindra Group indicated that 80% of Indians asserted awareness of the effects of their actions on nature and climate change.

Thus, it is hypothesised:

H1a: There exists a positive relationship between ecological consciousness and consumer awareness.

H1b: There exists a positive relationship between ecological consciousness and buying intention.

2.3. Ethical Self Identity

A widely accepted definition of self-identity is provided by (The influence of market demand upon innovation: Studies a critical review of some recent empirical, n.d.). The entirety of an individual's thoughts and emotions pertaining to themselves as an object. An individual's self-identity or self-concept is seen as a substantial factor affecting conduct, especially in ethical considerations and clothes purchases (e.g., Ust, 2012).

In an ethical setting, certain aspects of self-identity may encompass a moral dimension, exemplified by ethical self-identity (Sparks & Shepherd, 1992). As (Rogers, 2012) It is plausible to assert that specific acts are fundamentally influenced by self-identity as a crucial driver of intents. In the context of ethical clothes, one could contend that there are 'conflicting self-identities' that are closely associated with the characteristics of the clothing item (Valor, 2007).

Thus, it is hypothesised:

H2a: There exists a positive relationship between ethical self-identity and consumer awareness.

H2b: There exists a positive relationship between ethical self-identity and buying Intention.

2.4. Subjective Norms

Subjective norms are hypothesised to impact behavioural intention. (Al-Suqri & Al-Kharusi, 2015). According to (Siqueira et al., 2022) A subjective norm is a social determinant that indicates an individual's felt societal pressure to engage in or refrain from a conduct (Kalafatis et al., 1999) Societal influences were identified as key motivators for choosing environmentally friendly products.

Thus, it is hypothesised:

H3a: There exists a positive relationship between consumer awareness and subjective Norms.

H3b: There exists a positive relationship between subjective norms and buying. Intention.

2.5. Ethical Obligation

The incorporation of ethical obligation as a potential predictor of intentions is warranted, as individuals tend to perceive some behaviours as intrinsically right or wrong. Compelling evidence indicates that ethical obligation is a pivotal idea in elucidating many behaviours in pro-social studies (e.g., recycling, volunteering) or, conversely, undesired and deceitful behaviours (e.g., traffic infractions, lying, and cheating)), (White et al., 2009)).

Thus, it is hypothesised:

H4a: There exists a positive relationship between consumer awareness and ethical obligation.

H4b: There exists a positive relationship between ethical obligation and buying. Intention willingness to pay.

2.6. Price

A consumer's readiness to pay a premium for an emblem may be viewed as a reflection of their preference for spending more on the insignia than its functional cost (Netemeyer et al., 2004). As customers have a deeper understanding of the ethical dimensions of products, their propensity to purchase eco-friendly items increases (Unique, 2016). Furthermore, they exhibit a greater propensity to spend elevated costs for premium products compared to average consumers (Unique, 2016).

Thus, it is hypothesised:

H5: Price moderates the relationship between consumer awareness and buying Intention towards ethical fashion.

H6: There exists a positive relationship between consumer awareness and buying Intention.

2.7. Purpose Of The Study

This study seeks to gather and analyse data on consumer behaviour and consumption trends regarding ethical fashion in India, as well as assess consumer awareness and knowledge of ethical fashion in the country. The further objectives are as follows:

1. To investigate Indian customers' perceptions of ethical fashion and its significance in purchase decisions.
2. To investigate the prioritisation of ethical factors by Indian customers in their fashion acquisitions.

3. CONCEPTUAL MODEL

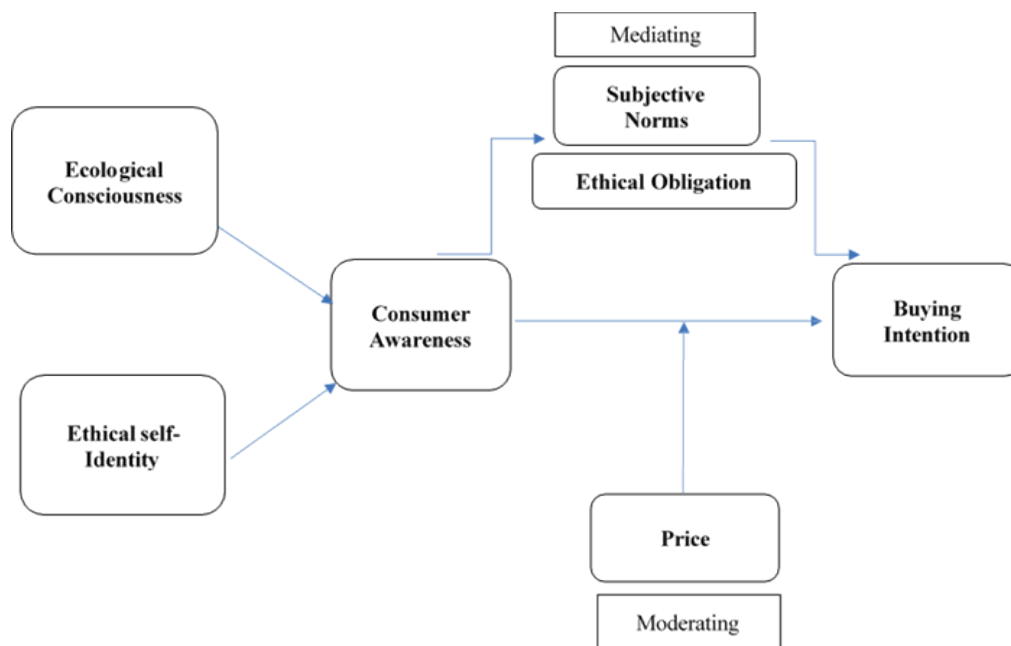


Figure 1. Conceptual Model

4. METHODOLOGY

4.1. Research Questions

The study seeks to comprehend the disparity between consumer awareness and purchasing intentions about ethical fashion in India. The research enquiries pertinent to the publication are as follows:

1. The intention to purchase ethical fashion is affected by the consumer's awareness of four variables: ecological consciousness, ethical self-identity, subjective norms, and ethical obligation.
2. The influence of pricing on the decision-making process in examining the relationship between consumer awareness and purchasing intentions regarding ethical fashion.

4.2. Population And Sample Selection

This study examines fashion customers aged 15 to 45 and older in India, in light of the increasing trends in sustainability and eco-fashion. The study encompasses both male and female consumers (Verma et al., 2023). Non-probability sampling methods will be employed. A certain sample size was selected due to the challenges of collecting and analysing data from an entire country, stemming from resource limitations.

4.3. Data Collection Method

The data collection for the study will occur in April 2023, utilising the questionnaire approach to obtain a comprehensive perspective within the limits of time and geography, given that the sample group is dispersed nationwide. The survey was developed via Google Forms. The electronic questionnaire is sent via WhatsApp, Outlook, and LinkedIn to the researchers' peers, acquaintances, and relatives. The respondents are additionally asked to forward it to their family, friends, and colleagues. One hundred replies were collected, comprising 50 from males and 50 from females. All questionnaires were deemed genuine, given all respondents were over the age of 15.

4.4. Research Instrumental Design

The survey questionnaire seeks to gather and analyse data to draw accurate findings based on the model's reliability and validity. The questionnaire lacks explicit segmentation; yet, it can be categorised into two categories. The initial component comprises demographic variables, specifically age, gender, and income level of the consumers. The second component comprises enquiries into the selected variables: ecological consciousness, ethical self-identity, subjective norms, ethical obligations, price, consumer awareness, and purchasing intention. No novel questions were created for the questionnaire; all are derived from the available literature. A 7- point Likert scale, with 1 indicating strong agreement and 7 indicating strong disagreement, is employed to assess the respondents' replies (Verma & Jain, 2024). All questions are closed- ended, multiple-choice to enable straightforward statistical analysis of quantitative data utilizing software such as SPSS (Verma et al., 2024).

4.5. Data Analysis

Diverse statistical techniques were employed to examine the gathered data and draw rational and informed findings. The employed approaches include descriptive statistics, reliability analysis, correlation, structural equation modelling, and ANOVA. The analytical program employed is SPSS.

5. STATISTICAL ANALYSIS AND INTERPRETATION

5.1. Reliability Test

Table 1. Reliability Statistics

Reliability Statistics			
Scale	Cronbach's Alpha	N of Items	Internal Consistency
Ethical self-identity	0.871	3	Good
Ecological Consciousness	0.861	4	Good
Ethical Obligation	0.867	3	Good
Subjective norms	0.903	6	Excellent
Price	0.895	4	Good

The data regarding the dependability of all independent variables is presented here. Reliability analysis is an effective way to assess the stability and dependability of the comprehensive evaluation system. This study used Cronbach's Alpha to assess the reliability of the questionnaire, so yielding more dependable and standardised survey data.

The dependability of all independent variables is being assessed by calculations based on Cronbach's Alpha, and the results are shown here. Only the variable „Subjective norms” exhibits a superior alpha value exceeding 0.9 ($\alpha > 0.9$, specifically 0.903), while all other variables demonstrate alpha values greater than 0.8 but less than 0.9 ($0.9 > \alpha \geq 0.8$), namely „Ethical self- identity,” „Ecological Consciousness,” „Ethical Obligation,” and „Price.”

5.2. Structural Equation Modelling

Structural Equation Modelling (SEM) is a robust statistical method that facilitates the testing and estimation of intricate interactions among variables. In SEM analysis, certain essential metrics and indicators are evaluated while analysing route coefficients. Thorough analysis of the route coefficients for the variables: consumer awareness, ethical obligation, ethical self- identity, and ethical consciousness. The SEM analysis, exhibiting a CFI of 1, signifies a strong and well-fitting model. The route coefficients offer significant insights into the interrelations of consumer awareness, ethical obligation, ethical self-identity, and ethical consciousness. These findings can guide attempts to improve ethical behaviour and awareness through specific interventions at various levels. Thorough analysis of the route coefficients for the variables: consumer awareness, ethical obligation, ethical self-identity, and ethical consciousness. The SEM analysis, exhibiting a CFI of 1, signifies a strong and well-fitting model. The route coefficients offer significant insights into the interrelations of consumer awareness, ethical obligation, ethical self-identity, and ethical consciousness. These findings can guide attempts to improve ethical behaviour and awareness through specific interventions at various levels.

Table 2. CMIN summary

Model	NPAR	CMIN	DF	P	CMIN/DF
Saturated model	252	.000	0		
Independence model	42	5303.269	210	.000	25.254

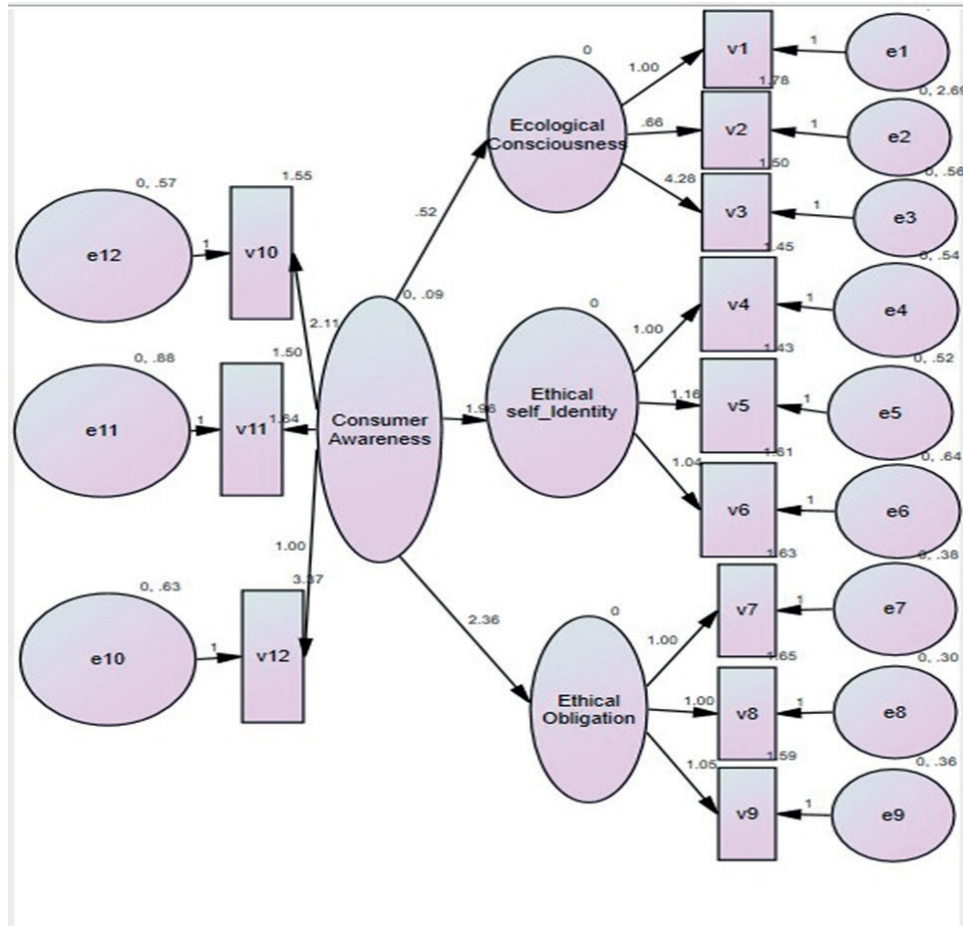


Figure 2. Structural Equation Modelling Analysis Summary Baseline Comparisons

Table 3. Baseline Comparison Summary

Model	NFI	RFI	IF	TAG	
	Delta1	rho1	Delta2	rho2	CFI
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

5.3. Parsimony-Adjusted Measures

Table 4. Parsimony-Adjusted Measures Summary

Model	PATIO	PNFI	PCFI
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

5.4. NCP

Table 5. NCP Summary

Model	NCP	LO 90	HI 90
Saturated model	.000	.000	.000
Independence model	5093.269	4859.278	5333.624

5.5. FMIN

Table 6. FMIN Summary

Model	FMIN	F0	LO 90	HI 90
Saturated model	.000	.000	.000	.000
Independence model	12.080	11.602	11.069	12.149

5.6. RMSEA

Table 7. RMSEA Summary

Model	RMSEA	LO 90	HI 90	CLOSE
Independence model	.235	.230	.241	.000

5.7. AIC

Table 8. AIC Summary

Model	AIC	BCC	BIC	CAIC
Saturated Model	504.000	530.590		
Independence model	5387.269	5391.701		

5.8. ECVI

Table 9. ECVI Summary

Model	ECVI	LO 90	HI 90	MECVI
Saturated model	1.148	1.148	1.148	1.209
Independence model	12.272	11.739	12.819	12.282

5.9. HOELTER

Table 10. HOELTER Summary

Model	HOELTER .05	HOELTER .01
Independence model	21	22

5.10. Descriptive Analysis

Descriptive analysis is a fundamental component of statistical analysis. It offers a method to ascertain the behaviour of all variables in this investigation concerning the sample, along with the mean values of the questionnaire replies and their standard deviations. It enables the identification of all correlations among variables, preparing us for subsequent statistical analysis of the data.

Table 11. Descriptive Analysis Summary

Variable	N	Minimum (1=Strongly disagree)	Maximum (7=strongly agree)	Mean	Std. Deviation
Ethical self-identity	100	1	7	5.3067	1.03114
Ecological Consciousness	100	1	7	5.5125	0.93432
Ethical Obligation	100	2	7	5.6867	0.93782
Subjective norms	100	2	7	5.2100	1.013
Price	100	1	7	5.1175	1.21981

5.11. Hypotheses Testing

The table represents the hypotheses formulated in the research to confirm the variables' statistical significance in this extensive research based on the data analysis.

Table 12. Hypotheses Test Results

Hypothesis	Variables	r (Pearson coefficient)	Sig (2 tailed)
H1a	Ecological consciousness->Consumer awareness	0.273	0.006
H1b	Ecological consciousness->Buying intention	0.504	0.000
H2a	Ethical self-identity->Consumer awareness	0.302	0.002
H2b	Ethical self-identity-> Buying intention	0.473	0.000
H3a	Subjective norms->Consumer awareness	0.247	0.013
H3b	Subjective norms->Buying intention	0.641	0.000
H4a	Ethical obligations->Consumer awareness	0.191	0.057
H4b	Ethical obligations->Buying intention	0.592	0.000
H6	Consumer awareness->Buying intention	0.210	0.036

6. RESULTS AND DISCUSSION

H1a: There is a positive relationship between Ecological Consciousness and Consumer Awareness

Table 12 presents a Pearson correlation coefficient (r) of 0.273, accompanied by a p-value (Sig – 2 tailed) of 0.006, indicating a statistically significant positive correlation. Despite its moderate strength, the statistical significance of the positive correlation supports hypothesis 1a by indicating that heightened ecological consciousness is positively linked to higher consumer knowledge of ethical fashion.

H1b: There is a positive relation between Ecological Consciousness and Buying Intention

Table 12 indicates a Pearson correlation coefficient (r) of 0.504 and a p-value (Sig -2 tailed) of 0.000, denoting a statistically significant positive correlation at a 99% confidence level. The statistical significance of the positive correlation demonstrates a good link between ecological awareness and purchasing intentions, supporting hypothesis 1b. This signifies an increasing tendency to acquire ethical fashion and enhanced environmental consciousness.

H2a: There exists a positive relationship between Ethical Self-Identity and Consumer Awareness

The findings in Table 12 suggest a Pearson correlation coefficient (r) of 0.302, with a p-value (Sig – 2 tailed) of 0.002, signifying a statistically significant positive connection. Although its strength is somewhat weak, the statistical significance of the positive association between ethical self-identity and consumer awareness substantiates hypothesis 2a. Consumers possessing a strong Ethical self-identity are moderately likely to recognise ethical fashion.

H2b: There exists a positive relationship between Ethical Self-Identity and Buying Intention

Table 12 demonstrates that the Pearson correlation coefficient (r) is 0.473, with a p-value (Sig – 2 tailed) of 0.000, signifying a statistically significant positive correlation at a 95% confidence level. The statistical significance of the positive correlation indicates a relatively favourable association between Ethical self-identity and Buying intention, corroborating hypothesis 2b. Consumers with a stronger Ethical self-identity generally are more inclined to purchase ethical fashion.

H3a: There exists a positive relationship between Consumer Awareness and Subjective Norms

Table 12 displays a Pearson correlation coefficient (r) of 0.247, with a p-value (Sig – 2 tailed) of 0.013 at a 95% confidence level, signifying a statistically significant positive connection. Although somewhat weak, the positive association between subjective norms and consumer awareness is statistically significant, supporting hypothesis 3a. Though not particularly robust, the association suggests that consumer awareness of ethical fashion is somewhat affected by societal pressure (subjective norms) on the customer.

H3b: There exists a positive relationship between Buying Intention and Subjective Norms

The findings in Table 12 suggest a Pearson correlation coefficient (r) of 0.641, with a p-value (Sig – 2 tailed) of 0.000, signifying a statistically significant positive correlation at a 99% confidence level. The more significant association between subjective norms and buying intention substantiates hypothesis 3b. Subjective norms are crucial in shaping consumers' purchasing intentions about ethical fashion in India.

