



Research Article

A study on tourists' hedonic hunger levels and luxury consumption tendencies

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Abstract

Purpose: This study purpose to determine the impact of tourists' levels of hedonic hunger on their tendencies toward luxury consumption. Another objective of the research is to identify the differences in hedonic hunger and luxury consumption tendencies based on the preferred hotel concept.

Design/methodology/approach: This study is a quantitative research in terms of the method it employs. A causal research design was adopted to analyze the statistical effects of the variables, while a descriptive research design was used to identify the current state of the variables. 399 tourists who chose different hotel concepts were selected through a convenience sampling method. Data collected from these tourists via questionnaires were analysed accordingly.

Results: According to the analysis results, tourists' levels of hedonic hunger have a positive effect on luxury consumption. Furthermore, tourists who prefer the all-inclusive system exhibit higher tendencies toward luxury consumption compared to those who prefer other hotel concepts. It was also found that female participants have higher levels of hedonic hunger than male participants.

Discussion: Although the results of the study indicate that hedonic hunger does not lead to differences in preferences regarding hotel concepts, it does create differences in the tendency toward luxury consumption. Furthermore, hedonic hunger influences the impact of luxury consumption. Consequently, tourists perceive the all-inclusive concept as more luxurious, and those with high levels of hedonic hunger may prefer the all-inclusive system based on their inclination toward luxury consumption. This gap will serve as inspiration for future studies.

Keywords: Hedonic Hunger, Luxury Consumption Tendency, All-Inclusive, Tourist Behavior

Introuction

Modern consumer culture has radically transformed how individuals meet their needs; consumption has become a central tool for pleasure, status, and identity construction, going beyond simply satisfying biological needs (Baudrillard, 1998; Campbell, 2018). The powerful desire for food and pleasure without the physiological sensation of hunger, referred to as "hedonic hunger," has become central to understanding modern consumption practices (Lowe and Butryn, 2007). Hedonic hunger is particularly pronounced in contexts where food and drink are consumed not only as a biological necessity but also as a source of pleasure and experience. Similarly, luxury consumption trends are based on the pursuit of symbolic value, experiential pleasure, and emotional fulfillment rather than functionality (Peng, 2019). Luxury consumption is shaped by experiential pleasure, symbolic value, and motivation for differentiation rather than functionality (Veblen, 2005; Peng, 2019). In this respect, a direct parallel can be drawn between hedonic hunger and luxury consumption, and both are considered closely related because they express consumption behaviors that prioritize the individual's psychological satisfaction.

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In this context, the all-inclusive hotel system, which has become increasingly widespread in the tourism sector in recent years, constitutes a concrete intersection of these two trends. The all-inclusive hotel system, in particular, offers a prime example that embodies these aspects of consumer culture. All-inclusive packages trigger individuals' hedonic hunger with unlimited food and beverage service, while simultaneously offering consumers the sense of comfort, control, and exclusivity characteristic of luxury consumption (Koç, 2016; Ye, Li and Law, 2021). This system provides consumers with a sense of economic control while simultaneously intensifying pleasure-focused consumption by creating a psychological perception of "unlimited access." Thus, a holiday experience is planned beyond physiological needs, and individuals tend to consume not only for satiety but also to enjoy the variety offered and to experience a lifestyle that symbolizes status and prestige (Ye et al., 2021). Supporting this, a study conducted in Egypt revealed that the all-inclusive model, when combined with cultural factors, increases food waste (Elshaer and Saad, 2021). A recent assessment published on the Travel Begins at 40 platform also indicates that such packages increase food and alcohol consumption among vacationers by 40% and 60%, respectively, due to the fallacy of "expenditure-based mental accounting" (Miller, 2025).