H4a: There exists a relationship between Consumer Awareness and Ethical Obligation

Table 12 demonstrates that the Pearson correlation coefficient (r) is 0.191, and the p-value (Sig – 2 tailed) is 0.057 (< 0.05), suggesting a positive weak correlation that lacks statistical significance. The tenuous association between Ethical Obligation and Consumer Awareness does not substantiate Hypothesis 4a thus it is discarded. Consequently, it may be asserted that an elevated ethical obligation or an augmentation in ethical obligation does not influence consumers' knowledge of ethical fashion.

H4b: There exists a relationship between Buying Intention and Ethical Obligation

Table 12 reveals a Pearson correlation coefficient (r) of 0.592, with a p-value (Sig -2 tailed) of 0.000, signifying a statistically significant positive correlation at a 99% confidence level. The statistical significance of the positive correlation indicates a relatively favourable association between ethical obligation and purchasing intentions, corroborating hypothesis 4b. Consequently, it may be asserted that a heightened ethical obligation influences consumers' inclination to buy ethical fashion.

H5: Price moderates the relationship between consumer awareness and buying intention towards ethical fashion

Tables 13 and 14 indicate that 25.9% of the variance in the dependent variable, purchasing intention, is attributable to variations in consumer knowledge and price since the interaction between these variables demonstrates a substantial correlation. The influence of consumer knowledge diminishes when price is considered, corroborating hypothesis 5. Consumers' intention to purchase ethical items is contingent upon their readiness to pay the associated cost, but awareness of ethical products does not translate into purchasing intent.

Table 13. Model Summary

Model		Unstandardised B	Coefficients Std. Error	Standardised coefficients Beta	t	Sig
1	(Constant)	5.081	0.43		11.808	0
	Consumer_awareness_z	-0.772	0.239	-0.534	-3.229	0.002
	Interaction_consumer_a	0.166	0.031	0.876	5.299	0
	wareness_price					

Dependent variable-buying intention

Table 14. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.509*	0.259	0.243	1.05567	0.259	16.919	2	97	0

H6: There is a positive relationship between Consumer Awareness and Buying Intention

Table 12 reveals a Pearson correlation coefficient (r) of 0.210, with a p -value (Sig -2 tailed) of 0.036 at a 95% confidence level, indicating a significant positive weak association. The association suggests a tenuous relationship between consumer awareness and purchasing intention, corroborating hypothesis 6. The link shows that heightened consumer awareness of ethical fashion does not inherently result in increased purchasing intention, as numerous moderating factors have influence.

7. PRACTICAL IMPLICATIONS

The research demonstrates that customer's willingness to pay substantially influences the correlation between consumer awareness and purchasing intention. It employs empirical facts to substantiate its conclusions. Price sensitivity is observed when buyers are deterred from acquiring ethical fashion due to elevated prices. Consequently, product labels and brands must meticulously evaluate their pricing strategies while maintaining the authenticity of their offerings and meeting client expectations. In India, awareness of ethical fashion is increasing. Producers and marketers can access this emerging market by demonstrating openness and maintaining superior quality standards. Producers can investigate new opportunities, fulfil market expectations, and shape consumer preferences for ethical fashion by cultivating trust and executing effective methods. The research demonstrates that customer's willingness to pay substantially influences the correlation between consumer awareness and purchasing intention. It employs empirical facts to substantiate its conclusions. Price sensitivity is observed when buyers are deterred from acquiring ethical fashion due to elevated prices. Consequently, product labels and brands must meticulously evaluate their pricing strategies while maintaining the authenticity of their offerings and meeting client expectations. In India, awareness of ethical fashion is increasing. Producers and marketers can access this emerging market by demonstrating openness and maintaining superior quality standards. Producers can investigate new opportunities, fulfil market expectations, and shape consumer preferences for ethical fashion by cultivating trust and executing effective methods.

8. CONCLUSION

The study highlights the growing awareness of ethical fashion among Indian consumers while highlighting the critical role of awareness in impacting their intention to purchase ethical

fashion and shaping the industry. Ecological consciousness, moral obligation, subjective norms, and ethical self-identity are not significant factors for bridging the gap between consumer awareness and buying intention among Indian consumers.

However, the existing correlation indicates the driving shift of consumers towards sustainable fashion, increased care for the workforce, and support for ethical fashion. The Indian consumer market seems price-conscious, as the perceived higher cost of ethical fashion is a significant barrier. Future studies may examine the long-term effects of consumer awareness campaigns on adopting sustainable fashion as the sustainable fashion market in India develops. This research adds to the ongoing discussion on creating a more environmentally and socially conscious fashion sector in India by recognising the importance of consumer perceptions and behaviours in influencing sustainable fashion practices.

9. LIMITATIONS

The research provides valuable insight into the awareness and buying behaviour of Indian consumers towards ethical fashion but has certain limitations that need to be considered. The research is biased by the age group 15 – 25 years, representing most of the survey responses. The study was also conducted on a small sample population of 100 participants who might not have represented the opinions of all Indian consumers. Most of the respondents in the study either belong to the under 5,00,000 income category or are students, which might be one of the causes of price sensitivity observed in the study.

10. FUTURE RESEARCH

This research fosters environmental sustainability, supports the preservation of cultural heritage through traditional crafts, and contributes to economic growth. It encourages ethical production practices. Understanding these behaviours helps brands align with sustainable trends, which can influence policymaking for a more responsible fashion industry, ultimately positively impacting society and the environment. With further research, the government can take up various initiatives to create awareness about ethical fashion products and implement restrictions and additional laws on fast fashion companies manufacturing their products in India to reduce the impact of the pollutants used; pollution caused and unfair labour practices.

Acknowledgement

The author thanks all participants who responded to the questionnaire questions.

Ethical Statement

No funding was received for this study.

Conflict of Interest

The authors declare that they have no conflicts of interest.

Data Availability

All the data sets used in this research paper are available from the corresponding author upon request.

REFERENCES

1. Al-Suqri, M. N., & Al-Kharusi, R. M. (2015). Ajzen and Fishbein's Theory of Reasoned Action (TRA) (1980). *Information Seeking Behavior and Technology Adoption: Theories and Trends*, 1980, 188–204. <https://doi.org/10.4018/978-1-4666-8156-9.ch012>
2. Alsmadi, S. (2007). Green marketing and the concern over the environment: Measuring environmental consciousness of Jordanian consumers. *Journal of Promotion Management*, 13(3–4), 339–361. <https://doi.org/10.1080/10496490802306905>
3. Alwitt, L. F., & Berger, I. E. (1993). Understanding the Link Between Environmental Attitudes and Consumer Product Usage: Measuring the Moderating Role of Attitude Strength. *Advances in Consumer Research*, 20, 189–195.
4. Aspers, P., & Skov, L. (2006). Encounters in the global fashion business: Afterword. *Current Sociology*, 54(5), 802–813. <https://doi.org/10.1177/0011392106066817>
5. Belleau, B. D., & Nowlin, K. (2001). Fashion leaders' and followers' attitudes towards exotic leather apparel products. *Journal of Fashion Marketing and Management*, 5(2), 133–144. <https://doi.org/10.1108/EUM0000000007284>
6. GOOD, G. (2015). 済無No Title No Title No Title. *Angewandte Chemie International Edition*, 6(11), 951–952., 1(April).
7. Gupta, M., & Hodges, N. (2012). Corporate social responsibility in the apparel industry: An exploration of Indian consumers' perceptions and expectations. *Journal of Fashion Marketing and Management*, 16(2), 216–233. <https://doi.org/10.1108/13612021211222833>
8. Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green marketing and Ajzen's theory of planned behaviour: A cross-market examination. *Journal of Consumer Marketing*, 16(5), 441–460. <https://doi.org/10.1108/07363769910289550>
9. Kates, R. W., Clark, W. C., Corell, R., Michael Hall, J., Jaeger, C. C., Lower, I., McCarthy, J. J., Joachim Schellnhuber, H., Bolin, B., Dickson, N. M., Faucheux, S., Gallopin, G. C., Grubler,
10. A., Huntley, B., Jill, J., Jodha, N. S., Kaspersen, R. E., Mabohunje, A., Matson, P., ... Svedin,
11. U. (2001). Sustainability Science. *Science Compass*, 292(5517), 641–642.
12. Kim, Y., & Choi, S. M. (2005). Antecedents of Green Purchase Behavior: An Examination of Collectivism, Environmental Concern, and Perceived Consumer Effectiveness. *Advances in Consumer Research*, 32(January 2005), 592–599.
13. Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth,
14. F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), 209–224. [https://doi.org/10.1016/S0148-2963\(01\)00303-4](https://doi.org/10.1016/S0148-2963(01)00303-4)
15. Rogers, L. C. G. (2012). Modeling Credit Risk. *Frontiers in Quantitative Finance: Volatility and Credit Risk Modeling*, 161–184. <https://doi.org/10.1002/9781118266915.ch6>
16. Shen, B., Qian, R., & Choi, T. M. (2017). Selling luxury fashion online with social influences considerations: Demand changes and supply chain coordination. *International Journal of Production Economics*, 185(December2016), 89–99. <https://doi.org/10.1016/j.ijpe.2016.12.002>
17. Shen, B., Wang, Y., Lo, C. K. Y., & Shum, M. (2012). The impact of ethical fashion on consumer purchase behavior. *Journal of Fashion Marketing and Management*, 16(2), 234–245. <https://doi.org/10.1108/13612021211222842>

18. Shim, S. (1995). Environmentalism and Consumers' Clothing Disposal Patterns: An Exploratory Study. *Clothing and Textiles Research Journal*, 13(1), 38–48. <https://doi.org/10.1177/0887302X9501300105>
19. Siqueira, M. S. S., Nascimento, P. O., & Freire, A. P. (2022). Reporting Behaviour of People with Disabilities in relation to the Lack of Accessibility on Government Websites: Analysis in the light of the Theory of Planned Behaviour. *Disability, CBR and Inclusive Development*, 33(1), 52–68. <https://doi.org/10.47985/dcidj.475>
20. Sparks, P., & Shepherd, R. (1992). Self-Identity and the Theory of Planned Behavior: Assessing the Role of Identification with „ Green Consumerism „ Author (s): Paul Sparks and Richard Shepherd Source: *Social Psychology Quarterly*, Dec., 1992, Vol. 55, No. 4 (Dec., 1992), pp. 3. *Social Psychology Quarterly*, 55(4), 388–399.
21. Taufique, K. M. R., & Islam, S. (2020). Green marketing in emerging Asia: antecedents of green consumer behavior among younger millennials. *Journal of Asia Business Studies*, 15(4), 541–558. <https://doi.org/10.1108/JABS-03-2020-0094>
22. the in Flu E N Ce O F M Arket D E M an D U P O N Inno Vatio N : Stu D Ie S a Critical Review O F So M E Re Ce N T Em Pirical. (n.d.). 8, 102–153.
23. Unique, A. (2016). 濟無No Title No Title No Title. 38(0), 1–23. Ust, K. U. (2012). „..... .j ~=-. _-.
24. Valor, C. (2007). The influence of information about labour abuses on consumer choice of clothes: a grounded theory approach. *Journal of Marketing Management*, 23(7–8), 675–695. <https://doi.org/10.1362/026725707x229993>
25. Verma, A., & Jain, M. (2024). Predicting the Risk of Diabetes and Heart Disease with Machine Learning Classifiers: The Mediation Analysis. *Measurement*, 00(00), 1–18. <https://doi.org/10.1080/15366367.2024.2347811>
26. Verma, A., Jain, M., & Bhatt, V. (2023). Analysis of Factors Affecting Life Goals and Opportunities of Students with or without Disabilities: A Comparative study. *Journal of Engineering Education Transformations*, 36(4), 13–22. <https://doi.org/10.16920/jeet/2023/v36i4/23111>
27. Verma, A., Mukherjee, S., Neogi, S., Chanda, A., & Nag, A. (2024). Smartphone Shackles: Unraveling the Mental Toll of Device Dependency on Indian Undergraduates. *Community Practitioner*, 21(4), 1064–1071. <https://doi.org/10.5281/zenodo.11057291>
28. White, K. M., Smith, J. R., Terry, D. J., Greenslade, J. H., & Blake, M. (2009). QUT Digital Repository: Running head: SOCIAL INFLUENCE IN THE TPB Social influence in the theory of planned behaviour: The role of descriptive, injunctive, and Queensland University of Technology University of Exeter University of Queensland. *Society*, 48, 135–158

GASTROPORN: FOOD AND SEXUALITY

Yıldırım Yıldırım⁴⁵

Abstract

Gastroporn is defined as a concept that is inaccessible, difficult to prepare, enjoyed by novice cooks only by looking at it, and similar to sexual pornography. This sexual meaning attributed to Gastroporn is mostly provided through close-up, brightly colored and high-resolution pictures in cookbooks, and these photos are shared on social media, causing visual hunger, not physical hunger, but visual hunger. The exotic ingredients in the food attract attention rather than the food itself and its nutritional properties, and its preparation and difficulty increase the pleasure level of the food. The pornographic movements of famous chefs in the kitchen and the way they use kitchen utensils reinforce the sexual meaning of the concept of gastroporn, and the simple dishes prepared at home are replaced by fluid sauces, creams, foams, egg yolks and rare fruits that represent the female body. The appearance of the food after its preparation becomes a form worth photographing and sexuality is presented to customers as an element of attraction through planned marketing activities. This article, which is based on a literature review, shows that food can be presented as a sexual object with a pornographic image, can be fetishized, and in doing so, celebrity chefs, close-up, high-resolution glossy photographs and social media can be utilized. This article is important as it is the first Turkish article to explain the concept of gastroporn in detail. It also provides a theoretical basis for future applied research in this field.

Keywords: Gastroporn, Porn, Sexuality, Food, Food photographs

1. THE CONCEPT OF GASTROPORN

The concept of gastroporn first emerged in 1977 when Alexander Cockburn coined the term in a New York Times book review for the book „French Cooking” (Cruz, 2013). He highlighted the „striking parallels between guides to sexual techniques and guides to food preparation” (Cockburn, 1977). The book, featuring French-inspired recipes, was largely impractical for many – in other words, not feasible for everyday home cooking. It presented gourmet dishes prepared with mouth-watering exotic ingredients, showcased through close-up photographs in vibrant colours. Thomas Keller’s 1999 book „The French Laundry Cookbook” is another example, featuring 336 pages with 200 colour photos, embodying the spirit of the term gastroporn with its fantastic recipes and photographic visual evidence.

Early cookbooks shared recipes with minimal images and decor, but later works (such as Vincent La Chapelle’s 1733 three-volume „Lé Cuisinier Moderne”, Isabella M. Beaton’s 1961 revised „All

⁴⁵ Associate Professor, Düzce University, Düzce, Türkiye, yildirimyildirim@duzce.edu.tr

about Cookery”, and the Time Line-published „The Picture of Cookbook”) emerged as heavily illustrated art books, foreshadowing the notion of representational pleasure. These cookbooks aimed to exhibit luxury and excess rather than the sensory pleasures of food (Flandrin & Montanori, 1999). Smart (1994) argues that cookbooks featuring celebrity chefs also fall under gastroporn – visually appealing yet practically unattainable. The term ‚porn’ extends beyond its sexual connotation to mean ‚anything that arouses emotions and is worth watching’ (Nivetha, 2019), used as a general suffix to emphasise excess, such as in disaster porn or space porn. Hence, gastroporn can be defined as ‚food presented in an overly sensational manner beyond what it should be’ (Stagi, 2013). In other words, it involves admiring perfect, unattainable dishes in glossy magazines or watching others cook on TV. The foods prepared under the gastroporn term are „so far removed from real life that they cannot be utilised beyond representational experience” (Ibrahim, 2015). As Lévi-Strauss puts it, food should be „not only good to eat but also good to think”. Similarly, McBride (2010: 38) interprets the concept of gastroporn as „enjoying watching things that individuals are unlikely to do themselves, much like in sexual pornography”.

The term gastroporn is widely used to denote various interrelated aspects of visual culinary culture. In this visual culture, the dazzling presentations of foods on TV and in magazines are represented through simulated pleasures, i.e., aestheticised images of unattainable pleasure replacing real food (Smart, 1994). The term foodporn or gastroporn is popular among social media users, particularly young people who enjoy photographing their meals before eating (Aprilia & Irwansyah, 2017). Some manufacturers have even added a special food mode to phone cameras to enhance colour sharpness and saturation (Grunin, 2014). Those who photograph their meals aim to reflect not what they actually eat, but an exaggerated and idealised image. These images contain desirable ideals such as perfection, mastery, competence, allure, and aesthetics (Taylor & Keaton, 2018). Consequently, some authors have pointed out the pejorative aspect of the concept of gastroporn, noting that it shifts the meaning of food away from its functional benefits (Chauhan, Hedao & Patil, 2022). Food itself or the act of eating is no longer a means to satisfy hunger, sustain life, or provide nutrition.

Anne McBride (2010) recently asked academics and chefs about the term #foodporn, finding that most associate it with unrealistic, „sexy” food photos used for advertising. Blichfeldt and colleagues (2012) also refer to gastroporn when describing how TV shows and cookbooks use pornographic features and visual effects to portray food as perfect. Chan (2003) similarly labels modern food programmes as „pornography”. Gastroporn ultimately indicates new ways in which pornography has entered domestic realms (Cruz, 2013).

Table 1. Key Terms Highlighted in Definitions of Gastroporn

Gastroporn Kavramının Tanımında Öne Çıkan Özellikler	
Evoking emotions and worth watching	(Nivetha, 2019)
Highly provocative and sensational	(Nivetha, 2019)
Viewing food as an object of alluring and erotic desire	(Nivetha, 2019; Ciobanu & Florescu)
Application of pornographic visual aesthetics to food	(McDonnell, 2016)
Consumption of food, similar to the female body, in visual, sexual, virtual, or other forms	(Ciobanu & Florescu, 2019)
Emphasising the pleasurable, sensuous dimensions of food derived from human sexuality	(McDonnell, 2016)
Far from reality, representational experience, fantasy recipes	(Magee, 2007; İbrahim, 2015)
Unrealistic, used for advertising	(McBride, 2010)
Excess, beyond the functional benefit of food	(Flandrin & Montanori, 1999; Stagi, 2013; Dejmanee, 2016; Chauhan vd., 2022)
Unattainable pleasure, aestheticised images	(Smart, 1994)
Picture-perfect, close-up photos	(Ray, 2007; Sabuncuoğlu ve Gökaliler, 2014)
Cookbooks filled with high-resolution and digitally enhanced food images	(Spence & Piqueras-Fiszman, 2014; Spence vd., 2016)
Plating food in a visually aesthetic manner, presenting it more appetisingly and desirably than the actual food it represents	www.theartofplating.com
Creating a desire to eat, arousing envy	(Sabuncuoğlu & Gökaliler, 2014)
Surface appearances of food aiming to create both high art and sensual pornography	(McBride, 2010)
Shaping food through mobile devices and other digital platforms, inviting visual consumption	(Rousseau, 2019; Dejmanee, 2016)
Gastroporn as a form of food that provokes visual hunger even without actual hunger	(Aprilia & Irwansyah, 2017)
Modern cooking shows	(Chan, 2003; Ciobanu & Florescu, 2019)

*prepared by the author

When examining the table above, it will be seen that the first six definitions highlight the concepts of excess, provocation, sensationalism, and pornographic aesthetics. In the following four definitions, the emphasis is on the unattainability, unrealistic nature, representational experience, and characteristics beyond the functional benefits of food. The last definitions bring to the forefront the concepts of picture perfection, close-up bright photos, the surface appearances of food from above, and shaping food with digital tools. When summarised, it can be said that the concept of gastroporn has sensual, provocative, and sensational aspects, and with the technological possibilities provided by digital tools, close-up, bright photos are taken to impart characteristics of unattainability, unreality, and representational experience to food.

2. THE GENDERING AND SEXUAL CONNOTATIONS OF FOOD

It is noted that there are some parallels between food and gender and sexuality, and that food is used as a tool for gendering and sexualisation in television cooking programmes or cookbooks (Cruz, 2013; Mentinis, 2017; Ciobanu & Florescu, 2019; Nivetha, 2019). The close similarity of food porn to sexual porn, whether in the kitchen or the bedroom, lies in its ability to offer excitement and the unattainable – a sort of heavenly pleasure. This fascination with the impossible sometimes blurs the sharp distinctions between the terms gastroporn and sexual porn. The professional techniques and extraordinary ingredients used in cooking represent inaccessibility for ordinary amateurs. For those cooks who are content with just watching, this situation is equally unattainable as it is in sexual pornography, and voyeuristic fantasies fulfil their needs (Cockburn, 1977). In this sense, both gastroporn and sexual pornography, as we know them, are based on an exalted and romanticised ultimate product that seduces with a sense of inaccessibility. Even though it is not possible to taste, touch, or physically experience this product, it is possible to imagine, think about, enjoy, and emotionally benefit from it. McDonnell (2016: 250) states that food has an erotic potential and explains how images of food contribute to perceiving it as a sexualised object and an object of sexual desire. Jürg „Cheffed” Federer, author of *Sex On The Table: A Date With Food*, notes that the consumption of food and sexual desire can intertwine, and that images of food and presentations of dishes can evoke sexual connotations.

According to Bourdain (2001), gastroporn is “the exaltation of food as a substitute for sex,” thus making gastroporn a fetish for sex itself. It is very important not just what is made, but who makes it and how. In his article “La Grand Bouffe: Food Shows as Pornography,” Andrew Chan (2003) emphasises that the chef-presenter figure performs pornographic acts in cooking shows, using kitchen tools and ingredients in ways that evoke certain emotions. Actions such as licking fingers, making sounds of pleasure to describe flavours and tastes, and caressing products like meat and poultry with olive oil and spices are likened to movements in sexual pornography. Similarly, Mentinis (2017) highlights that TV chefs are significant figures who shape the tastes, desires, and fantasies of the middle class. The connections between food porn and sexual porn are generally based on the instinctiveness of both performances, the “safe” (virtual) consumption of both food and sex, the often fetishistic nature of this consumption, their designation as a form of popular culture of a “lower” type (labeling something as pornographic often means condemning it as an inferior form of mass culture), and, of course, the excitement and pleasure resulting from both actions (Cruz, 2013). Gilbert (2014) asks if food is the new sex and suggests it is no surprise that the term dining room evokes the term bedroom. Nonetheless, it should be noted that sex is not always an appealing element and may not always bring out positive feelings in food images and advertisements. In a study, students were shown food advertisements with sexual content and without sexual content, and it was found that food porn advertisements with lower sexual content were rated more positively than the others. The same study revealed that participants had ethical concerns about food porn advertisements and evaluated opposing sexual images more positively than their own sexual images (Sabuncuoğlu & Gökaliler, 2014). The images below feature advertisements with the theme “For ages 18 and over” prepared for the new edition of a restaurant guide that has been in operation in Canada for 18 years.



Image 1. Le Guide Restos Voir 2014



Image 2. Le Guide Restos Voir 2014

Although such advertisements may be effective in capturing initial attention, enhancing recall, generating emotional responses, and persuading, it should not be forgotten that they may also have some disadvantages. Conservatives, elderly individuals, and those with prejudices against sex may react negatively to these kinds of sexually explicit food advertisements. The preparation of food for purposes other than advertising, the movements of chefs in the kitchen, and close-up, glossy photos of food that evoke sex are also considered under the scope of gastroporn. The famous social media influencer chef Cedrik Lorenzen received backlash for an erotic food video he made. In Turkey, MasterChef contestant Emir Elidemir and social media influencer Überküloz released a similar video to mock the situation, but their followers reacted negatively, indicating through their comments that they did not appreciate it. In this case, sex may not always be an attractive element, and debates over whether food can replace sex may continue for some time.

3. THE PORNOGRAPHIC IMAGE OF FOOD

In ancient Greek culture, the concept of pornography held a very significant and respectable place, derived from the words „porne” (prostitute) and „graphein” (to write), meaning „writings about prostitutes.” Today, pornography, which still holds its importance within cultural history, has expanded beyond traditional media such as films, newspapers, and magazines, reaching the masses through new media technologies like TV programmes, magazines, advertisements, computer games, and cinema films (Girgin, 2017). The concept of pornography now also manifests itself in the field of gastronomy, where explicitness, obscenity, and eroticism come to the forefront in the presentation and serving of food. The natural appearance or preparation of certain foods, or the appearance they attain after cooking, can have sexual connotations. Foods that might be considered sexually obscene (phallic, vulvar, shirden, cucumber, banana, meatballs folded in the shape of lips, ice cream scoops, creamy sauces, runny egg yolks, etc.) create a „pornographic aesthetic” with enticing close-up photographs, enhancing the pleasure of watching the food. However, the pornographic image of food should be used carefully, should not appear crude or inappropriate, and must be an integral part of the product. Otherwise, restaurants or accommodation businesses that use sexuality as an advertising appeal might face negative attitudes and reactions (Reichert, 2003). As sexual content and imagery become more explicit, people’s ethical concerns may increase (LaTour & Henthorne, 1994). The images below feature some foods in pornographic, glossy, close-up photographs, and these visuals evoke obscenity



Image 3. Stuffed Mumbar and Toad in the Hole



Image 4. Honey Banana and Vulva-Shaped Cream Waffle

Food porn is essentially the visual experience of something that others can taste and smell. This experience has been banned by some restaurants and is seen by chefs as theft of the intellectual property rights of the dish. Amateur food photography is considered a cultural phenomenon shared on social media, with some plates served being undeniably worth photographing (Smith, 2014).

When we recall Marks & Spencer's iconic chocolate pudding advertisement from 2014, we see that they used the phrase „...this is not just a chocolate pudding” and, with Dervla Kirwan's husky, sexy voice, praised the pudding's fluidity and creaminess, thus attempting to make the food sexy. It should be noted that as a result of M&S's advertising campaign, pudding sales increased by 3500%. Similarly, in the advertising campaign for Eti Karam Gurme, the slogans „What a bite!” and „Unique pleasure” point to the sexualisation of food, with the black Jaguar used in the campaign indicating the power of pleasure. The same sexual appeal can also be seen in Magnum ice cream advertisements. In all three examples (M&S Pudding, Eti Karam, and Magnum), the five types of sexual content in advertisements defined by Reichert (2003: 14) are observed. These include nudity/clothing, sexual behaviour, physical attractiveness, sexual references, and sexual embeds. All three advertisements feature sexual behaviours such as eye contact, posture, and movement; tight and sexy clothing; the physical beauty of the model in the advertisement; allusions and references to objects and events with sexual meanings; and technological facilitators that enhance or contribute to sexual meaning, such as music, lighting, setting, camera techniques, and editing. The message to consumers, „bite as you've never bitten before,” perhaps uses scenes that could appear in sexual pornography in a chocolate advertisement, making the presentation of food pornographic. This situation causes consumers to move away from natural consumption patterns, placing the nutritional form of food in the background and increasingly directing our interest towards sugary, fatty, and salty foods that provide pleasure.

4. THE CONTRIBUTION OF SOCIAL MEDIA TO THE SEXUAL CONNOTATIONS OF FOOD

With the advancement of technology, the term gastroporn has also developed and become widespread. Previously, cooking programmes had a close relationship with television, but later they gained the opportunity to reach larger audiences through cable television and the internet. While the concept of gastroporn filled cyberspace with visually rich content, applications focused on images and photos such as Instagram and Pinterest made food more accessible and shareable, creating a more interactive and dynamic environment (Chauhan, Hedao & Patil, 2022). Now, people can easily access recipes, video archives, and online stores related to food, leave comments, share their own recipes, and evaluate what they like and dislike through a star-rating system. Thus, the internet and social media began to function as a social hub for the concept of gastroporn.

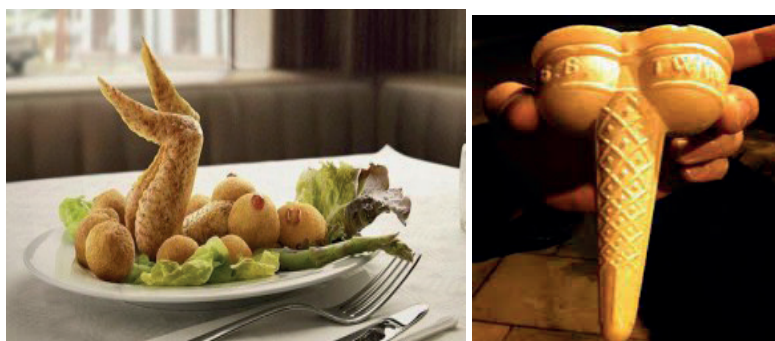


Image 5. Example of Sexually Suggestive Chicken with Vegetables and Potatoes, and Ice Cream Cone

As of 2024, the hashtag #foodporn has been used in 243 million posts on Instagram and 47.2 billion posts on TikTok. The hashtag #gastroporn, on the other hand, has been used in 571,151 posts on Instagram (www.best-hashtags.com, www.grindsuccess.com). Although the term gastroporn is not as popular as foodporn (McBride, 2010), both terms are used for visually delicious, attractive, and aesthetic food photographs. On social media networks like Instagram, Pinterest, and TikTok, the colour, lighting, angle, and arrangements of food are edited to emphasise the fantasy and unattainability of the food. This transforms food from a truly consumable, nutritious object into an object of desire (Taylor & Keating, 2018).

5. FOOD, SEXUALITY, AND HIGH-RESOLUTION IMAGES

In food porn, stylisation, defined as the ‘manipulation of food to emphasise its aesthetic beauty,’ is prominent. During this stylisation process, appealing features of the food such as its fullness, roundness, and freshness are deliberately exaggerated, zoomed in on, and prioritised. These processes are initiated in front of the camera through physical polishing, dressing, supporting, fixing, or decorating of the food, and are then continued in the post-production phase, where attributes such as colour balance, contrast, saturation, and brightness are adjusted (McDonnell, 2016). These interventions are often carried out to evoke responses similar to those of the pornography industry. Dejmanée (2016) states in his article that food visuals metaphorically evoke the female body, and that the flowing sauces, creams, and bursting egg yolks create a close relationship between eating and sex, reinforced by brightly coloured photographs. Similarly, Ciobanu and Florescu (2019) assert that certain food items are visualised attractively and turned into objects of erotic desire. The following image features a salad prepared by blogger Nora Rušev. In this image, the bursting soft yolks of poached eggs dripping onto a bed of sharp green asparagus enhance the visual impact, and the image of the yolk flowing over the salad, combined with the neat cut of the egg, evokes the female body.



Image 6. Strawberry and Poached Egg Salad on a Bed of Asparagus

For example, Food Porn Daily, a website with the slogan „click, drool, repeat,” argues that the purpose of foodporn is to make your (salivary) glands flow (Lavis, 2017). It is possible to say that by looking at images, our „visual hunger” increases, and sexual connotations are strengthened through these images.

Bourdain (2001) similarly defines the term gastroporn as „the display or exhibition of food and its preparation for an audience that has no intention of actually cooking or eating it.” This display is achieved through close-up, brightly coloured photographs, which make the visual representation of the food more significant than the food itself. The widespread use of brightly coloured photographs in food magazines and books, and the increasing emphasis on the physical qualities of the food (creamy, flowing, smooth), also contributes to the perception of food as pornography (Dennis, 2008).



Image 7. The sexual desire elicited by the oozing, flowing, and liquid elements of food

6. CONCLUSION AND RECOMMENDATIONS

Eating extends from the biological to the cultural, from nutritional function to symbolic function, and serves as a means of identity formation. Through eating, individuals create a sense of unity with others while distinguishing themselves from those with different food preferences. Recently, food has been associated with sexual pornography, and sexual allurements are visually plated in the presentation and service of food. This perception of food as sexual is thought by the author of this article to arise from three elements: the food’s natural appearance, the pornographic-like actions of chefs during food preparation, and the new form the food acquires after being prepared. For example, natural forms of foods such as lamb’s ear mushrooms, East Asian breast melons, durian, bananas, and peaches contain sexual connotations. Actions such as rubbing meat in fat, licking a flowing sauce, sucking fingers, or caressing vegetables while washing them, as well as romantic chef gestures, signify the pornographic meaning chefs impart to food. Foods that acquire sexual connotations due to their new forms after preparation, like stuffed sheep’s stomach, are also present. The transformations that edible materials undergo are not only material, physical, or chemical but also imaginative, affecting the form of the food. The chefs’ wild, threatening, bold, and instinctual desires are activated while cooking, and the food becomes stamped/marked by the chef’s imagination and the dominant features of the culture.

According to feminist writers, the sexualisation of food through gastroporn evokes the female body and establishes a close relationship between food and sex. Just like food, the female body can be

subject to visual, sexual, or other forms of consumption. In the concept of gastroporn, food can be consumed visually, virtually, as a sexual object, or in other ways. Flowing sauces, egg yolks, creams, sweets, and ingredients with sexual connotations (e.g., phallic, vulvar, bananas, tripe) assist in attracting initial attention, generating emotional responses, persuading, and aiding in recall. However, using food as a substitute for sex may not always be an effective business strategy. Explicit sexual images that can provoke negative reactions, anger, and ethical concerns demonstrate that sexuality needs to be used carefully.

This study provides a detailed explanation of the gastroporn concept and presents examples of forms of food that can evoke sexual connotations. The article highlights that the sexual aspect of gastroporn is reinforced through social media tools, famous chefs, and influencers. We argue that close-up, brightly coloured photographs also strengthen the sexual meaning of gastroporn. Such photos ensure that attention is focused more on the visual aspect of the food rather than the food itself. The body movements of famous chefs and social media influencers while preparing food also contribute sexual connotations to the term gastroporn. Actions such as licking sauces or fingers, rubbing meat for marinating, massaging, stretching dough, or preparing food using body parts instead of kitchen tools enhance the similarity between food and sexual pornography.

Future research could explore how chefs perceive the sexual content of gastroporn and its contributions to its sexual aspect. Awareness, ethical concerns, and conceptual conflicts related to gastroporn among chefs, cooks, and gastronomy students, as well as the impact of food's sexual pornography on the image, brand value, and customer attraction of restaurants and hotels, could be investigated. Research could be conducted using Reichert's five types of sexual content classification in advertisements to study the concept of gastroporn among social media influencers. By examining Instagram, TikTok, and Pinterest accounts tagged with #gastroporn, it could be determined which of the five content types is most frequently used. Similarly, R.W. Pollay's 42 rational and emotional advertising appeals could be used to determine which of these appeals best aligns with the gastroporn concept. Investigating whether restaurants and hotels would want to use the sexual aspect of gastroporn and the potential for the concept to become a business strategy could expand the concept and explore its potential. Qualitative and quantitative research in this area is needed. The perception of brands that emphasise the sexual aspect of food in advertisements by consumers could be studied, as well as ethical concerns or individuals' attitudes and behaviours. Additionally, understanding other meanings of the gastroporn concept beyond sexuality and exploring its relationship with eating disorders, social media addiction, religious orientation, and demographic factors could be topics for future research. Further studies will contribute to the concept and expand the literature in this field.

REFERENCES

1. Aprilia, M. P. & Irwansyah, M. (2017). Enjoying food with eyes: Visual hunger concept on gastronomy lovers. *Proceeding of Fourth International Conference on Communication, Culture and Media Studies (CCCMS)*, 16-17 November, Canada
2. Best-Hashtags (2024). Best #Foodporn Hashtags <https://best-hashtags.com/hashtag/foodporn/>
3. Blichfeldt, B.S., Mikkelsen, M. & Andersen, L.B. (2012). Cooking up the self. *Academic Quarter*, pp.67-79 doi: 10.5278/ojs.academicquarter.v0i0.3194

4. Bourdain, A. (2001). "Food porn: lust for the gastronomic – from Zola to cookbooks – is nothing new, but maybe it's time to shelve It." San Francisco Chronicle, 4 Nov. [http:// articles.sfgate.com/2001-11-04/books/17626130_1_sausages-star-chefs-food](http://articles.sfgate.com/2001-11-04/books/17626130_1_sausages-star-chefs-food).
5. Chan, A. (2003). La Grand Bouffe: Cooking Shows as Pornography. *Gastronomica* 3(4), 46–53. doi:10.1525/gfc.2003.3.4.46.
6. Chauhan, J., Hedao, R., & Patil, M. (2022). Gastroporn on social media and its association with food choices and body mass index among youth. *Advanced Studies in Biology*, 14(1), 137-151.
7. Ciobanu, E. & Florescu, C. (2019). Food Porn in Titus Andronicus, Chocolat and I Served the King of England (Obsluhoval jsem anglického krále). *East-West Cultural Passage*, 19(2), 96-120
8. Cockburn, A. (1977). "Gastro Porn." New York Review of Books. <http://www.nybooks.com/articles/archives/1977/dec/08/gastro-porn/?pagination=false&printpage=true>.
9. Cruz, A. (2013). Gettin'Down Home With the Neelys: gastro-porn and televisual performances of gender, race, and sexuality. *Women & Performance: A Journal of Feminist Theory*, 23(3), 323-349.
10. Dejmanee, T. (2016). "Food porn" as postfeminist play: digital femininity and the female body on food blogs. *Television & New Media*, 17(5), 429-448.
11. Dennis, A. (2008). From apicius to gastroporn: form, function, and ideology in the history of cookery books. *Studies in Popular Culture*, 31(1), 1-17.
12. Flandrin, J.-L. & Montanari, M. (1999). Food: a culinary history from antiquity to the present. European perspectives: a series in social thought and cultural criticism. New York: Columbia University Press
13. Gilbert, S.M. (2014). Feeding the foodoir: hunger artistry. *Gastronomica: The Journal of Food and Culture*, 14(3), 74-82.
14. Girgin, Ü. H. (2017). Yeni medya teknolojileri, pornografi ve kültürel dönüşüm. *Atatürk İletişim Dergisi*, (12), 69-98.
15. Grind Success (2024). Food Hashtags Generator. <https://grindsuccess.com/food-hashtags/>
16. Grunin, L. (2014). What are all those camera modes for, anyway. <https://www.cnet.com/tech/computing/what-are-all-those-camera-modes-for-anyway/> (E.T.: 19.05.2024)
17. İbrahim, Y. (2015). Food Porn and the invitation to gaze: Ephemeral consumption and the digital spectacle. *International Journal of E-Politics*, 6(3), 1-12.
18. LaTour, M.S. & Henthorne, T.L. (1994). Ethical judgments of sexual appeals in print advertising. *Journal of advertising*, 23(3), 81-90.
19. Lavis, A. (2017). Food porn, pro-anorexia and the viscosity of virtual affect: Exploring eating in cyberspace. *Geoforum*, 84, 198-205.
20. Magee, R. M. (2007). Food puritanism and food pornography: The gourmet semiotics of Martha and Nigella. *Americana: The Journal of American Popular Culture*, 6(2), 1-9.
21. McBride, A. (2010). Food Porn. *Gastronomica* 10(1), 38–46. doi:10.1525/gfc.2010.10.1.38.
22. McDonnell, E. M. (2016). Food porn: The conspicuous consumption of food in the age of digital reproduction. P. Bradley (Ed.), *İçinde Food, media and contemporary culture the edible image* (pp. 239–265). Hampshire: Palgrave Macmillan.
23. Mentinis, M. (2017). Romanticised chefs and the psychopolitics of gastroporn. *Culture & Psychology*, 23(1), 128-143.