Hedonic hunger has been studied not only in the tourism sector but also in various sectors. In the fashion industry, the products offered by luxury brands to consumers represent much more than simply meeting functional clothing needs. Luxury fashion is directly linked to the pursuit of identity, prestige, and differentiation (Kapferer and Bastien, 2012). Similarly, in the cosmetics industry, consumption is not merely a physiological need; it is constructed through aesthetic pleasure, social acceptance, and self-esteem. In this respect, the fashion and beauty sectors are at the intersection of hedonic hunger and luxury consumption dynamics. Similarly, technological products such as smartphones, tablets, and game consoles now carry symbolic value beyond being functional tools. Some brands position their products not only as communication tools but also as indicators of prestige and lifestyle symbols (Belk, 2013). Similarly, social life experiences such as movies, concerts, and festivals can be constructed through pleasure, status, and social belonging. Festival tourism, in particular, is highlighted as an area where consumers consume not only for cultural content but also for experiential pleasure, socialization and prestige (Getz, 2010).

Within the scope of these studies and theoretical frameworks, the relationship between hedonic hunger, luxury consumption trends and the all-inclusive hotel system provides an important analytical framework for understanding contemporary consumer behavior in terms of the tourism sector. These three elements are considered as mutually reinforcing and mutually reinforcing dynamics. While hedonic hunger drives consumption motivation, luxury consumption reinforces this motivation with symbolic value and experience. Consequently, the all-inclusive system creates a space where these two concepts are practically embodied, both legitimizing and encouraging excessive consumption. In this context, considering these three concepts together provides a valuable theoretical foundation for understanding current transformations in tourism and consumer culture.

Literature Review and Theoretical Framework

Luxury Consumption Tendency and Hedonic Hunger

Consumer behavior has changed due to reasons such as developing technology, the internet and the acceleration of marketing in the digital field, unlike traditional ones. Changes in consumer behavior have shown that existing products are inadequate and product diversity has increased. As a result, luxury product, which is one of the product classifications, emerged (Wiedmann, Hennings and Siebels, 2007). According to Vigneron and Johnson (1999), luxury is considered as the extreme end of the prestigious brand category. From a traditional perspective, luxury products are defined as products that provide prestige to the consumer by displaying the products of the brand in question to others, as well as the functional benefit they provide to the person purchasing the product (Husic and Cicic, 2009). In the literature, the common feature of the products of luxury brands is stated to be company-oriented. In a broader context, continuity of high quality of the product, product design that attracts attention and makes a difference, production in a limited scope and perfection are prioritized for luxury and are indispensable for luxury.

Consumer; for purposes such as expressing oneself (Maden, 2014), experiencing the pleasure of owning a product of high quality and aesthetic value, showing that one belongs to a certain group or, on the contrary, is different from others prefers luxury products and services (Lent and Tour, 2009). The benefit obtained from the product significantly affects the purchasing decision. The benefit in question increases or decreases depending on the consumption of the product by others and the price level of the product (Leibenstein, 1950). Luxury products are not subject to discounts or campaigns, because this reduces the brand's reputation and

brand value. Such situations will cause the perception of luxury to decrease for customers. On the contrary, luxury products are sold at high prices because the buyers of these products do not have any fears or concerns about finances. They are willing to pay any amount because the feeling of prestige and pleasure that the product will provide them is more important than the use value of the product. The point stated by Heine (2012) is that the elements that make the difference between ordinary products and luxury products are not only scarcity, quality, price, design and aesthetics, but also other features that create this distinction in the symbolic values of the product.

The main factors that determine whether a product or service is luxury or not are consumer perception and social perception. The perception of luxury may vary depending on cultural characteristics and individuals' perspectives. While different consumers' perception of luxury towards a brand or product may differ (Wiedmann, Hennings and Siebels, 2007), luxury consumption involves purchasing a product that represents value both for the individual purchasing the luxury product and for others he/she cares about (Vigneron and Johnson, 2004). What enables this is the symbolic value that the luxury product creates in the eyes of others.

The concept of luxury has three different dimensions: economic, psychological/social and marketing-based (Plazyk, 2014). In the economic dimension, it is stated that luxury is difficult to reach due to its high price; in the psychological/social dimension, it meets the hedonic needs of the individual and offers the person a status and a positive image; in the marketing-based dimension, it is characterized by functionality, empiricism and symbolic interaction (symbolic interaction) is underlined (Plazyk, 2014). Apart from the behavior of purchasing or consuming luxury products or services, luxury consumption is defined as a kind of tendency by some researchers (Haozhe, 2020; Lv and Pongsakornrungsilp, 2022; Stathopoulou and Balabanis, 2019), and by some researchers as a kind of feature (Chaudhuri et al. 2011; Doğan, Özkara and Doğan, 2021; Eastman et al. 1999) are discussed.

Vigneron and Johnson (1999) explain luxury consumption in many different ways as interpersonal and personal effects. As Interpersonal Effect; The Veblen Effect, which is seen in people who aim to impress others, the Snob Effect, which is used primarily by people who care about perceived value, and the Bandwagon Effect, which is used to explain people who tend to use prestige brands. As for personal impact, Hedonic Impact, which is the main subject of the research; They are more concerned with their own thoughts and feelings and less concerned with the price. Hedonic consumers focus more on their own feelings and thoughts and attach less meaning to the price of the product as an indicator of prestige (Husic and Cicic, 2009).

Since people perceive their possessions as an extension of their self (Belk, 1988), they turn to consumption not only to meet their physiological needs, but also to build their self and determine their role in society (Doğan, Özkara and Doğan, 2018). The marketing sector, which correctly reads the psychological and social needs of individuals, creates virtual needs by promising to provide prestige, status, being different, being remarkable and the like with the products and services they sell to people through many channels, especially advertisements. In other words, targeting people's emotional needs has become quite common in marketing strategies, and these strategies seem to be quite successful (Packard, 2007).

The concept of luxury consumption, considered together with the hedonic effect, which is also the subject of the research, can affect people's rational thinking in many areas within the framework of the mentioned effects. The concept of hedonic hunger, which is one of the hedonic effects, is also among the variables in which a relational structure is investigated in the study. Theoretically, luxury consumption tendency can direct people to certain goods or services beyond their physiological needs. Based on the idea that hedonic hunger, one of these elements, is also affected by luxury consumption, an attempt is made to establish the theoretical basis of the research. Hedonic hunger refers to the appetite and drive aimed at gaining pleasure from food consumed without a homeostatic energy deficit (Lowe and Butryn 2007).

Frequent consumption of palatable, energy-dense foods triggers overeating, even when caloric needs have already been supplied. The consumption of such foods—which are easily accessible today—activates the brain's reward regions via receptors (Ribeiro et al., 2018). Hedonic eating differs from homeostatic eating in that eating occurs without the need for calories and the food is consumed only for taste and reward (Monteleone et al., 2013).

Nowadays, it is not only possible to eat when the body is physiologically hungry, but also when there is no feeling of hunger and when the body's energy stores are full. All eating desires that are outside the physiological need to eat are considered "non-homeostatic" eating attitudes. This situation is referred to as "hedonic hunger", which describes reward, emotional and cognitive factors (Berthoud, 2011). The desire to consume food is defined by environmental (external) factors such as seeing and smelling food, seeing people eating,

advertisements, and emotional (internal) factors such as stress factor, mood changes and reward mechanism. In addition, these factors stimulate the desire to consume food. It is thought that exposure to environmental and emotional factors may stimulate the desire to increase food consumption by transmitting false signals. Everyone can respond differently to internal and external factors, and some individuals may be more prone to these factors. In such cases, the desire to consume food becomes greater (Schüz, Schüz and Ferguson, 2015). It is thought that there are individual differences depending on one or all of the factors such as individuals' ability to control themselves, the capacity of food to be a reward, and the desire to consume food (Appelhans, Woolf, Pagoto, 2011).

Positive and negative emotional states affect individuals' lives. Individuals struggling with hedonic hunger exhibit feelings of guilt, shame, and fear due to lack of control over food intake, difficulty focusing, and unsuccessful weight loss attempts (Rand et al., 2017).