24. Nivetha, S. (2019). Pornographic dimensions of food, culinary practices and consumption in Tim Burton's *Charlie and The Chocolate Factor*. *UGC Approval*, 3(1), 104-109
25. Reichert, T., (2003). What is sex in advertising? Perspectives from consumer behavior and social science research. Tom Reichert& Jacqueline Lambiase (Eds.), İçinde Sex In Advertising: Perspectives on the Erotic Appeal (pp: 11-38), Lawrence Erlbaum Associates.
26. Rousseau, S. (2019). Food 'Porn' in Media. David M. Kaplan & Paul B. Thompson (Eds.) İçinde Encyclopedia of Food and Agricultural Ethics (pp. 934-940), Dordrecht: Springer.
27. Sabuncuoğlu, A. & Gökaliler, E. (2014). Food porn advertising as a new advertising approach: a research on the food porn advertising among university students' points of views in İzmir, Turkey. 12th International Symposium: *Communication in The Millenium Conference Proceedings* (pp. 209-222), 15-18 June, Eskişehir
28. Smart, B. (1994). *Digesting the Modern Diet*. In K. Tester (Ed.), İçinde *The Flaneür* (pp. 158 180), Routledge: London
29. Smith, C. Y. (2014). Food Art: protecting food presentation under US intellectual property law. *John Marshall Review of Intellectual of Property Law*, 14(1), 2-23
30. Spence, C. & Piqueras-Fiszman, B. (2014). The perfect meal: The multisensory science of food and dining. Oxford, UK: Wiley-Blackwell.
31. Stagi, L. (2013). You are what you eat. Television narratives between hedonism and self control. *Italian Sociological Review*, 3(3), 152-164
32. Taylor, N. & Keating, M. (2018) Contemporary food imagery: food porn and other visual trends. *Communication Resea*



BUSINESS EDUCATION

ACCEPTANCE OF E-LEARNING

Keshav Verma⁴⁶, Pratima Verma⁴⁷

Abstract

Online learning is fast becoming a popular mode of study among Indian students. The concept of perceived usefulness in e-learning platforms and its impact on user engagement, satisfaction, and overall educational effectiveness. It delves into factors influencing users' acceptance of these platforms, including user behavior, technology interface, and institutional factors. To obtain the required data, a cross-sectional survey using a questionnaire was conducted. A survey is employed to gauge the level of acceptance of online learning. Our sample size is 100 (N=100) where our participants are aged from 17-25 through an online survey. We have first identified key factors influencing e-learning acceptance, such as satisfaction, ease of use, perceived usefulness. The result shows good instructor availability on the electronic training platform and providing ample resources help to improve the adoption and success of online education. Ethical considerations ensure fair representation, data privacy, and cultural sensitivity throughout the study.

Keywords: E-learning, Acceptance of e-learning, Technology acceptance, Perceived usefulness, Perceived ease of the use

1. INTRODUCTION

Within recent years, E-learning platforms have transformed education, providing vast learning opportunities. However, their success depends on how users find them useful, as outlined in the Technology Acceptance Model (TAM). Understanding what users value is crucial for improving these platforms. This article aims to study user views, develop the best experiences in electronic training, and contribute to the constant evolution of online education. The basics of technology acceptance model (TAM) have been the basics of information system research since then. Two important factors shape users' attitudes and intentions towards adopting new technologies: perceived usefulness and perceived ease of use (Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). Technology acceptance model. *J Manag Sci*, 35(8), n.d.). Perceived usefulness and perceived ease of use significantly influenced users' attitudes towards the technology and their intentions to use it. It was found that some of the difficulties students face in navigating online learning systems can be hindered by inadequate internet services, software and infrastructure. These technical problems can affect the will of the acceptance of the students (Mahdi Mahmodi, 2017).

46 Mr., Alliance University, Bengaluru, India, keshavmba723@bus.alliance.edu.in

47 Professor Dr., Alliance University, Bengaluru, India, pratima.verma@alliance.edu.in

As e-learning gains popularity, we're realizing how critical it is for users to see these platforms as genuinely helpful (Basar et al., 2021). The Technology Acceptance Model tells us that if users don't find a useful tool, they won't use it effectively. This means that as educators and developers, we must deeply understand what users need and want from e-learning platforms.

Our goal is to investigate the various factors that shape users' perceptions of usefulness. By doing so, we can create e-learning platforms that truly meet users' evolving needs and expectations. This involves not just looking at features and content, but also understanding how users engage with the platform, what satisfies them, and how effective the overall learning experience is through a comprehensive review of existing research and gathering empirical insights, we aim to uncover the critical factors influencing users' perceptions. This knowledge will empower us to design and tailor e-learning platforms that resonate with users, leading to higher engagement, satisfaction, and ultimately, better learning outcomes. By contributing to the ongoing conversation about online education, our research seeks to drive the continual improvement and advancement of e-learning in today's digital age. We think that by emphasizing perceived utility and user experience, we can make learning more fulfilling and productive for every participant.

2. LITERATURE REVIEW

From 2000 to 2007, the number of Internet users increased by 170.8% in the EU countries, with the highest increase in North America (263.3%) and the lowest in Europe (117.2%). The proportion of Internet users in mid-2007 in North America is much higher than in Europe (70.2%), while the proportion in Europe is much lower than in Europe (55.5%). The paper "E- Learning and study effectiveness" by Dr. Vrana (author), which was funded by the National Fund for the Information and Communication Technologies and Online Learning research, argues that the adoption of "non-traditional teaching methods" in e-learning can improve study effectiveness (Education et al., 2005). The study employed descriptive statistics, correlation analysis, and linear regression to analyze the data obtained from students' electronic questionnaires. Additionally, hypotheses regarding the effectiveness of blended delivery and innovation in the learning process, as well as the influence of in-person sessions on student outcomes, were examined. The significance of teaching strategies, part-time students' adaptability for blended learning, and other elements like e-learning are all emphasized in the study.

Impact of Demographic Variables on E-Learning Outcomes in Malaysian Universities A survey-based methodology was employed in the investigation of how demographic characteristics affect the effectiveness of e-learning in Malaysian higher education facilities (Liang, 2011). Information was collected through questionnaires distributed in the university study center. There were two sections to the questionnaire: Section A gathered data on demographics, while Part B included nine measures to gauge the efficacy of online learning. Questionnaires were distributed to randomly selected students. The choice of questionnaires as a data collection method was based on their effectiveness and cost-effectiveness in gathering information from many respondents. The questionnaires also allowed the researchers to carefully evaluate the results and gave the respondents enough time to think about the questions before answering, which improved the quality of the information obtained. The research hypotheses included six propositions that tested the relation-

ships theorized in the research problem and the literature review. The purpose of these hypotheses was to determine the significant relationships between demographic factors such as gender and age and the effectiveness of online learning (Ismail et al., 2021). In general, the research methodology involved the distribution of questionnaires to collect data related to demographic factors and e-learning activity. The aim was to analyze the effect of these factors on the e-learning system at the University of Malaysia (Liang, 2011).

Within the Personal Learning Environment (PLE 2.0) paradigm, there is a chance to increase student involvement in higher education by employing Web 2.0 tools for academic reasons if students utilize them extensively for social purposes. The response and adoption of Web 2.0 e-learning by users will determine the success of these initiatives. This research aims to investigate the elements that influence students' intention to utilize the PLE 2.0 initiative, such as their impressions of the program and their level of e-learning satisfaction. The study also examines the model's moderating function for need for cognition. The findings demonstrate that the suggested model supports the moderating function of NFC and has a substantial explanation for the usage of PLE 2.0. The study focuses on how this approach can help enhance teacher curricula. The findings imply that the theoretical framework put forward in this work has enough predictive ability to comprehend how PLE utilizing Web 2.0 tools will be used in the future. The chosen pedagogical approach is novel because it is based on an open, personalized approach that seeks to tailor the available technology tools to each individual's unique needs and objectives rather than an isolated virtual learning environment, as are the setting of most learning platforms. A pupil for independent study and lifetime education (Pata et al., 2009). Kuwaiti empirical study on the factors influencing live chat services for customer support This report explores the factors that impact Kuwait's usage of live chat service for consumer support. These services are new to e-commerce, so customers can chat with online agents directly on the company's website to get quick answers to their questions or resolve issues. This is a step beyond traditional methods like email or web forms. The study makes use of two well-established ideas to determine why individuals select this chat: The notion of rational choice and the technological acceptance model. These theories help us see if what we have learned in other areas of technology also applies here in e-commerce. After surveying 324 people, the survey found that the survey was influenced by chat utility, ease of use and overall customer attitude. This has a big impact on whether they use live customer support chat. In fact, these factors explained about 31% of why customers choose this service. According to the study, perceived utility and simplicity of use are also correlated with perceived self-efficacy. This result is in line with earlier studies that found attitudes are positively impacted by perceived ease of use in e-learning. This implies that creating user-friendly and simple-to-use e-learning platforms is crucial. The study's findings indicate that attitudes about utilizing an e-learning system, and the perceived value of educators are related (Elmorshidy et al., 2015). Acceptability of online learning for remote students: This research investigates the Open University of Malaysia's distance learners' acceptance of e-learning from a Malaysian perspective. In order to gather the required data for a cross-sectional investigation, questionnaires were employed. The questions used to test distance learners' approval of online learning were derived from study tools (Mara & Edwin, n.d.). 345 students who attended the University Sarawak institution in Kuching, Malaysia, finished the questionnaires in total. The majority of students who answered the survey said they agreed with online learning to a modest ex-

tent. The study's findings indicated that in order to increase students' acceptance of online learning, educational institutions that provide distance learning should provide a few non-academic courses (Singh, 2019). Institutions should also offer courses that guide students in maximizing e-learning for learning purposes. Because online and distance learning will surely be one of the cornerstones of higher education in the future, this study can assist Malaysian distance educational institutions in improving the quality of learning experiences and in stimulating additional research in the acceptance of e-learning (Authors, 2013).

3. RESEARCH METHOD

Determining out how effectively online learners accept online learning as a learning tool in an e-learning environment is the aim of this study. Specifically, this study's research goals were:

- To determine how widely distance learners accept online learning.
- To look into potential influences on the adoption of online learning.

To find out to what extent students accept online learning as a learning tool. Because the usefulness of e-learning platforms directly affects user engagement, satisfaction, and the overall effectiveness of the learning experience, it is imperative to examine user perceptions of usefulness (Verma et al., n.d.). The goal of this study is to encourage the adoption and success of e-learning platforms by comprehending and resolving the aspects that affect user acceptability of such platforms. The goal of the study is to better understand how well students accept online learning as a valuable learning tool, which will help to improve online education.

3.1. Methodology

Let's talk about the following study-related topics in this section: factor analysis, sample and sampling design, research design, research instrument and its validity and reliability, and theoretical framework.

3.2. Research Design

This study used a cross-sectional survey (Nesbary, 1999) using self-administered questionnaires to collect data for the study. We collected data online because it was easier to obtain many respondents quickly (Garton et al. 1999). "Google Docs" was used to collect responses. We have employed descriptive research; often used to obtain information about the current state of an event, to describe "what exists" in relation to variables or conditions in each situation (Verma et al., 2023). We used a survey because it is the most used method in descriptive research (Stevens et al. 2013, p. 127).

3.3. Participants

Questionnaires were distributed to 120 students in open market undergraduate and graduate programs (courses in technology management, education, and business and management), sampling participants from the first semester to the last semester of the academic term. April 10, 2024, and May 2, 2024. A total of 100 forms were returned. Hence the response rate was 32.5%. An online questionnaire with 39 categories and items that included the following data was used to collect the data: demographics (two questions), need of the receiver (9 questions), prior experience (17 questions), perception of in-

structor efficiency (13 questions), acceptance of e-learning (4 questions). The statements were scored on a 5-indicate scale- 1' implying highly opposed, 3' the neutrality and '5' highly agreeing.

Table 1: Frequencies and percentage of respondents' demographics

Sl. no.	Demography	Characteristics	Frequency	Percentage
1	Gender	Male	51	51%
		Female	49	49%
2	Age	17–19 years old	19	19%
		20–22 years old	45	45%
		23–25 years old	36	36%

3.4. Hypotheses Development

When learners actively participate in course content, interact with teachers and peers, and receive timely feedback, they are more likely to invest mental effort in understanding the material and applying it to real-world situations (Kuo et al., 2014). - Content interaction, such as the use of multimedia resources, interactive simulations and online assessments, can stimulate cognitive engagement by providing opportunities for learners to explore, analyze and synthesize information (Zimmerman, n.d.). Student-teacher interaction through activities such as online discussions, assignment suggestions, and virtual office hours can further increase cognitive engagement by providing guidance, clarification, and motivation to students (Dixon, 2015). In addition, student-student interaction facilitated by collaborative activities and group projects can foster cognitive engagement by encouraging students to share ideas, challenge each other's perspectives, and co-construct knowledge (Garrison et al., 2000). The social component of online education has the potential to enhance students' comprehension and application of course material. According to the framework of theory, students' cognitive engagement is positively impacted by more interaction in online learning settings, including communication between students and teachers, between students and content, and between students. By actively participating in course materials, receiving feedback and collaborating with others, learners are more likely to invest mental effort and achieve higher levels of cognitive engagement.

Hypothesis 1: Interacting in cognitively demanding e-learning activities is positively correlated with interacting with e-learning.

Having access to a variety of educational resources can offer students different viewpoints, instances, and chances to fully comprehend the subject material (Zimmerman, n.d.). Textbooks and course materials are essential for grasping foundational knowledge, as they provide detailed explanations and examples of important concepts (Dixon, n.d.). Multimedia tools, like videos, animations, and interactive simulations, can improve comprehension by presenting visual and auditory depictions of complex concepts, thus making them easier to grasp and remember for learners (Garrison, 2000). Additional resources like case studies, academic papers, and actual instances can enhance students' comprehension by showing the practical uses and significance of the course material (Kuo et al., 2014). These materials

can promote critical thinking and inspire students to link theory with practical experience.

Additionally, if resources are well-arranged and easily reachable, students can efficiently navigate learning materials, reducing frustration and enhancing their capacity to concentrate on comprehending the content. Achieving this level of organization and accessibility can be done by using easily understandable course layouts, explicit labeling, and interfaces that are user-friendly.

Hypothesis 2: Understanding through e-learning is more when students find ample resources.

E-learning systems offer a multitude of advantages that have the potential to augment academic performance. Students can learn at their own pace and convenience because to the flexibility and accessibility offered by e-learning platforms., regardless of geographical or temporal constraints (Zimmerman, n.d.). Customization and flexibility; E-learning platforms can be adjusted to suit individual learning preferences and styles, offering customized feedback, adaptive materials, and the option for self-paced learning (Dixson, n.d.). Collaborative learning opportunities are provided by e-learning systems by allowing students to engage in discussion forums, participate in group projects, and join virtual study groups. This helps in creating a community atmosphere and improving learning results. Continuous evaluation and feedback; E-learning platforms provide instant assessment feedback and opportunities for continuous evaluation, enabling students to track their progress and pinpoint areas needing improvement (Kuo et al., 2014). Cost-efficiency and ability to expand; Online learning platforms may be more economical compared to traditional education, particularly for schools with restricted budgets or many students (Zimmerman, n.d.).

Nevertheless, it is crucial to acknowledge that the success of online learning platforms in comparison to traditional methods can fluctuate based on variables including the topic, educational goals, student characteristics, and the caliber of course development and execution (Dixson, n.d.).

Hypothesis 3: Learning through e-learning system is better than traditional learning.

Learning barriers are reduced when students have easy access to resources and information at all times and from any place thanks to a robust IT infrastructure (Daaif & Tridane, 2024). Having this access is necessary to accommodate different learning styles and schedules. Intuitive and user-friendly interfaces are often an important part of effective IT infrastructure, as they make it easier to navigate and interact with learning platforms. Reducing cognitive load by easily accessing and utilizing resources improves students' learning experience (Guo & Huang, 2021).

Support and Resources in Technology: An effective IT system usually involves technical support services to help students with any problems they may experience. This assistance can reduce annoyance and enable students to concentrate on learning instead of dealing with technical issues (Alsharif et al., 2020).

Combining Tools and Resources: A successful IT system combines diverse educational tools and resources like multimedia materials, evaluation tools, and communication platforms. This integration makes the learning experience smooth, allowing students to interact with various resources continuously (Guo & Huang, 2021).

Scalability and Reliability: An effective IT system can support a high volume of users and traffic, guar-

anteeing that educational platforms stay functional and responsive. Ensuring this dependability is crucial for sustaining a steady learning environment, especially when usage is at its highest (Alsharif et al., 2020).

Hypothesis 4: IT infrastructure is positively related to ease in learning

4. RESULTS

In the research we conducted, we used Cronbach's alpha to evaluate the reliability of our scales, yielding values of $\alpha = 0.736$ for acceptance of e-learning, $\alpha = 0.869$ for need of the receiver, $\alpha = 0.846$ for prior experience, and $\alpha = 0.929$ for perception of instructor efficiency. The overall consistency of all 41 questions across these four scales was found to be 0.932, demonstrating the internal consistency and dependability of the scales. These measures are regarded as dependable and reliable, as they have been frequently utilized in various studies (Shadish, 2002). Furthermore, we established discriminant validity by ensuring that the variance extracted from each construct exceeded the square of the correlations between constructs. This finding provides evidence to proceed with further analysis, reinforcing the robustness of our measurement model.

4.1. Factor Analysis

The dependent variables "acceptance of e-learning" and the independent variables "need of the receiver," "prior experience," and "perception of instructor efficiency" are subjected to factor analysis. We discovered that the majority of the items had factor loadings higher than 0.4 (the minimum value) using Varimax rotated component analysis. Three groups, or clusters, of variables were obtained. Appendix 1 provides the loadings. Appendix 2 lists the KMO and Bartlett's test results.

4.2. Descriptive Indicators of E-Learning Acceptance

Table 2 demonstrates that e-learners' acceptability of e-learning was generally high. The greatest mean for "need of the receiver" was reported by students. followed by "students' prior experience," "Perception of instructor efficiency."

Their participation in e-learning is 18(18%) because it is compulsory, 4(4%) because it is easy credit earning units, 14(14%) because it is elective, 48(48%) because it is interesting, 16(16%) because it is recommended by a friend.

Each of the three Acceptance of eLearning elements is analyzed and discussed in the section that follows:

Table 2: Mean analysis of Recognition of e-learning components

Recognition of e-learning components	Mean	Standard Deviation
Need of the receiver	4.22	0.05
Prior Experience	4.13	0.12
Perception of Instructor efficiency	3.97	0.09
Mean	4.10	0.087

Overall, the scores for the “Need of the receiver” factor in Table 3 indicated a high level of acceptance of online learning, with an average of 4.22. In general, students wanted to successfully complete their studies. It appears that the majority of students were able to engage in the online learning environment and endure the necessary cognitive engagement. Additionally, students favored greater cognitive involvement in the online learning course. Furthermore, they demonstrated initiative, motivation, and high levels of trust in their ability to use the system. Students viewed the e-learning system’s flexibility in terms of time and place as a benefit overall. The means of all the elements for this component varied from 4.17 to 4.3.

Table 3: Opinion of students on need of the receiver

Need of the receiver	Mean	Standard Deviation
I felt e-learning is very useful in supporting learning.	4.23	0.86
Have I found ample resources, such as lectures and exercises, on the desired subject?	4.12	0.83
I have confidence in my abilities to communicate with technology.	4.3	0.87
While I work on the online courses, my cognitive faculties are active.	4.21	0.77
I am open to taking part in online courses.	4.17	0.74
I’m driven and self-starting enough to become familiar with the system.	4.24	0.74
When using the system, I feel very confident in myself.	4.26	0.77
I am happy with the system’s versatility in terms of time and location.	4.19	0.88
Mean	4.22	0.05

As can be seen in Table 4, the participants gave the “Perception of instructor efficiency” component of e-learning high marks; the factor’s mean was 3.9. It was discovered that the online learning experiences were enhanced by the teachers’ expertise and understanding of Internet technologies. Instructors were welcoming, easy to contact, encouraged students to interact, provided appropriate online learning materials and explained how to use the course from the start. However, students felt that counsellors only provided feedback or encouragement to students when they did not understand a problem or expressed concern about it. Teachers actively participated only when students did not correctly answer the given tasks. But overall, the feedback showed that the instructors enjoyed what they did and could handle the majority of issues with effectiveness.

The factor related to “ Perception of instructor efficiency “ of e-learning was highly praised by the participants, as indicated in Table 3, with a mean of 3.9 for this factor. They discovered that online learning was enhanced by teachers’ acquaintance with and understanding of Internet technology. The instructors were welcoming, easy to contact, encouraged students to interact, provided appropriate online learning materials and explained how to use the course from the start. However, students felt that counsellors only provided feedback or encouragement to students when they did not understand a problem or expressed concern about it. Teachers actively participated only when students did not correctly answer the given tasks. All things considered, nevertheless, the feedback showed that the instructors enjoyed what they did and could handle the majority of issues with ease.

Table 4: Opinion of students on Perception of instructor efficiency

Perception of instructor efficiency	Mean	Standard Deviation
I like using e-learning to communicate with my instructor.	3.85	0.97
The instructor and student communicate more when using e-learning.	4.03	0.97
The effectiveness of online learning is influenced by the instructors' technological understanding.	4.08	0.80
The instructors are personable and amiable.	4.08	0.86
Instructors can be reached with ease.	3.91	1.00
At the start of each semester, instructors walk students through how to use the website.	3.96	0.93
Instructors promote contact amongst students.	3.99	0.95
There are plenty of online learning options offered by instructors.	4.05	0.93
Instructors effectively address new issues as they arise.	3.94	1.01
Quick responses to questions in the discussion area are given by the instructors.	4.04	0.88
Instructors take great pride in their online instruction and explanations.	3.99	0.82
Instructors' response through e-mail queries promptly.	3.79	1.023
Teachers wait to step in until students ask for the right answers.	3.9	0.90
Mean	3.9	0.09

As can be seen in Table 5, the participants gave the component “Prior Experience” of e-learning good marks; its mean was 4.31.

Table 5: Opinion of students on Prior Experience

Prior Experience	Mean	Standard Deviation
Do you find the IT infrastructure of the e-learning platform reliable and secure?	4.08	0.86
The design and arrangement of the screen are suitable.	4.04	0.81
Learning through e-learning gives me more freedom.	4.3	0.82
My preference is to use e-learning resources to get my score.	4.21	0.83
My confidence is boosted via e-learning.	4.26	0.78
My productivity is increased by e-learning.	4.33	0.74
I would like to enroll in more online courses.	4.2	0.84
I like taking online courses to learn.	4.2	0.81
I'm inspired to study longer via e-learning.	4.13	0.88
My desire to learn is heightened by e-learning.	4.11	0.89
My needs are met by e-learning.	4.02	0.90
My ability is enhanced by e-learning.	4.1	0.79
My expectations are met by e-learning.	4.04	0.86
I much rather use e-learning tools for assignments and assessments.	4.15	0.80
E-learning aids with my self-discipline and time management.	3.82	1.08
When comparing my e-learning results to my traditional learning results, the former was superior.	4.05	0.98
Mean	4.31	0.12

Hypothesis 1: Interacting in cognitively demanding e-learning activities is positively correlated with interacting with e-learning.

Table 6: Relation between interaction with e-learning with cognitively engage in doing e-learning activities

Mode 1				Std. Error of the Estimate	Change Statistics				
	R ²	Adjusted R ²	R ² Change		F Change			Sig.	
						df1	df2		
	R								
	.819	.671	.449	.762	.671	3.013	40	59	.000

Dependent Variable: A1

Table 7: ANOVA of Variable A1

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	69.947	40	1.749	3.013	.000
Residual	34.243	59	.580		
Total	104.190	99			

Dependent Variable: A1

Table 6, Depicts that Model has good variability in explaining the model, It is verified that the impact of 'Interaction with e-learning' was significant on 'cognitively engage in doing e- learning activities', ($R^2 = 0.671$, $F = 3.013$) as $p < 0.000$.

Hypothesis 2: Understanding through e-learning is more when students find ample resources.

Table 8: Relation between acceptance of e-learning with ample resources.

Model				Std. Error of the Estimate	Change Statistics				
	R	R ²	Adjusted R ²		R ² Change	F Change	df1	df2	Sig.
1	.861	.741	.565	.502	.741	4.219	40	59	.000

Note. Dependent Variable: A3

Table 9: Dependent Variable: A3

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	42.524	40	1.063	4.219	.000
Residual	14.866	59	.252		
Total	57.390	99			

Dependent Variable: A3

R² shows high variability in explaining the model, it is verified that 'understanding through e-learning' is highly significant with 'ample resource availability.'

Hypothesis 3: Online learning is superior to traditional classroom instruction.

Table 10: Online learning is superior to traditional classroom instruction.

Model			Std. Error of	Change Statistics				
	R ²	Adjusted R ²	the Estimate	R ² Change	F Change			Sig.
R						df1	df2	
.849a	.721	.531	.564	.721	3.803	40	59	.000

Note. b. Dependent Variable: A4

Table 11: Shows ANOVA of Variable A4

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	48.390	40	1.210	3.803	.000
Residual	18.770	59	.318		
Total	67.160	99			

Dependent Variable: A4

R²=.721, shows high variability in explaining the model, shows that learning through e- learning is better than traditional learning.

Hypothesis 4: IT infrastructure is positively related to ease in learning.

Table 12: Relation between IT infrastructure to ease in learning

Model			Std. Error of	Change Statistics				
	R ²	Adjusted R ²	of the Estimate	R ² Change	F Change			Sig.
R						df1	df2	
.785	.616	.356	.699	.616	2.367	40	59	.001

Note. b. Dependent Variable: A2

Table 13: Shows ANOVA of Variable A2

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	46.305	40	1.158	2.367	.001
Residual	28.855	59	.489		
Total	75.160	99			

Dependent Variable: A2

R²=0.616, shows moderate variability in explaining the model, shows that to some extent e- learning is related to IT infrastructure.

5. LIMITATIONS

This study has several limitations. This study is cross-sectional, to start. Information was gathered at a particular point in time; Therefore, respondents' state of mind may change over time. Second, all the students studied are mainly from the same learning environment. Hence, they may not be representative of Indian students. Care must be taken in generalizing the results. Future research could be done with a larger sample or a longitudinal study to get a more complete picture.

6. MANAGERIAL APPLICATION

1. The analyses demonstrated that learners' decisions to accept or reject e-learning are impacted by several factors, including the simplicity of accessing e-learning online services, the reliability and long-term validity of computer networks and telecommunication, and the availability of a single information system for course management and authentication.
2. The study showed how important it is for instructors to have a positive attitude toward e-learning in order to motivate their students to use e-learning tools and resources in traditional courses. Whether or not students will accept online learning depends in large part on how an instructor interacts with them and how much management and technological know-how they have.
3. The results emphasized how crucial organizational support is for e-learning projects. Research has demonstrated that the level of organizational support significantly influences learners' acceptance of e-learning as well as instructors' attitudes about it.
4. By using the study's findings, educational and non-educational institutions can better understand what motivates students to accept and utilize online courses.

7. CONCLUSION AND DISCUSSION

The findings from the research show that e-learning is better than traditional learning, more can be done to improve students' learning experiences. According to numerous earlier studies, educational institutions ought to assist students in making the most of their use of e-learning. Without a question, e-learning is the way of the future, and our study aims to help e-learning institutions enhance the quality of the experience while also assisting other scholars in their own studies on the subject of e-learning acceptability.

ACKNOWLEDGEMENT

I appreciate all of the participants' input.

REFERENCES

1. Alsharif, A. T., Alsharif, B., Alsharif, L., Althagafi, N., Natto, Z. S., & Kassim, S. (2020). *Effectiveness of WhatsApp as a Part of a Hybrid Learning Environment : An Opportunity for Post-COVID-19 Pandemic Pedagogy*. 21(12), 1331–1336.
2. Authors, F. (2013). *Using the Internet as a teaching resource Using the Internet as a*.
3. Basar, Z. M., Mansor, A. N., Jamaludin, K. A., & Alias, B. S. (2021). *The Effectiveness and Challenges of Online Learning for Secondary School Students – A Case Study*. September 2020.

4. Daaif, J., & Tridane, A. (2024). *Perception of the use of an e-lab platform for university students during the COVID-19 pandemic*. July. <https://doi.org/10.18488/61.v12i3.3814>
5. Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). Technology acceptance model. *J Manag Sci*, 35(8), 982-1003. (n.d.). *intro b1409190.0001.001.pdf*.
6. Dixson, M. D. (n.d.). *Measuring Student Engagement in the Online Course : The Online Student Engagement Scale (OSE)*. 19(4).
7. Education, H., Institutions, H. E., & Management, P. L. S. R. (2005). *DIMITRIOS PASCHALOU DIS Technological Education Institute of Serres , Greece. 2003*.
8. Elmorshidy, A., Mostafa, M. M., El-moughrabi, I., Al-mezen, H., & Al-mezen, H. (2015). *Factors Influencing Live Customer Support Chat Services : An Empirical Investigation in Kuwait*. 10(3). <https://doi.org/10.4067/S0718-18762015000300006>
9. Garrison, D. R. (2000). *Critical Inquiry in a Text-Based Environment : Computer Conferencing in Higher Education*. 2, 87–105.
10. Guo, J., & Huang, J. (2021). The Journal of Academic Librarianship Information literacy education during the pandemic : The cases of academic libraries in Chinese top universities. *The Journal of Academic Librarianship*, 47(4), 102363. <https://doi.org/10.1016/j.acalib.2021.102363>
11. Ismail, S., Ilham, M., & Mohammad, H. (2021). *The Impact of Covid-19 on Online Teaching and Learning (TnL) Towards The Impact of Covid-19 on Online Teaching and Learning (TnL) Towards Teachers in Malaysia*. October, 14–22. <https://doi.org/10.33102/mjosht.v7i2.169>
12. Kuo, Y., Walker, A. E., Schroder, K. E. E., & Belland, B. R. (2014). Internet and Higher Education Interaction , Internet self-efficacy , and self-regulated learning as predictors of student satisfaction in online education courses. *The Internet and Higher Education*, 20, 35–50. <https://doi.org/10.1016/j.iheduc.2013.10.001>
13. Liang, T. C. (2011). *Effect of Demographic Factors on E-Learning Effectiveness in A Higher Learning Institution in Malaysia*. 4(1), 112–121.
14. Mahdi Mahmodi. (2017). *The Analysis of the Factors Affecting the Acceptance of E-learning in Higher Education*. 8(1), 1–9. <https://doi.org/10.5812/ijvllms.11158.Research>
15. Mara, U. T., & Edwin, S. R. (n.d.). *Faculty of Administrative Science & Policy Studies Hadijah bt Hasbi (2011450298)*. 2011450298.
16. Pata, K., Journal, S., Support, T., & Pata, K. (2009). *International Forum of Educational Technology & Society Modeling spaces for self-directed learning at university courses Published by : International Forum of Educational Technology & Society Modeling spaces for self-directed learning at university course*. 12(3), 23–43.
17. Shadish, W. R. (2002). *Revisiting Field Experimentation : Field Notes for the Future*. 7(1), 3–18. <https://doi.org/10.1037//1082-989X.7.1.3>
18. Singh, K. (2019). *LECTURER 'S FEEDBACK AND ITS IMPACT ON STUDENT LEARNING : A STUDY OF A PUBLIC UNIVERSITY IN*.
19. Verma, A., Jain, M., & Bhatt, V. (2023). Analysis of Factors Affecting Life Goals and Opportunities of Students with or without Disabilities: A Comparative study. *Journal of Engineering Education Transformations*, 36(4), 13–22. <https://doi.org/10.16920/jeet/2023/v36i4/23111>

20. Verma, A., Mukherjee, S., and Neogi, S., Chanda, A., & Nag, A. (n.d.). *SMARTPHONE SHACKLES : UNRAVELING THE MENTAL TOLL OF DEVICE DEPENDENCY ON INDIAN UNDERGRADUATES*. 21(04), 1064–1071. <https://doi.org/10.5281/zenodo.11057291>
21. Zimmerman, T. D. (n.d.). *Exploring Learner to Content Interaction as a Success Factor in Online Courses*.

APPENDIX

Appendix 1:

Coding	Item
A1	It doesn't take much mental work for me to interact with the eLearning system.
A2	It's simple for me to use the e-learning system.
A3	My interactions with the online education system are straightforward and easy to comprehend
A4	I find it effortless to get the eLearning system to do exactly I want it to do.

Appendix 2:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.818
Bartlett's Test of Sphericity	Approx. Chi-Square	3072.001
	df	820
	Sig.	.000



BUSINESS AND SOCIAL TOPICS

BEYOND THE NUTRITION: THE SOCIAL, CULTURAL, AND IDEOLOGICAL MEANINGS OF FOOD

Yıldırım Yıldırım⁴⁸

Abstract

Food is increasingly moving away from its functional purpose and nature, creating new sub-meanings. These sub-meanings include symbolic, social, political, cultural, and sexual connotations. In the article, formed through a literature review, the concept of food gains new and different perspectives with notions such as gastroporn, gastrodiploacy, and culinary ornamentation. We emphasize that food changes the gender roles we assume in society, encompasses the masculine nature of cooking, and adds new meanings like chivalry, romance, and self-construction. Furthermore, food is used as a political power, with countries instrumentalizing it like a weapon, tank, or missile to achieve their desires from other nations, and that food can be consumed by viewing rather than tasting. Additionally, we found that food has a social meaning that brings families together, unites people, and fights poverty and hunger, as well as a meaning that encourages obesity and unhealthy eating. Thus, the concept of food is multifaceted and still requires further research. Qualitative studies on the concept can reveal consumer opinions, the comments of chefs and cooks, and the approaches of tourism and food professionals. The most fundamental point emphasized in this article is that the concept of food contains innovative notions like gastroporn, gastrodiploacy, and culinary ornamentation, and that food has social, cultural, political, and ideological meanings beyond mere nourishment.

Keywords: Gastroporn, Food, Socio-cultural meaning, Health, Politics

1. INTRODUCTION

Food can sometimes be a cultural tool used according to national interests, a strategic method for overcoming chronic issues such as hunger, poverty, and obesity, or a representation of inaccessibility, pleasure, and the world of show business. In addition, food, through its manipulated new meanings, is seen as capital for both traditional and digital media. While cooking shows on television that have continued since the 1990s remain popular, images of food on social media are liked by thousands of followers, and food-related accounts are being followed. The kitchen transforms into a magical place where the lower-middle-class individual forgets their economic situation and constructs new identities. The evolution of food from the natural to the cultural, from raw to cooked, has led it to occupy a place outside the kitchen with new meanings acquired in this process.

48 Associate Professor, Düzce University, Düzce, Türkiye, yildirimyildirim@duzce.edu.tr

The fact that the appearance of food is more important than its taste is made possible by young people eager to photograph their food before eating it. Just like Sabahattin Ali's "Madonna with the Fur Coat," which is never read but provides wonderful visual appeal for an Instagram post, food becomes a photographic object that is carefully captured with adjusted lighting and camera angles. The visual perfection of food can satiate a person before the meal and provide emotional and psychological pleasure. Beyond its symbolic associations, the political use of food points to the lesser-known aspects of the concept of gastroporn. Countries can use food as a tool to address issues such as poverty, hunger, and obesity, organise political campaigns on this topic, and make collaborations. The appetising images of food on social media can lead young people and social media users to consume fatty, sugary, and high-calorie foods. This necessitates preventive measures by health professionals and local authorities. This article discusses the social, cultural, political, and health meanings of food, outlining both positive and negative aspects of each and providing recommendations.

At the end of the article, it is emphasised that the concept of food has multiple meanings (gastroporn, gastrodiploamacy, decorative cuisine, symbolic consumption, etc.), and it is suggested that quantitative research could reveal consumer opinions, comments from chefs and culinary experts, and approaches from tourism and food professionals regarding the concept. The most fundamental point highlighted in the study is that food can have social, cultural, and ideological meanings beyond its nutritional function.