Individuals do not exhibit eating behavior just to meet their physiological needs. However, they also engage in eating behavior to satisfy the feeling of pleasure by consuming delicious foods (Hawa, Kamisah, 2015). In addition to the hunger for the energy that individuals need physiologically, the desire to satisfy their feelings of pleasure by consuming delicious foods is defined as hedonic hunger. Hedonic hunger is frequently seen in today's modern culture, where there is no physiological need for energy and delicious foods are easily accessible (Roma, Goyal, Bansal, Jialal, 2021). In addition, not every individual is affected by internal and external stimuli in the same way. It is observed that some individuals are more resistant to these stimuli, while others are more vulnerable and their food consumption increases accordingly (Goldman, Schafer, 2012).

It is thought that misunderstanding the feeling of hunger due to exposure to internal and external triggers activates the reward mechanism with foods that trigger eating. Optionally consumed foods other than main meals are defined as "snacks" and are highly affected by external factors. In a long-term study, it was determined that the factors affecting snacking behavior were environmental and emotional factors rather than hunger (Schüz, Schüz, Ferguson, 2015; Cleobury, Tappert, 2014). In environments where you are exposed to food diversity, such as the visuality and smell of foods and restaurants where they are displayed, psychological and physiological factors that occur and being affected by these factors can cause the desire (urge) to overeat.

The food choices of individuals who tend to eat hedonically are generally foods that suit the individual's palate, are pleasurable and will make them happy. In the presence of hedonic eating, there is exposure to delicious foods. Even in individuals characterized by neutral or positive energy homeostasis, hedonic eating is associated with overeating (Thomas, Doshi, Crosby, Lowe, 2011). Two conditions are required for hedonic hunger. The first is the situation in which there is no impending or actual energy deficit (e.g. shortly before a meal), and the second is the presence of a high variety of palatable food stimuli in the environment in a context that can examine hedonic hunger. Hidden potentials emerge with the discovery of highly palatable food stimuli that can trigger hedonic hunger. These; The incentive importance of food stimuli is "wanting" and "liking" associated with the taste of the food (Medzhitov, 2008).

When the relationship between these two variables, which constitute the main subject of the research, is examined, it is thought that the luxury consumption tendency not only affects people's physiological needs, but also their hedonic needs lead to certain consumption tendencies. The reflection of these two elements in the all-inclusive system, which is a service system applied in hotels as the intersection point in tourism, represents a model in which these variables should be examined together when considered as a variable as the subject of the research.

All Inclusive System

The all-inclusive system includes the destination, accommodation, entertainment, excursions and sports activities, as well as making a lump sum payment in advance when purchasing most of the available food and beverages (Mutisya, 2011). The aims of accommodation establishments turning to the all-inclusive system are; providing ease of marketing, increasing sales in order to achieve the highest profit, wanting to be superior to its competitors and gaining an advantage, being able to appeal to more customers by offering holiday options, facilitating the operation by knowing the number of customers and services as a result of pre-planned activities, making high sales by advertising. It helps with sales targeting, cost management, gives prestige to the business with its occupancy, and makes sales easier with intermediary agencies (Süklüm, 2006).

The all-inclusive holiday concept was first introduced in the 1840s and later re-emerged in the 1930s (Mutisya, 2011). The first applications of the Everything Everything system were seen in British holiday camps in the

1930s (Üner, Sökmen and Birkan, 2006; Üner, 2014). The all-inclusive system emerged in the Caribbean in the 1950s and began to be implemented in Africa in the 1980s.

If we look at the positive aspects: The product scope is wider in accommodation facilities that provide Everything Sheikdahl system service. Thanks to its expanded and enriched accommodation service, it can more easily meet the expectations of consumers spread over a wide area. This increases customer satisfaction (Üner et al., 2006). In addition, the all-inclusive system allows the revitalization of areas that are safe, clean and have natural beauties or not (Çizel, 2008). With the all-inclusive system, the standard accommodation service has expanded and its offering to all accommodation customers has made the operation more predictable and thus the structure has become more manageable (Üner et al., 2006). In addition, the comprehensive accommodation service has come with the all-inclusive system. has been standardized and thus per capita costs have become more easily controllable (Barak, 2006). Finally, businesses that do not provide all-inclusive system services fall a little further behind in the competition compared to businesses that provide all-inclusive system services. In other words, businesses that provide all-inclusive services are one step ahead and their average income per room is increasing (Üner et al., 2006).

The negative aspects of the all-inclusive system are: The services of businesses that implement the all-inclusive system are a standard service, and no matter how comprehensive and enriched the standard services of the businesses are, the customer potential is different. It will not be possible to meet the demands and expectations of all customers. For this reason, the first of the negative aspects of businesses that implement the all-inclusive system is the difficulty of adapting products according to the customer profile. However, since customers spend all day at the hotel, there are no extra expenses and since everything is included in the price, the increased cost rates cannot be reflected in the price. For this reason, the profit margin of the business is low (Süklüm, 2006). In addition, since the tourists whose transfers are provided are brought directly from the airport to the place of accommodation, they return to their countries without gaining any information or ideas about the country or the environment during their holidays (Barak, 2006). Most of the time, in accommodation establishments, the physical structure must be decided before construction. If a business is going to provide all-inclusive service, the technical infrastructure must be adjusted accordingly. If there is no business that will provide all-inclusive service before construction, the chance of success when the all-inclusive system is implemented is very low (Üner et al., 2006).

Finally, the services provided by businesses differ for each business and cannot be standardized. In addition, if customers' expectations are not met or they are not satisfied with the service provided as a result of misdirection and information provided by agencies, advertising expenses increase and businesses are negatively affected (Otar, 2008). Investigating the fact that the all-inclusive system in the field of tourism is a trigger for luxury consumption tendency and hedonic hunger, which is the subject of the research, constitutes a serious data source for the strategies that can be developed. In this relationship, which is the main hypothesis of the research, when the all-inclusive system is accepted as a luxury consumption tendency, the need for food for people is considered as a pleasurable activity rather than a need. The fact that the visual and emotional feeling of pleasure is at the forefront in triggering hedonic hunger, and the all-inclusive system supports this situation, has revealed the need to explain the resulting situation relationally.

Method

The primary aim of this study is to identify tourists' levels of hedonic hunger and their tendencies toward luxury consumption, to examine the effect of hedonic hunger on luxury consumption tendencies, and to reveal the differences in hedonic hunger and luxury consumption tendencies based on preferred hotel concepts. In line with these objectives, the study is designed around three different research models. A descriptive research model was employed to determine the levels of hedonic hunger and luxury consumption tendencies among tourists. A causal research model was utilized to explore the causal relationship between hedonic hunger and luxury consumption tendencies. From the perspective of the research methods and data characteristics, a quantitative research model was adopted.

The population of the study consists of tourists who visited the Antalya region during the 2024 summer season. The sample includes 399 domestic tourists selected through a convenience sampling method. Data were collected during tourists' travel activities, based on the assumption that the all-inclusive system would enable tourists to more freely express their thoughts and behaviors. In order to ensure a sufficient sample size, survey questionnaires were administered to 420 domestic tourists. However, responses from 21 participants were excluded from the analysis due to incompleteness, inaccuracies, or low reliability, resulting in statistical analyses being conducted on data obtained from 399 participants.

The survey form consists of three sections. The first section includes questions regarding the participants' demographic characteristics and their hotel concept preferences. The second section aims to measure tourists' hedonic hunger levels using the Power of Food Scale (PFS), developed by Capelleri et al. (2009) and adapted into Turkish by Ulker et al. (2021). The PFS comprises 15 items and three sub-dimensions, with a Cronbach's Alpha reliability coefficient of 0.922.

The third section of the questionnaire is designed to assess tourists' luxury consumption tendencies, using the Luxury Consumption Tendency Scale developed by Dogan et al. (2020). This scale includes 18 items and five sub-dimensions, and its Cronbach's Alpha reliability coefficient is 0.908.

In accordance with the research model, descriptive statistics, difference analyses, and impact analyses were conducted to analyse the data. Difference and impact analyses were chosen based on the assumptions of data homogeneity, normal distribution, and the required statistical prerequisites. For difference analyses, independent samples t-tests and analysis of variance (ANOVA) were employed. In cases where pairwise comparisons were needed following ANOVA, the Least Significant Difference (LSD) test was used.