2. THE CONCEPT OF GASTROPORN AND ITS SUBMEANINGS

Founded by Alexander Cockburn in 1977, the concept of gastroporn shares some commonalities with sexuality (Cruz, 2013), culture (Appadurai, 1988 Summary 1), culinary aesthetics and self-production (Mentinis, 2017), and political and technological developments (Mejova, Abbar & Haddadi, 2016). Barthes (1972) in his book "Mythologies" states that food has been transformed into a spectacle, and the practice of cooking has taken on an imaginary, unattainable form. Cockburn (1977) emphasizes that the core of the concept of gastroporn lies in "voyeuristic fantasy," where food is consumed by viewing rather than tasting, thus bearing similarities to sexual pornography. In essence, gastroporn describes dishes that are theoretical, prepared with professional techniques and rare exotic ingredients, and never actually tasted. The concept of gastroporn progresses from the colorful, glossy pages of cookbooks (Dennis, 2008) towards the infinity of the digital realm. Examining websites like Foodnetwork.com, foodporn.com, and foodporn.net, it can be observed that extraordinary photos of food reach large audiences in cyberspace, and new media, along with smartphone applications and food blogs, enhance our "desire to look at food." For food that has evolved into decorative cuisine, we can say with Humble's (2002: 335 Summary 2) expression that "appearance is often more important than the food itself." Previously, cookbooks were thin, contained few images, and were filled with technical information. Later, they were designed in a detailed and richly illustrated manner to cater to the lifestyles and tastes of female readers (Dennis, 2008). Thus, cookbooks contributed to the change in social roles by emphasizing both gender-based distinctions and lifestyle differences. Chefs, in particular, played significant roles in shaping the tastes, fantasies, and desires of the middle class, being seen as experts and authorities. According to Bourdieu, chefs acted as "cultural intermediaries" in the formation of hedonistic lifestyles. Chefs mediate culturally opposing topics such as tradition-modernity, masculinity-femininity, and cosmopolitanism-provincialism (Mentinis, 2017). Mentinis (2017)

notes that cooking shows are “not concerned with teaching people to cook.” Cooking shows may have missions such as combating obesity, ensuring fair food access, promoting gender equality, and raising awareness about health issues through various implicit goals. Countries and states can manage their populations and convey their messages through cooking shows.

3. THE MALE COOK: CHANGING SOCIAL ROLES

While women are positioned in the invisible, ordinary, and unassuming world of cooking, male “chefs” become the focus of attention on special occasions (Gough, 2007). There is a near transition from viewing cooking as a mundane household task to seeing it as an art form. In this transition, particularly working-class individuals view themselves as artists while cooking, building their identity as “exceptional individuals” who can choose their own ingredients and create their own dishes. This raises the question: does cooking help us escape from everyday life into a world of imagination? Since 1990, the MasterChef programs broadcast in the UK have globally redefined the act of cooking, turning simple, quiet meals into tense and sweaty events involving exhausted contestants, impossible tasks, time-constrained preparations, costly mistakes, and exciting evaluations (Oren, 2013). The unstoppable rise of celebrity chefs over the past 50 years (Hansen, 2008) has exposed us to visually appealing dishes, various cooking methods, and meticulously portrayed meals. Viewing food images, especially on TV and in magazines, has become a form of entertainment for many people. Prince (2014) argues that weekly cooking shows on TV feed us and that the more they show, the less we end up cooking ourselves.

Cooking can also be seen as a way to be gentlemanly or romantic. There is a paradox in suggesting that a man preparing dinner is not romantic or gentlemanly. Additionally, for some, a man who cooks might even be categorized as a “sexy man.” The roles, social statuses, and class differences assumed by men or male chefs through cooking are different from the simple preparations that women routinely perform in their kitchens (Mentinis, 2017). This is why food can be associated with sexual pornography. At this point, it is worth recalling advertisements like Biscolata or Magnum, where food is associated with pleasure and evokes a sense of sexuality in many marketing examples.

4. FOOD AND POLITICAL POWER

Beyond its function of satisfying hunger and feeding people, food plays a significant role in international relations and diplomacy. In studies assessing the relationship between food and diplomacy, food is often considered a form of “soft power.” Soft power is described as a type of power characterized by the ability to influence and attract others without resorting to brute force or coercion (Reynolds, 2012). In other words, soft power is a different kind of power compared to traditional hard power, which relies on military or economic pressure. According to Nye (2004), a country’s soft power is the ability to shape others’ preferences through appeal, shared values, and diplomacy, without using material or coercive tools. Thus, food can be considered a tool of gastrodiploacy and possesses political power. Gastrodiploacy is a strategy for expressing cultural values through a country’s cuisine and food culture, and enhancing soft power in relationships with other countries.

Countries promote their culinary cultures globally, enabling other nations to learn and adopt their food, cooking methods, and ingredients. In doing so, they establish cultural hegemony through food

and strengthen their country's image and reputation. Eser & Karaosmanoğlu (2023) suggest that food can be used to shape a country's perceived image, reputation, and identity, creating a positive and attractive image. Food is also an effective marketing tool. It is used as a marketing tool to improve a nation's image worldwide (Rockower, 2014).

The benefits resulting from the use of food as a soft power element for gastrodipomatic purposes can be listed as follows:

- Resolves interstate disputes, regulates relationships, and promotes cooperation between states (Leira, 2016).
- Defends national interests and maintains respect on the international stage (Murray et al., 2011).
- Promotes national interests, values, and policies by facilitating direct communication with the citizens of other countries (Tettner & Kalyoncu, 2016).
- Strengthens international relations, encourages tourism, and creates trade opportunities (Özgen, 2022).
- Facilitates negotiations for trade agreements and economic cooperation agreements. Shared food experiences with other countries contribute to the development of closer economic relationships (Nihayati, Pertiwi, & Haripa, 2022).

5. THE SYMBOLIC ASSOCIATIONS OF FOOD (THE SPECTACLE OF FOOD)

Food can be regarded as both a means of socialisation and a symbolic representation (Blichfeldt, Mikkelsen & Andersen, 2012). What we eat becomes a powerful symbol of who we are. Vividly coloured sauces, glossy jellies, foams, creams, and polished-looking plates enhance the symbolic meanings of the food, transforming it into a spectacle. As a cultural object, gastroporn occupies a place between the online ostentatious consumption and food as an art form in the era of digital reproduction (Ciobanu & Florescu, 2019). Why do people watch cooking programmes? Are they really using the techniques shown in these programmes, and if not, why are they watching them? Questions like these necessitate an exploration of the social and symbolic dimensions of cooking at home.

The growing number of social media accounts related to food also contributes to the spectacle of food. When people follow a food-related page, they may crave cakes, pastries, and alcohol, and their tendencies to consume high-fat, salty, and sugary foods increase (Chauhan, Hedao & Patil, 2022). Another study has found that accounts with the hashtag #foodporn predominantly feature chocolate, cakes, and other rich foods, with posts and images largely consisting of these items (Mejova et al., 2016). Studies on gastroporn discuss the concept of "visual hunger," emphasizing that food is consumed not only with the mouth but also with the "eyes." Eating has now become a virtual but emotionally charged experience; looking at food images satisfies our visual hunger and creates a sense of imagined satiety (Lavis, 2017). It is noted that people, as 'passive voyeurs,' look at food photos to glimpse others' lifestyles and daily lives while satisfying their hunger by consuming food in their imagination rather than in reality. There is a growing trend in society of people loving to photograph the food they order in restaurants and chefs aiming to present dishes in the most appealing way (Spence et al., 2016). People's eating behaviours are heavily influenced by their emotions: Food choices, meal quantities, and frequency are dependent on numerous variables unrelated to physiological needs

(Canetti, Bachar & Berry, 2002). It is widely accepted that eating behaviour changes according to emotional stimuli (anxiety, anger, joy, depression, sadness, and other emotions). These reactions to food can be affected by temporal conditions, such as before and after eating (Davidson et al., 2018).

It is observed that the things people purchase have personal and societal meanings in addition to their functions. Ignoring or belittling the symbolism of consumer goods constitutes a commercial error. Levy (1959) uses the term “New Whys For Buys” to highlight that consumers look for valid reasons to make purchases. Many of these reasons are based on symbols, symbolic associations, signs, and signals. It should be understood that an object, action, word, image, or complex behaviour expresses not only itself but also other ideas or emotions.

6. ORNAMENTAL COOKERY

The ‘abnormality’ of food and its transient nature, which allows it to move between the poles of ‘raw’ versus ‘cooked’ and ‘nature’ versus ‘civilisation,’ affords it a privileged status. Nowadays, dishes that are not necessarily ‘edible’ but ‘lookable’ attract more attention from restaurants and customers. In this sense, presentation plates, cake designs, and certain artistic movements transform cooking into something deserving of visual consumption rather than mere eating (Turrel, 2017). Instead of containing ordinary ingredients, dishes are now crafted from meticulously balanced components, tiny spices visible only under a magnifying glass, and structures incorporating elements of architecture, engineering, and fine arts such as painting, sculpture, and graphic design. For many chefs, a plate serves as a canvas offering beauty for the eyes and palate (Cargill, 2007). Visual pleasure often precedes the pleasure left on the palate, and cooking is likened to a musician composing a piece (Gürçan, 2022). Consequently, the preparation of a dish can take hours or even days. Tweezers, syringes, and sauce-dropping tools, though seemingly simple, serve as functional utensils in the kitchen. Dishes prepared with great attention and precision have become a new way for chefs to express themselves freely. In Spain, Chef Ferran Adrià is often compared to the famous artist Salvador Dalí (Parasecoli, 2001). Transforming cooking into art and using unconventional ingredients and techniques remove the dish from its context, making it a part of aesthetics and art (Turrel, 2017). The concept of *Nature Cuite* illustrates the integration of gastronomy with art. Here, the harmony of colours, the surreal presentation of food, and drawing inspiration from art movements are of significant importance. Through *Nature Cuite*, chefs achieve the most ornate and unattainable form of the dish, making its presentation more important than the dish itself (Özdemir & Ateş, 2021).

The plates shown below demonstrate the close relationship between gastronomy and art. In decorative cuisine, ingredients are removed from their original context and transformed into a completely new form. The original meaning of the ingredient is no longer present; instead, it has a new meaning represented on the plate. In other words, food items with realistic forms are presented in a style filled with deceptive, pictorial puzzles on the plate. Objects that exist as representations in food design are crafted with an understanding that includes surreal references to realistic interpretations in everyday life.

In the image on the left, you can see mackerel cured in salt, wild horseradish cream, rocket gel, beetroot, and wild horseradish gel. The image on the right features geometric shapes made from banana, coconut, and cashew, arranged on the plate (www.oggusto.com).



Figure 1. Plate Presentations Created with Surrealism and Minimalism Art Movements

7. CULTURAL SUBTEXT OF FOOD

The relationship between humans and food is complex and includes at least two dimensions. The first extends from biological to cultural, encompassing nutritional function to symbolic function; the second connects the individual to the collective, linking the psychological to the social. Therefore, any individual is shaped by the foods they choose to consume, both biologically, psychologically, and socially. Food, which is central to our sense of identity, is closely tied to the cultural (Fischler, 1988). In many cultures, food is perceived as a domestic duty belonging to women. This perception is reinforced by cookbooks, which, through their content, images, and decoration, highlight femininity and create gendered classifications (Dennis, 2008). The kitchen is not only a place where food is prepared for survival but also a space where individuals can explore themselves and reshape their identities (Mentinis, 2017). This is why cooking programmes are not just about teaching people to cook (Oren, 2013). Almost all societies have different arrangements between genders, deciding who does what and which items are designated for men or women. This forces us to think of inanimate objects as male or female. Through such personalization, men fall in love with their ships and cars, naming them after women (Levy, 1959).

No food is always suitable for everyone in every condition and in every quantity. While a French person might find it odd to drink white coffee at dinner, an Italian might be displeased with spaghetti served at breakfast. Similarly, in Turkey, liver is eaten for breakfast in Adana and Diyarbakır, while head meat is consumed in Sivas. The most explicit and frequently applied criteria that determine these overt or covert rules include the age, gender, profession, culture, status, and social roles of the individuals eating the food (Fischler, 1988). When a person attends a party, wedding, or funeral, some of the cultural and symbolic connotations of food become most apparent. The type of food, its presentation, its scarcity or abundance, plating, table setting, and the presence of hors d'oeuvres affect these symbolic connotations (Ciobanu & Florescu, 2019). In many Western countries, spices are not considered suitable for children, while desserts are deemed inappropriate for older men. Thus, we can understand kitchens as a series of classifications and associated rules carried out by a particular culture (Fischler, 1988).

The “Chefs Contra el Hambre” (Chefs Against Hunger) campaign, launched in 2008 in collaboration with many Latin American countries and the Food and Agriculture Organization (FAO), has promoted the cookbooks of internationally renowned prestigious chefs with the mission of eradicating hunger in the involved countries by 2025. However, various contradictions have emerged between the stated mission to combat hunger and the practical outcomes of this initiative. A notable contradiction in the anti-poverty discourse relates to the fact that the most vulnerable members of the population, to whom the cookbooks are supposedly dedicated, are unlikely to afford or access them. Although we might expect the culinary aesthetics presented in these cookbooks to reach a wider population, we must ask: Is access to a cookbook in any way related to the eradication of hunger? Given that hunger cannot be eradicated by aesthetically pleasing food photographs and considering the structural causes of poverty in these countries, doesn’t this gastropornographic initiative further illustrate how poverty and hunger are culturally framed? (Mentinis, 2017). Mejova et al. (2016) suggest that the term itself aims to attract attention but may be deemed inappropriate given the extent of global hunger.

Food is closely related to culture, and Fürst highlights this by stating that “food creates the eater.” Diets are often feminized (Gough, 2007), and since many behaviors related to diet are cultural, a more global perspective on the meaning of food is needed (Counihan & van Esterik, 2013 Summary 5). As Fischler (1988) expresses, foods/nutritious raw materials are selected, cooked, and “transferred from a natural state to a cultural state.” Therefore, the foods we choose reflect how we perceive ourselves or how we wish to be perceived (Lupton, 1996).

Cultural critics have long noted that restaurants are, in a way, theaters, where dining in luxury venues is a preferred form of bourgeois entertainment, and diners perform not only for their table companions but also for others in the venue, including waiters (Gilbert, 2014). Just as gift-giving is seen as a way to develop social relationships beyond the mere exchange of physical objects, cooking for significant individuals can similarly serve to enhance social relationships in the context of gift-giving (Fischler, 1988).

8. FOOD AND HEALTH DEBATES

There are researchers who highlight the unhealthy aspects of food using terms like gastroporn or foodporn (McBride, 2010; Rousseau, 2014; Mejova et al., 2016; Chauhan, Hedao & Patil, 2022). Roland Barthes first referred to the concept of foodporn in his 1957 collection *Mythologies*, commenting on food content in *Elle* magazine as “a fantasy for those who cannot cook such dishes.” However, the real meaning of foodporn emerged in 1979 when Michael Jacobson, one of the founders of the Center for Science in the Public Interest, contrasted healthy and unhealthy foods as ‘the right things’ and ‘food pornography’ in the Center’s newsletter (McBride, 2010). Associating fatty, sugary, and high-calorie foods with the term gastroporn (Aprilia & Irwansyah, 2017) demonstrates that the term has an appetite-inducing but dangerous connotation, leading to outcomes such as obesity and cardiovascular issues. It has been found that those who follow gastroporn-tagged accounts on social media are more attracted to unhealthy foods, consuming more fatty, sugary, and high-calorie products, as well as increasing their intake of cakes, pastries, and alcohol (Chauhan, Hedao & Patil, 2022). Many studies indicate that visuals of healthy foods can cause “visual hunger” in individuals,

leading them to crave these foods even if they are not actually hungry (Petit, Cheok & Oullier, 2016; Spence, Okajima, Cheok, 2016; Aprilia & Irwansyah, 2017 Summary 4). This situation particularly negatively affects the health and eating behaviors of young social media users (Buchanan et al., 2018 Summary 4).

9. CONCLUSION AND DISCUSSION

Beyond its unifying and family-gathering function, food's importance and roles in the political realm, its artistic preparation, and its service to the world of entertainment highlight the multifaceted attributes attributed to food throughout the centuries. In the modern era, the transformation of food's form under the influence of certain artistic movements explains its close relationship with fine arts such as engineering, science, medicine, painting, music, and sculpture. Although food is primarily known for its nutritional value, the new meanings and concepts attributed to it in modern times have given rise to concepts like gastroporn, gastrodiploacy, and decorative cuisine. The transformation of food in the kitchen reveals intercultural differences, and cooking methods and ingredients highlight how similar or different these cultures are from each other.

Initially, the concept of food entered homes through cookbooks and became an aid for women in cooking. The evolution of cookbooks from informative forms that explain food to flashy forms that present food as a decoration and art led to the emergence of the concept of gastroporn. This concept emphasizes the visual aspect of food rather than cooking itself, describing the excessiveness and inaccessibility of food. Similarly, decorative cuisine, like fine arts such as sculpture, painting, and music, involves creating masterpieces that require exquisite skill and craftsmanship, illustrating that food is not just something to be eaten but something to be looked at and admired.

With the development of the internet and social media, the transformation of food has also impacted its meaning. The symbolic significance of food has emerged, and sharing pictures of food on social media before eating has become a habit. Food is no longer just an ordinary activity performed daily by women at home but is increasingly seen as part of the entertainment and show business. Male chefs have used food to express their romanticism, masculinity, and self-construction, employing food as a symbol of power.

The use of food as a symbol of power has begun to spread not only among individuals but also between countries. The concept of gastrodiploacy illustrates the power of food in diplomacy, with countries using food as a "cultural tool" to facilitate warm interactions in diplomatic discussions. As a "soft power" element, food has become a means for political leaders to promote their cultures and increase their countries' appeal and influence.

These different meanings of food reveal that food has significance beyond mere nourishment. This article highlights that food has nourishing qualities that extend beyond its nutritional value, encompassing cultural, political, social, and ideological aspects. Future field research could reveal which aspects of food are predominant, what meanings people prioritize, or whether new, unknown meanings are being attributed to food.