To examine the relationships between variables, the Pearson correlation coefficient was calculated, considering the normal distribution of data. The Pearson correlation coefficient ranges between +1 and -1, where the sign indicates the direction of the relationship (positive or negative). A coefficient between 0–0.19 indicates a very weak relationship; 0.20–0.39 a weak relationship; 0.40–0.59 a moderate relationship; 0.60–0.79 a strong relationship; and 0.80–1 a very strong relationship. A value of 0 indicates no relationship between the variables (Ural and Kılıc, 2021: 243–247).

Finally, a simple linear regression analysis was conducted to determine the effect of the independent variable on the dependent variable. Simple linear regression is used to identify the impact of a single independent variable on a single dependent variable, particularly when there may be interrelations among multiple independent variables (Buyukozturk et al., 2009: 122).

Findings

The descriptive analysis findings (frequency and percentage) of the responses provided by the tourists participating in the study regarding their individual characteristics are presented in Table 1.

Table 1. Descriptive Statistics on Individual Characteristics

Group	Variable	f	%
Gender	Male	95	23,8
	Female	304	76,2
Marital Status	Married	282	70,7
	Single	117	29,3
Educational Status	Primary School	2	0,5
	Middle School	2	0,5
	High School	37	9,3
	University	358	89,7
Income Status	Low	34	8,5
	Medium	336	84,2
	High	29	7,3
Preferred hotel concept	Room Only	43	10,8
	Bed and Breakfast	111	27,8
	Half Board	22	5,5
	Full Board	39	9,8
	All Inclusive	184	46,1
Total		399	100

As presented in Table 1, the majority of the participants were female (76.2%), married (70.7%), university graduates (89.7%), and had a moderate level of income (84.2%). Additionally, 46.1% of the tourists participating in the study preferred the all-inclusive hotel concept, while 27.8% preferred the bed and breakfast concept, and only 5.5% opted for the half-board concept.

Descriptive analysis findings (percentage, arithmetic mean, standard deviation) regarding the hedonic hunger levels of the tourists participating in the study are presented in Table 2.

Table 2. Descriptive Findings Regarding Responses to the Power of Food Scale

Items	Degree of Agreement					SD	$\bar{X}$
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
	%	%	%	%	%		
I find myself thinking about food even when I'm not physically hungry	20,6	30,8	11,3	25,8	11,5	1,34	2,77
I get more pleasure from eating than I do from almost anything else	13,0	34,6	17,0	25,8	9,5	1,21	2,84
It's scary to think of the power that food has over me	18,0	31,3	19,0	19,3	12,3	1,29	2,76
Sometimes, when I'm doing everyday activities, I get an urge to eat 'out of the blue' (for no apparent reason)	18,5	32,6	15,8	23,1	10,0	1,27	2,73
I think I enjoy eating a lot more than most other people	14,8	28,1	19,8	22,6	14,8	1,30	2,94
It seems like I have food on my mind a lot	30,1	43,6	13,0	7,8	5,5	1,10	2,15
Food Available						0,95	2,70
If I see or smell a food I like, I get a powerful urge to have some	9,0	14,0	13,5	41,6	21,8	1,22	3,53
When I'm around a fattening food I love, it's hard to stop myself from at least tasting it	16,5	34,6	14,5	23,3	11,0	1,27	2,77
When I know a delicious food is available, I can't help myself from thinking about having some	12,3	25,8	17,3	29,8	14,8	1,27	3,10
I love the taste of certain foods so much that I can't avoid eating them even if they're bad for me	12,0	25,3	13,0	33,3	16,3	1,30	3,16
Food Present						1,03	3,14
Just before I taste a favorite food, I feel intense anticipation	13,8	26,6	21,8	24,3	13,5	1,26	2,97
When I eat delicious food I focus a lot on how good it tastes	7,3	18,3	13,5	38,3	22,6	1,22	3,50
Hearing someone describe a great meal makes me really want to have something to eat	12,0	30,6	17,5	27,1	12,8	1,25	2,98
It's very important to me that the foods I eat are as delicious as possible	5,8	11,3	14,5	41,4	27,1	1,14	3,72
Before I eat a favorite food my mouth tends to flood with saliva	13,5	24,1	16,3	31,1	15,0	1,29	3,10
Food Tasted						0,92	3,25
Total						0,87	3,03

$\bar{X}$: Mean; SD: Standard Deviation

According to Table 2, the hedonic hunger levels of the tourists participating in the study were found to be close to the midpoint ($\bar{X} = 3$) ($\bar{X} = 3.03$). Additionally, 73.7% of the participants indicated that they did not agree with the statement "I think my mind is constantly occupied with food," while 68.5% agreed with the statement "It is very important to me that the food I eat is as flavorful as possible." Among the sub dimensions of hedonic hunger, the participation rate in food accessibility was found to be below the average ($\bar{X} = 3$) ($M = 2.70$), whereas the factors of food availability ($\bar{X} = 3.14$) and taste of food ($\bar{X} = 3.25$) were found to be above the average ($\bar{X} = 3$).

Descriptive analysis findings (percentage, arithmetic mean, standard deviation) related to the Luxury Consumption Tendency scale are presented in Table 3.

Table 3. Descriptive Findings Related to Responses Given to the Luxury Consumption Tendency Scale

Items	Degree of Agreement					SD	$\bar{X}$
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
	%	%	%	%	%		
I buy a product/service since it is different from other products/services	10,8	23,3	16,8	36,3	12,8	1,23	3,17
In my purchase decisions, I consider whether the product/service has unique features.	8,8	22,1	17,5	39,8	11,8	1,17	3,23
I am interested in products/services that have unique features that other products/services do not have.	6,5	15,8	19,5	43,9	14,3	1,11	3,43
I desire to purchase a product/service that is specially produced for me	16,0	29,6	23,8	22,1	8,5	1,20	2,77
Uniqueness						0,98	3,15
I happily buy expensive products/services.	26,3	31,3	18,8	16,8	6,8	1,23	2,46
I do not care about finding the best deal/price.	18,3	31,8	24,1	21,8	4,0	1,13	2,61
I do not prefer to buy low-priced products/services.	19,0	37,1	21,6	15,5	6,8	1,16	2,53
I prefer an expensive product/service over a cheap product.	16,3	35,6	25,3	16,8	6,0	1,12	2,60
Expensiveness						0,85	2,55
I care more about what a product/service symbolizes than its functional features	28,1	39,6	15,5	12,3	4,5	1,12	2,25
I would buy a product/service if it has a luxury symbolic meaning for the people around me	27,1	34,6	20,1	12,5	5,8	1,17	2,35
When I am buying products/services, I consider what these products/services make sense to people around me	24,8	33,1	17,3	18,5	6,3	1,22	2,48
Whether the product/service make senses to other people around me is important for me.	24,6	34,1	18,8	16,0	6,5	1,20	2,45
Symbolic meaning						0,97	2,38
I shop according to my desires, even when I do not need to shop.	31,8	27,3	14,5	19,3	7,0	1,30	2,42
When I am buying products/services, I do not question whether I need this product/service	28,1	30,3	17,5	16,3	7,8	1,26	2,45
I usually buy products/services that I do not need physically but rather emotionally.	24,3	31,8	22,3	15,8	5,8	1,18	2,46
Arbitrary desire						1,06	2,44
I do not enjoy buying a product/service that can be bought by the vast majority of society	21,6	34,8	20,8	17,5	5,3	1,16	2,50
It bothers me when many of the people around me have a product/service that I have.	30,1	32,3	16,5	14,3	6,8	1,23	2,35
I would like to feel that I belong to an exclusive minority through products/services I purchase.	29,3	33,1	15,8	14,8	7,0	1,24	2,37
Belonging to an exclusive minority						1,05	2,40
Total						0,74	2,60

$\bar{X}$: Mean; SD: Standard Deviation

The findings presented in Table 3 indicate that the participants' tendency toward luxury consumption was below the average ($\bar{X} = 3$) ($\bar{X} = 2.60$). While 67.7% of the participants reported that they did not agree with the statement "I prioritize the symbolic features of a product/service over its functional features," 51.6% agreed with the statement "In my purchasing decisions, I consider it important that the product/service has unique characteristics." Furthermore, among the sub-factors of the scale, the factor with the highest average participation was "uniqueness" ($\bar{X} = 3.15$), whereas the factor with the lowest average participation was "symbolic meaning."