REFERENCES

1. Aprilia, M. P. & Irwansyah, M. (2017). Enjoying food with eyes: Visual hunger concept on gastronomy lovers. *Proceeding of Fourth International Conference on Communication, Culture and Media Studies (CCCCMS)*, 16-17 November, Canada
2. Blichfeldt, B.S., Mikkelsen, M. & Andersen, L.B. (2012). Cooking Up the Self. *Academic Quarter*, pp.67-79
3. Canetti, L., Bachar, E. & Berry, E.M. (2002). Food and emotion. *Behavioural Processes*, 60(2), 157-164.
4. Cargill, K. (2007). Desire, ritual, and cuisine. *The Psychoanalytic Review*, 94(2), 315-332.
5. Chauhan, J., Hedao, R., & Patil, M. (2022). Gastroporn on Social Media and Its Association with Food Choices and Body Mass Index Among Youth. *Advanced Studies in Biology*, 14(1), 137-151.
6. Ciobanu, E. & Florescu, C. (2019). Food Porn in Titus Andronicus, Chocolat and I Served the King of England (Obsluhoval jsem anglického krále). *East-West Cultural Passage*, 19(2), 96-120
7. Counihan, C. & Van Esterik, P. (2013). *Food and culture: A reader*. Routledge.
8. Davidson, G.R., Giesbrecht, T., Thomas, A.M., & Kirkham, T.C. (2018). Pre-and postprandial variation in implicit attention to food images reflects appetite and sensory-specific satiety. *Appetite*, 125, 24-31.
9. Dennis, A. (2008). From apicius to gastroporn: Form, function, and ideology in the history of cookery books. *Studies in Popular Culture*, 31(1), 1-17.
10. Eser, B., & Karaosmanoğlu, D. (2023). Gastrodiplomacy in Turkey: 'saving the world' or neoliberal conservative cultural policies at work. *International Journal of Cultural Policy*, 30(2), 192-206
11. Fischler, C. (1988). Food, self and identity. *Social science information*, 27(2), 275-292.
12. Gilbert, S.M. (2014). Feeding the Foodoir: Hunger Artistry. *Gastronomica: The Journal of Food and Culture*, 14(3), 74-82.
13. Gough, B. (2007). 'Real men don't diet': An analysis of contemporary newspaper representations of men, food and health. *Social Science & Medicine*, 64(2), 326-337.
14. Gürcan, T. (2022). Yemek Sanatı: Yemek yapmak sanat mıdır? <https://www.mutfaktansofraya.com/yemek-sanati/> adresinden erişilmiştir.
15. Hansen, S. (2008). Celebrity chefs deliver consumers. *Food, Culture and Society*, 11, 49-67.
16. Lavis, A. (2017). Food porn, pro-anorexia and the viscosity of virtual affect: Exploring eating in cyberspace. *Geoforum*, 84, 198-205.
17. Leira, H. (2016). A conceptual history of diplomacy. . *The SAGE handbook of diplomacy*, , 28-38.
18. Levy, S. J. (1959). Symbols for sale. *Harvard Business Review*., 117-124
19. Lupton, D. (1996). *Food, the Body and the Self*. Sage: Thousand Oaks, CA
20. McBride, A. (2010). Food Porn. *Gastronomica* 10(1), 38-46.
21. Mejova, Y., Abbar, S., & Haddadi, H. (2016). Fetishizing food in digital age: #foodporn around the world. In *Proceedings of the International AAAI Conference on Web and Social Media* (Vol. 10, No. 1, pp. 250-258).
22. Mentinis, M. (2017). Romanticised chefs and the psychopolitics of gastroporn. *Culture & Psychology*, 23(1), 128-143.

23. Murray, S., Sharp, P., Wiseman, G., Crikemans, D., & Melissen, J. (2011). The present and future of diplomacy and diplomatic studies. *International Studies Review*, 13(4), 709-728.
24. Nihayati, A., Pertiwi, E.A., & Haripa, T.I. (2022). The analysis of south korean gastrodiploamacy towards the increases of South Korean Kimchi Export. *Journal of World Trade Studies*, 6(2), 53-66
25. Nye, J. S. (2004). *Soft Power: The Means to Success in World Politics*. New York: Public Affairs.
26. Oggusto (2022). Yemekler Sanat Eserine Dönüşürse <https://www.oggusto.com/sanat/yemekler-sanat-eserine-donusurse>
27. Oren, T. (2013). On the line: Format, cooking and competition as television values. *Critical Studies in Television*, 8(2), 20-35.
28. Özdemir, S.S. & Ateş, S.K. (2021). Gastronomi ve sanatta yeni bir temsil: “nature cuite”. *Turkish Online Journal of Design Art and Communication*, 11(3), 1058-1072.
29. Özgen, N. (2022). İspanya’da gastronomi turizminin tarihsel gelişimi ve gastrodiploamasi değerlendirilmesi. *Aydın Gastronomy*, 6(2), 239-262.
30. Parasecoli, F. (2001). Deconstructing soup: Ferran Adria’s culinary challenges. *Gastronomica*, 1(1):60–73.
31. Prince, R. (2014). How we’re fed 434 hours of TV cookery a week – But the more they show, the less we cook. Daily Mail Online, 26th September. <http://www.dailymail.co.uk/tvshowbiz/article-2771553/How-fed-434-hours-TV-cookery-week-cook.html>
32. Reynolds, C. (2012). Diplomatic gastronomy: The convivial nature of the power of prestige, cultural diplomacy and soft power. In *The International Conference on Cultural Diplomacy & the UN” Cultural Diplomacy & Soft Power in an Interdependent World: The Opportunities for Global Governance” NYC & Washington DC*
33. Rockower, P. (2014). The State of Gastrodiploamacy. *The Public Diplomacy Magazine*, 11, 13-16.
34. Rousseau, S. (2014). Food “porn” in media. *Encyclopedia of Food and Agricultural Ethics*. Springer
35. Spence, C., Okajima, K., Cheok, A.D., Petit, O. & Michel, C. (2016). Eating with our eyes: from visual hunger to digital satiation. *Brain and cognition*, 110, 53-63.
36. Turrell, G. (2017). *Imaginative Cuisine*. U.S: Trafford Publishing.

ETHICAL EVALUATION OF DARK TOURISM

Yıldırım Yıldırım⁴⁹, Mustafa Top⁵⁰

Abstract

Dark tourism refers to travel to destinations such as battlefields, prisons, genocide sites, and similar locations that evoke feelings of pain, sorrow, and death. The demand for dark tourism is increasing daily, both in our country and worldwide. This growing demand contributes to the tourism economy but also brings with it some complex issues. The commercialization of historical sites or monuments and the resulting “ethical debates” are among the most prominent of these issues. The primary aim of this study is to examine the ethical dimension of dark tourism. Our country has significant destinations in the context of dark tourism, given its historical and cultural values. A review of domestic literature shows that many studies have been conducted on these destinations. Similar trends are observed in the foreign literature. However, it has been determined that studies specifically focusing on the ethical dimension of dark tourism are very limited in the domestic literature. This study aims to fill this gap in the literature by addressing the relationship between dark tourism and ethics and conducting interviews with researchers who have previously published on dark tourism. The research findings indicate that organizing tourist trips to dark tourism sites does not pose an ethical problem. Understanding the emotions of the local population is crucial, and there is no objection to the local community benefiting financially from dark tourism. It is also permissible to take photographs or broadcast live on social media without resorting to ostentation or exaggeration. This can serve as proof for tourists and may even contribute to the promotion and awareness of dark tourism sites. Additionally, it has been found that it is definitely unethical for tourists to engage in behaviors such as laughing loudly, listening to music with headphones, adopting indifferent attitudes, joking around, and searching for souvenir shops in dark tourism sites. The most significant finding of the research is that participants are less tolerant of unethical behavior in darker dark tourism sites, whereas they find many behaviors ethical and are more lenient in areas with less suffering.

Keywords: Tourism, Dark tourism, Ethics, Commercial and cultural values

1. INTRODUCTION

Since the 1990s, there has been a rapid change in people’s travel motivations. As a result of this shift, larger groups have started to turn to alternative forms of tourism. Dark tourism is one such form of tourism (Özdemir & Çakmak, 2022). Dark tourism, which arises from events such as genocides, natural disasters, and wars that affect large populations, involves travel to the locations where these events

49 Associate Professor, Düzce University, Düzce, Türkiye, yildirimyildirim@duzce.edu.tr

50 Ph.D. Student, Düzce University, Düzce, Türkiye, mustafa_top@msn.com

occurred (Foley & Lennon, 1996). The demand for dark tourism is dynamic and variable. Individuals participating in tourism movements wish to visit prisons, battlefields, cemeteries, earthquake zones, or monuments. The common feature of these tourist sites is that tragic events or deaths have occurred in those areas (Dilek, 2018). The primary source of dark tourism is past traumatic events. Traveling to the areas where these events occurred for tourism purposes is a fundamental aspect of dark tourism (Stone & Grebenar, 2022). However, this raises some dilemmas. The commercialization of suffering and the behaviors exhibited in the areas visited are ethically questioned (Chen & Xu, 2021). Additionally, the attitudes and feelings of the local population living in the areas where these travels take place also create ethical discussions (Gülduran & Akdeniz, 2022).

The concept of ethics is an integral and frequently used term in our daily lives. The term ‘ethics,’ which has Latin origins, is expressed as “Ethos” in Greek (Akan, 2007). Although ethics and morality are closely related, they have different meanings. Ethical rules are often referred to when expressing general moral principles. Ethics and morality are, in simplest terms, efforts to determine what is good or bad, or what is right or wrong (Collins-Kreiner, 2016). Tourism is regarded as an extremely important economic resource worldwide. In such an important sector, violations of ethical values negatively impact the industry. For the sector to continue its development and maintain a lasting structure, ethical values are crucial (Kazımcı, 2006). In this context, it is possible to directly associate dark tourism with ethics. When this relationship is accurately explained, it will add value to the industry.

This study will address the ethical discussions surrounding dark tourism, examining the ethical implications of conducting commercial activities in areas where suffering and death have occurred and the commercialization of grief. The lack of studies combining dark tourism with the concept of ethics makes this research significant. It is hoped that the results will benefit tourism professionals, those involved in the tourism industry, and public administrators.

2. DARK TOURISM

Dark tourism consists of visits to regions where tragic events have occurred or historically significant deaths have taken place (Seaton, 1996). However, it is essential that the impact of these events continues to be felt in the areas where they occurred. The presence of monuments and museums that convey the impact of these events is also crucial from a dark tourism perspective (Bolin, 2012). In brief, the natural structure of dark tourism sites must be preserved (Sharpley & Stone, 2008). Dark tourism was first introduced in the literature by Foley and Lennon (1996) as “Dark Tourism.” Seaton (1996) referred to it as “Thanatourism.” In the Turkish literature, it is most commonly referred to as dark tourism. Various motivational sources are required for individuals to participate in tourism activities. These include business trips, sun-sea-sand vacations, health-related travel, or cultural activities (Lewis, Schrier & Xu, 2021). In the context of dark tourism, there are also various motivational factors. Seaton (1996) lists these motivational factors as follows:

- Understanding and experiencing deaths or sufferings on a societal level.
- Visiting sites where mass deaths have occurred.

- Visiting monuments of nationally significant individuals.
- Viewing symbols and evidence in places that have preserved their original structure, such as prisons and concentration camps, and feeling the suffering experienced there.
- Connecting historical events to better understand the past.
- Experiencing national sentiments and creating a national identity.
- Participating in educational travel.
- Engaging in curiosity and entertainment-based travel.
- Meeting socialization needs.
- Based on these motivational factors, people visit battlefields, museums, concentration camps, and historic prisons (Lennon & Powell, 2018). There are numerous locations worldwide and in Turkey that can serve as sources for such dark tourism travels (Bulut & İli, 2022). Examples of such tourism products include Alcatraz Prison (USA), Auschwitz Concentration Camp (Poland), Chernobyl disaster sites (Ukraine), and Mount Vesuvius (Italy). In Turkey, sites like Anıtkabir, the Gallipoli Peninsula, Ulucanlar Prison, and Sinop Prison attract significant interest in the context of dark tourism.

3. ETHICS

The concept of ethics has evolved from certain customs and general assumptions from the past to the present. Directly related to the concepts of morality and custom, ethics derives from the Latin word ‘Ethos’ (Akan, 2007). In everyday language, the term ethics is often used to denote moral appropriateness. It can also be approached as adopting a virtuous lifestyle by distinguishing between good and evil (Kazımierczak, 2006). Adhering to customs also gives meaning to the term ethics. According to Wight (2009), the concept of ethics seeks to explain the reasons behind a behavior and studies these reasons. It also considers the potential impacts of a behavior within a societal context. Ethics is classified in various ways according to different fields. However, in the context of dark tourism, it is appropriate to consider the concepts of ‘Meta-Ethics’ and ‘Normative Ethics’ (Dilek, 2018).

Meta-ethics focuses on the reasons and meanings behind behaviors and addresses universal issues. Normative ethics, on the other hand, evaluates a behavior as right or wrong. These types of ethics, which are present in every aspect of daily life, are significant within the tourism sector (Şahin, Akova & Boğa, 2016). Meta-ethics addresses questions such as: What are the rights of individuals living in dark tourism destinations? To what extent are these rights respected? How are local residents emotionally affected by dark tourism activities? Normative ethics evaluates questions such as: Are the tourists’ visits to dark tourism sites appropriate? Are there disturbing behaviors exhibited towards the local population during these visits? (Dilek, 2018). When addressing the ethical dimension of dark tourism, two aspects require particular attention. The first is the attitudes and behaviors of individuals participating in tourism activities during their travels. The second is the local residents living in the areas where tourism activities occur. The feelings and thoughts of the local population must be considered when evaluating the ethical

dimension of dark tourism (Bolin, 2012).

4. THE RELATIONSHIP BETWEEN DARK TOURISM AND ETHICS

The commercialization of death is seen as one of the most significant ethical criticisms directed at dark tourism (Wight, 2009). Chen and Xu (2021) have noted in their study that, in recent years, death, suicide, or cemeteries and memorials associated with death have increasingly been commercialized in some cultures. Chen and Xu (2021) indicated that the disregard for the emotions of individuals affected by disasters is a driving factor behind ethical debates on dark tourism. A review of the literature reveals numerous studies evaluating the commercial aspect of dark tourism. For example, Barlak (2021) discussed how specialized tour companies organize tours to the area affected by the Chernobyl disaster. Barlak (2021) emphasized that the transformation of the area into a ghost town after the disaster was seen as an opportunity by these companies in the context of dark tourism. Gülduran and Akdeniz (2022) critiqued the commercialization of poverty in their work, which addressed dark tourism as “slum tourism.” They argued that the commodification of individuals’ poverty or destitution and its transformation into a tourism product, as well as the resulting financial gain, is ethically problematic. Gülduran and Akdeniz (2022) found that trips to these areas are equivalent to the concepts of “voyeurism or exploitation.” Seaton (1996), a pioneering academic in the concept of dark tourism, noted that people’s deaths, sufferings, and tragedies are used for commercial purposes by various parties.

Stone (2006) pointed out that New York’s Merlin Entertainments uses the London dungeons as part of commercial activities, turning them into a tourism product. Stone (2006) highlighted that by directing individuals to different rooms where they could witness executions and public punishments, this destination was made commercially valuable and became a significant source of dark tourism. Kurnaz and Kılıç (2016), in their study on Çanakkale, noted that many visits are made to areas with monuments and museums, and during these visits, specialized tour companies provide paid transportation services to domestic and foreign tourists, generating profit. Another example of the commercialization of dark tourism sites is the sale of souvenirs representing the suffering experienced at Ground Zero, a significant center globally, and the revenue generated from these souvenirs based on the pain experienced at these destinations (Stone, 2005). In summary, dark tourism conflicts with ethical values in various ways. Although tourism activities provide important financial resources for countries, dark tourism, which feeds off pain and tragedies, has been critically examined from an ethical perspective in many academic studies (Bolin, 2012; Chen & Xu, 2021; Collins-Kreiner, 2016; Ferdinandus, 2022; Wight, 2009). Despite these criticisms, interest in dark tourism continues to grow.

5. METHODOLOGY

In this study, the interview method was employed, and individuals who had previously conducted research on dark tourism were interviewed. Key terms such as “dark tourism,” “disaster tourism,” “dark tourism,” and “earthquake and tourism” were searched using the “Google Scholar” search engine. Based on the search results, emails were sent to all authors who had worked on the subject, requesting interview appointments. Interviews were conducted with 10 authors who responded, focusing

on the ethical aspects of dark tourism. The table below provides information about the individuals interviewed and details regarding the interviews.

Table 1. Descriptive Data on the Interview and Participants

Name	Title	Number of Publications on Dark Tourism	Interview date	Duration
Kutay Oktay	Prof. Dr.	1	30.03.2024	30 min.
Mehmet Şimşek	Assoc. Prof.	1	27.003.2024	1 hour
Yusuf Bayraktar	Asst. Prof.	3	31.03.2024	2 hours
Vedat Yiğitoğlu	Assoc. Prof.	2	27.03.2024	49 min.
Mehmet Küçükahmetoğlu	Ph.D. Student	1	29.04.2024	52min.
Cemile Bahtiyar Karadeniz	Assoc. Prof.	1	30.04.2024	20 min.
Erkan Güneş	Assoc. Prof.	2	01.05.2024	30 min.
Koray Genç	Assoc. Prof.	2	15.05.2024	45 min.
Serap Arı	Teacher	1	18.07.2024	45 min.
Defne Keşkeççi	Gastronomy expert	3	26.07.2024	20 min.

Although the names and surnames of the participants are listed in the table above, the answers have been coded as P1, P2, P3, etc., without indicating which answers correspond to which participant. It is noted that all participants have academic work related to dark tourism and possess knowledge on the subject. The questions for the interview were formulated through an extensive literature review, with a focus on uncovering the relationship between dark tourism and ethical behaviour. The questions posed to the participants are as follows:

Question 1: How do you assess the organisation of tourist trips to places where pain and death have occurred from an ethical perspective?

Question 2: Do you think it is important to understand the feelings of the local people living in areas where pain and death have occurred? From a tourist's perspective, what ethical issues or unethical behaviours can arise?

Question 3: How do you view the act of tourists live streaming on social media, making real-time posts, or taking photographs in areas where pain and death have occurred from an ethical perspective?

Question 4: How do you evaluate the ethical implications of local people “benefiting economically from dark tourism” in areas where pain and death have occurred?

Question 5: How do you assess the ethical aspects of selling local souvenirs, memorabilia, and other decorative items in areas where pain and death have occurred?

Question 5.1: Do you think that people who purchase these products are able to connect with death and the events that took place there, or to what extent do you think they can make this connection? Do you believe that markets and bazaars selling these products are contrary to the nature of dark tourism? What is your opinion?

Question 6: How do you view the ethical aspects of visiting areas or museums where pain and death have occurred by paying for admission/tickets?

Question 7: How do you assess the ethical implications of having a similar or miniature replica of a place where pain and death have occurred, or creating an experience area for tourists?

In addition to the above questions, participants were asked to evaluate on a scale of 1 to 5 the extent to which behaviours such as taking photographs, live streaming on social media, laughing loudly, joking, engaging in entertaining activities, displaying indifferent attitudes, listening to music with headphones, and searching for souvenir shops are considered ethical.

6. FINDINGS

In the first question, participants were asked to provide a general assessment of ethics regarding the organisation of tourist trips to places where pain and death have occurred. They were asked whether they view such trips as ethically acceptable. Overall, the ethical evaluations of organising tourist trips to dark tourism sites are positive, and all participants do not see an ethical issue with organising such trips. However, these views are conditional. Sharing the pain of the local people, remembering what happened, and commemorating the deceased eliminate ethical concerns. Some participants' views are as follows:

P.1 "...if the visits are conducted with respect and adherence to ethical rules, I see no ethical issue."

P.9 "...these trips, which take people back in time, make individuals more conscious."

In the second question, participants were asked whether understanding the feelings of local people in areas where pain and death have occurred is important, and to evaluate from a tourist's perspective what ethical issues or unethical behaviours may arise. The responses indicate that all participants believe it is essential to respect the feelings of local people, and sharing pain and joy increases social cohesion. From a tourist's perspective, behaviours such as speaking loudly, playing music, engaging in entertainment, consuming alcohol, dancing, and exaggerated actions are emphasised as unethical. Additionally, behaviours such as taking meaningless and showy selfies, wearing inappropriate clothing, and joking are also listed as unethical. Some participants' views are as follows:

P.4 "...more respect should be shown towards the values of the local people and conditions should be adapted. For instance, if a moment of silence is required, it should be observed; if photography is not allowed, photos should not be taken."

P.5 "...everything excessive is unethical. Loud crying, wailing, shouting, and calling are also inappropriate. It is necessary to avoid actions that are contrary to the nature of the event. For example, joking with or making fun of the soldier on duty at Anitkabir is not appropriate."

In the third question, participants were asked how they evaluate the act of tourists live streaming, making real-time posts, or taking photographs in dark tourism areas from an ethical perspective. According to the responses, four participants consider taking photographs and live streaming on social media to be ethical, while six view such behaviours as unethical. Participants who consider these actions ethical emphasised that they should be done without showiness and without harming personal and social values. They also mentioned that taking photographs and live streaming con-

tribute to preserving memories, drawing attention to the pain experienced, and raising awareness. Therefore, they do not see an ethical issue with these behaviours. Participants who do not view these behaviours as ethical pointed out concerns about not obtaining permission, respecting privacy, and the potential for such evidence to be used for other purposes later. Participants' views on the issue are as follows:

P.1 "...photography and sharing can be done without exaggeration. Live streaming or sharing that turns into a show should be avoided."

P.3 "...if it raises awareness about the painful events that occurred in the area, it does not create an ethical problem. Moreover, tourists tend to collect memories in the areas they visit. In today's conditions, social media is one of the most important tools for collecting memories. From this perspective, taking photographs and making posts does not constitute an ethical issue."

In the fourth question, participants were asked how they view the local population's "earning economic income from dark tourism" in areas where pain and death have occurred from an ethical standpoint. With the exception of one participant, the other nine considered the situation to be ethical, noting that income-generating activities are normal and that dark tourism is regarded as an alternative form of tourism that can provide economic benefits to the area and its residents. Overall, participants found it normal and ethical for the local population to earn income from dark tourism, asserting that people need to earn money and sustain their livelihoods. Participants' views are as follows:

P.4 "...I do not see any ethical issue with earning economic income. This way, their attachment to their values, events, and phenomena increases, their protective instincts are heightened, and sustainability is ensured due to their earnings."

P.7 "...like any form of tourism, dark tourism activities provide significant economic contributions to the area. If the area is open to dark tourism, it will gain economic and other benefits. This situation should not be perceived as selling pain and tragedy from an ethical perspective."

In the fifth question, participants were asked how they view the sale of souvenirs, memorabilia, and other decorative items (e.g., Seyit Onbaşı keychains, Turkish flag T-shirts, Çanakkale Martyrs' magnets) in areas where pain and death have occurred from an ethical perspective, and to what extent they believe these items help buyers connect with the death and events experienced there. Overall, all participants indicated that there is no ethical issue with the sale of souvenirs and memorabilia. These items are seen as tangible proof of the tourist experience, helping to materialise the tourist's experience. Participants also highlighted the importance of the quality of souvenirs and decorative items and their alignment with the story, heritage, and spirit of the area and events. Thus, selling such economically valuable products was emphasised as ethical. Participants' views are as follows:

P.1 "...I do not see any ethical issue. It is important that the places where the products are sold are respectable and the products themselves are of high quality."

P.3 "...souvenirs should be designed in accordance with the story of the area. The production and sale of items suitable for the story, heritage, or nature of the dark tourism area does not create an ethical problem."

P.4 "...the content, form, and quality of the materials are very important. It is crucial that these products are sold with accurate representation and in the correct form."

Participants noted that those who purchase souvenirs or memorabilia might develop a deeper connection with the death, pain, and tragedy experienced. These individuals are considered different from regular tourists, as they already have prior knowledge and awareness of these places. Thus, those wishing to remember events or recall the past may buy these items, and even gift them to others, thereby stimulating others' curiosity and encouraging visits to dark tourism sites. Participants' views are as follows:

P.5 "...I think people who visit these places have prior knowledge and awareness."

P.9 "...markets and shops are not contrary to the nature of dark tourism. Even if the event is tragic, it is normal for people to buy souvenirs that remind them of the event."

In the sixth question, participants were asked how they view the paid visitation of areas or museums where pain and death have occurred from an ethical perspective. Three participants consider this situation, seen as a commercial expectation, to be unethical, while seven support the paid visitation for the maintenance, upkeep, sustainability, and visitor satisfaction of these areas. Participants' views are as follows:

P.1 "...there is no ethical issue. Such places need income for their maintenance and protection."

P.2 "...I think it is necessary for similar places around the world to be visited for a certain fee. The operational and maintenance costs of these areas need to be covered somehow. I believe it is necessary and obligatory for part of these costs to be covered by users."

In the seventh question, participants were asked how they view the existence of replicas or miniatures of places where pain and death have occurred, or experience zones created for tourists (e.g., symbolic funerals, mock prisons where tourists can spend a night and experience minor torture, simulations or virtual reality recreations of earthquake moments or symbolic earthquake areas) from an ethical perspective. Responses revealed that three participants view the creation of experience zones related to dark tourism as ethical, while seven participants believe such places dilute the pain, exploit suffering, turn pain and death into entertainment, remove seriousness, and lead to a lack of emotional understanding. The three participants who view these experiences as ethical emphasised the changing and diverse demands of tourists and stated that experiences materialised through dark tourism are unforgettable. Participants' views are as follows:

P.1 "...I do not think it is ethically appropriate. Such a situation would exploit past suffering. The seriousness of the issue is lost."

P.4 "...if you are recreating a historical event, it may be acceptable, but theatrical recreations are not appropriate."

P.8 "...there is a sense of 'let's not die but see how they died' here. Simulations may not be a problem, but creating experience zones or adding sound effects like screams or harsh warnings from guards leads to the 'dilution' of the experienced pain."

Table 2. Descriptive Statistics on the Ethical Evaluation of Paid Entry or Entertainment Replicas in Dark Tourism Areas

„Ethical considerations regarding the appropriateness of creating entertainment-oriented replicas, miniatures, or experiential tourism products of dark tourism sites”						„Ethical considerations regarding the appropriateness of taking photos, live streaming on social media, or entertainment-oriented visits”				
Definitely unethical	Unethical	Undecided	Ethical	Definitely ethical	DARK TOURISM AREAS	Definitely unethical	Unethical	Undecided	Ethical	Definitely ethical
6	1	-	2	1	Genocide camps (Auschwitz-Birkenau Toplama Kampı)	6	1	-	2	1
2	3	2	2	1	Dungeons and prisons (Alcatraz Hapishanesi, Ulucanlar Cezaevi, Yedi Kule Zindanları)	4	2	1	2	1
4	2	-	3	1	Shame museums and exhibitions (Kamboçya Ölüm Tarlası, Body Worlds Sergisi, Holokost Müzesi)	4	2	-	3	1
3	4	-	2	1	Terror attack sites	4	2	-	3	1
1	3	3	2	1	Accident/disaster and natural catastrophe sites (Pompei, Çernobil)	3	3	2	1	1
-	2	4	2	2	Religious sites (Kudüs, Mekke, Kerbela)	2	3	2	2	1
2	1	2	4	1	Symbolic historical and cultural sites (Anıtkabir, Berlin Duvarı)	2	1	2	4	1
1	3	1	3	2	Conflict and War sites (Çanakkale Gelibolu Yarımadası)	2	4	1	2	1
1	1	1	5	2	Graves and homes of famous people	2	1	2	4	1
-	1	3	5	1	Ghost and paranormal tourism (Bran Şatosu, Edinburg Kalesi, Kibledere ve Lebbey Köyü)	1	-	3	4	2
-	3	3	3	1	Murder and assassination sites (John Kennedy Suikastı, John Lennon’un vurulduğu yer, Sivas Madımak Otel)	1	3	1	4	1

Participants consider it completely unethical to create entertainment-oriented replicas or miniatures of genocide camps, dungeons and prisons, sites of terrorist attacks, and natural disaster and accident sites. Activities based on experiences at these locations and the exploitation of the suffering, sadness, and death that occurred are not welcomed. In contrast, creating experience-based miniatures or similar for symbolic historical and cultural sites, celebrities’ graves and homes, and ghost and haunted areas is seen as ethically acceptable. Opinions vary regarding crime scenes and conflict and war zones, with some participants finding them ethical and others not.

Taking photos, live streaming on social media, or organizing entertainment-oriented visits is considered unethical for genocide camps, dungeons and prisons, shame museums, terrorist attack sites, accident and natural disaster sites, religious sites, and conflict and war zones. Participants do not welcome such behaviors in these contexts. However, most participants believe that taking photos and live streaming could be appropriate for symbolic historical and cultural sites, ghost and haunted areas, celebrities' graves and homes, and crime and assassination sites, and do not see these activities as ethically problematic.

Table 3. Descriptive statistics on what is considered ethical and unethical to do in dark tourism sites

Behaviors Areas of Dark Tourism	Taking photo	Going live on social media	Laughing loudly	Joking/doing entertaining actions	Displaying indifferent attitudes	Looking for souvenir shops	Listening to music with headphones
Genocide camps	3,5	2,3	1,0	1,0	1,1	2,5	1,3
Dungeons and prisons	3,7	2,7	1,2	1,0	1,2	2,7	1,6
Shame museums and exhibitions	3,8	2,5	1,0	1,0	1,1	2,3	1,5
Terror attack sites	3,2	2,2	1,0	1,0	1,1	2,2	1,4
Accident/disaster and natural catastrophe sites	3,6	2,5	1,2	1,2	1,3	1,8	1,5
Symbolic historical and cultural sites	4,4	3,5	1,4	1,4	1,4	3,6	1,8
Conflict and War zones	3,7	2,6	1,1	1,0	1,2	2,5	1,5
Graves and homes of famous people	4,1	3,6	1,2	1,2	1,3	3,1	1,9
Ghost and paranormal tourism sites	4,6	3,7	1,9	2,0	1,8	3,5	2,0
Murder and assassination sites	3,6	3,0	1,0	1,0	1,1	2,6	1,6

Participants were asked to rate how ethical it is to exhibit certain behaviors in specific dark tourism sites, with their opinions ranging from 1=definitely not ethical to 5=extremely normal, natural, and ethical. Upon examining the table above, it can be seen that behaviors such as loud laughing, joking, engaging in entertaining actions, displaying indifferent attitudes, and listening to music with headphones are considered definitely unethical in all dark tourism sites. On the other hand, taking photos and going live on social media are deemed ethical only in symbolic historical-cultural sites, the graves and homes of celebrities, ghost areas, and sites of murders and assassinations. This indicates that participants prefer stricter behavioral standards in dark tourism sites with deep sorrow, while some behaviors may be acceptable in lighter or grey areas.

7. CONCLUSION AND RECOMMENDATIONS

This study evaluated the ethical dimension of the behaviors exhibited by tourists in dark tourism sites and explored the relationship between dark tourism and ethics. Dark tourism sites represent places where significant suffering, mass deaths, and tragedies have occurred. In these areas, immense pain has been experienced in the past, people have lost their lives, or their loved ones have been tortured, and inhumane practices have taken place. Tourists often struggle to understand the emotions of the local people, empathize, and capture the spirit of the area while visiting these dark tourism sites. Additionally, tourists are admitted to these sites in exchange for money or tickets. The material gain derived from suffering and deaths by local governments and tourism professionals also raises ethical concerns. This study examines both the ethical aspects of tourists' behaviors in dark tourism sites and the ethics of entering these sites for a fee, selling souvenirs and decorative items, and creating entertainment-oriented replicas or miniatures of dark tourism sites.

The results showed that participants did not see any ethical issue with organizing tourist visits to dark tourism sites, viewing dark tourism as an alternative form of tourism that helps alleviate suffering, share the emotions of local people, and commemorate the past. Participants emphasized that tourists should understand the emotions of the local population. However, they pointed out that behaviors such as loud talking, music, entertainment, alcohol, and dancing exhibited by tourists are unethical. Participants found taking photographs and going live on social media in dark tourism sites to be contrary to the spirit of the region and thus unethical. They also expressed a preference for these behaviors to be conducted with permission and with respect for privacy.

Participants did not see any issue with the local population gaining economic income from dark tourism sites. They noted that if not dark tourism, other types of tourism would provide income to the local people and considered this normal. They stressed that local people should pay attention to the quality, content, and materials of the products sold, ensuring that they are suitable for the nature of the region and the events that occurred there. Participants viewed dark tourism tourists as more conscious, aware, and informed individuals compared to regular tourists. Consequently, they believed that purchasing souvenirs/decorative items could help tourists connect with dark tourism sites and concretize their travels. Participants who found the practice of entering dark tourism sites with a fee or ticket to be ethical viewed this practice as necessary for the cleanliness, maintenance, and sustainability of these sites. They considered it normal and ethical for local governments or private enterprises to sell tickets and accept tourists for a fee, seeing it as a means to repair and maintain the sites.

Participants were asked whether creating replicas or miniatures of dark tourism sites or experiencing the events in these areas was ethical. All participants stated that such actions were not aligned with ethical behavior and did not find this practice to be ethical. They noted that entertainment-oriented experiences and replicas exploit death, dilute the pain, and diminish the seriousness of the events. While behaviors such as loud talking, laughing, joking, engaging in entertaining activities, displaying indifferent attitudes, and listening to music with headphones are deemed unethical across all dark tourism sites, taking photos and going live on social media vary in their ethical acceptance depending on the type of dark tourism site. In deeper, more sorrowful areas, these behaviors are considered unethical, whereas in lighter, less sorrowful places, they are viewed as normal.

The study recommends understanding the motivations and purposes of tourists visiting dark tourism sites and suggests that categorizing dark tourism sites based on the level of suffering, death, and impact can guide tourists. Tourism professionals and local authorities should adopt a collective approach to managing dark tourism sites in Turkey, with a joint perspective from the local community, tourists, and businesses.

REFERENCES

1. Akan, P. (2007). Uygulama açısından iş etiği kuralları ve evrensel turizm etiği ilkeleri. *Anatolia: Turizm Araştırmaları Dergisi*, 18(1), 7-20.
2. Barlak, E. H. (2021). Çernobil doğal açık hava müzesi: sanatın etik duruşu. *Karamanoğlu Mehmetbey Üniversitesi Edebiyat Fakültesi Dergisi*, 4(1), 85-91.
3. Bolin, A. (2012). On the side of light: performing morality at Rwanda's Genocide Memorials. *Journal of Conflict Archaeology*, 7(3), 199-207.
4. Bulut, Z. & İli, N.D. (2022). Türkiye ve dünyadaki "hüzün turizmi" çalışmalarının bibliyometrik analizi. *Turizm ve İşletme Dergisi*, 2(1), 67-88.
5. Chen, S. & Xu, H. (2021). The moral gaze in commercialized dark tourism. *Current Issues in Tourism*, 24(15), 2167-2186.
6. Collins-Kreiner, N. (2016). Dark tourism as/is pilgrimage. *Current Issues in Tourism*, 19(12), 1185-1189.
7. Dilek, S. E. (2018). Aktif savaş alanları turizmi: Macera mı? Kayıtsız hazcılık mı? Etik bir tartışma. *Uluslararası Sosyal Araştırmalar Dergisi*, 11(59), 932-938.
8. Ferdinandus, N. L. (2022). The dark side of dark tourism. *Master Thesis*. Utrecht University.
9. Foley, M. & Lennon, J.J. (1996). JFK and dark tourism: a fascination with assassination. *International Journal of Heritage Studies*, 2(4), 198-211.
10. Gülduran, Ç. A. & Akdeniz, A. (2022). Yoksulluğun metalaşması: gecekondur turizmi üzerine kavramsal bir bakış açısı. *Turizm Akademik Dergisi*, 9(2), 463-475.
11. Kazımcı, M. (2006). Code of ethics for tourism. *Studies in Physical Culture and Tourism*, 13(1), 93-97.
12. Kurnaz, H.A. & Kılıç, B. (2016). İtici ve çekici faktörlerin hüzün turizmi destinasyonlarında memnuniyet ve sadakate etkisi: Çanakkale örneği. *ÇKÜ Sosyal Bilimler Enstitüsü Dergisi*, 7(2), 139-164.
13. Lennon, J. & Powell, R. (2018). Dark tourism and cities. *International Tourism Studies*, 4(1), 1-3.
14. Lewis, H., Schrier, T. & Xu, S. (2021). Dark tourism: motivations and visit intentions of tourists. *International Hospitality Review*, 36(1), 107-123.
15. Özdemir, F. & Çakmak, T. F. (2022). Hüzün turizmi üzerine bibliyometrik bir analiz. *Güncel Turizm Araştırmaları Dergisi*, 6(2), 389-406.
16. Seaton, A. (1996). Guided by the dark: from thanatopsis to thanatourism. *International Journal of Heritage Studies*, 2(4), 234-244.
17. Sharpley, R. & Stone, P. (2008). Consuming dark tourism: a thanatological perspective. *Annals of Tourism Research*, 35(2), 574-595.
18. Stone, P. (2005). Consuming dark tourism: a call for research. *Review of Tourism Research*, 3(5), 109-117.
19. Stone, P. (2006). A dark tourism spectrum: towards a typology of death and macabre related tourist sites, attractions and exhibition. *An International Interdisciplinary Journal*, 54(2), 145-160.

20. Stone, P. & Grebenar, A. (2022). 'Making Tragic Places': dark tourism, kitsch and the commodification of atrocity. *Journal of Tourism and Cultural Change*, 20(4), 457-454.
21. Şahin, G., Akova, O. & Boğa, D. (2016). Dark turizm ve etik ilişkisi üzerine bir değerlendirme. *Uluslararası Turizm ve Yönetim Araştırmaları Kongresi Bildiri Kitabı*, 1859-1878.
22. Wight, A. C. (2009). Contested national tragedies: an ethical dimension. Sharpley, R. & Stone, F.R. (Eds.), *İçinde The Darker Side of Travel: The Theory and Practice of Dark Tourism* (pp. 129-144), Channel View Publications