The results of the independent two-sample t-test analysing differences in hedonic hunger levels and luxury consumption tendencies based on the gender group variable are presented in Table 4.

Table 4. Independent Sample T-Test Analysis Results Comparing Participants' Hedonic Hunger Levels and Luxury Consumption Tendencies by Gender

Variables	Gender	$\bar{X}$	SD	p
Hedonic Hunger	Male	2,7972	0,8757	0,008*
	Female	3,0682	0,8666	
Luxury Consumption Tendencies	Male	2,5468	0,7825	0,351
	Female	2,6287	0,7350	

*: $p < 0,01$; $\bar{X}$: Mean; SD: Standard Deviation

According to Table 4, hedonic hunger levels of the participants showed a significant difference based on gender, whereas luxury consumption tendencies did not differ significantly by gender. More specifically, female tourists participating in the study exhibited higher hedonic hunger levels compared to male tourists.

In this study, tourists' hedonic hunger levels and luxury consumption tendencies were also compared according to their educational status. The findings related to this comparison are presented in Table 5.

Table 5. Analysis of Variance (ANOVA) Results Comparing Participants' Hedonic Hunger Levels and Luxury Consumption Tendencies by Educational Status

Variables	Educational Status	$\bar{X}$	SD	p
Hedonic Hunger	Primary School	1,7000 ^c	0,2357	0,009*
	Middle School	2,1000 ^b	1,5556	
	High School	2,7135 ^b	0,9173	
	University	3,0460 ^a	0,8590	
Luxury Consumption Tendencies	Primary School	2,4167	0,9820	0,574
	Middle School	2,6389	2,3177	
	High School	2,4505	0,5947	
	University	2,6265	0,7514	

*: $p < 0.01$; $a > b > c$: Differences between groups represented by different letters are statistically significant., $\bar{X}$: Mean; SD: Standard Deviation

According to Table 5, the hedonic hunger levels of the tourists participating in the study showed a significant difference based on educational status, whereas luxury consumption tendencies did not differ significantly by educational status. The findings indicate that tourists with a university degree had higher levels of hedonic hunger compared to those with only primary, middle, or high school education. Additionally, tourists with middle or high school education exhibited higher hedonic hunger levels than those with only primary school education.

The results of the analysis of variance comparing participants' hedonic hunger levels and luxury consumption tendencies according to their preferred hotel concept are presented in Table 6.

Table 6. Analysis of Variance (ANOVA) Results Comparing Participants' Hedonic Hunger Levels and Luxury Consumption Tendencies by Preferred Hotel Concept

Variables	Preferred Hotel Concept	$\bar{X}$	SD	p
Hedonic Hunger	Room Only	2,9674	0,7521	0,811
	Bed and Breakfast	2,9357	0,8881	
	Half Board	2,9333	0,7809	
	Full Board	3,0803	0,7782	
	All Inclusive	3,0453	0,9274	
Luxury Consumption Tendencies	Room Only	2,2532 ^c	0,5992	0,003*
	Bed and Breakfast	2,5546 ^b	0,7486	
	Half Board	2,5581 ^b	0,5630	
	Full Board	2,5883 ^b	0,6452	
	All Inclusive	2,7358 ^a	0,7883	

*: $p < 0.01$; $a > b > c$: Differences between groups represented by different letters are statistically significant.,
 $\bar{X}$: Mean; SD: Standard Deviation

As presented in Table 6, the hedonic hunger levels of the tourists participating in the study did not show a significant difference based on their preferred hotel concept, whereas luxury consumption tendencies did differ significantly according to hotel concept preference. Specifically, tourists who preferred the all-inclusive concept had higher mean scores compared to those who chose other hotel concepts, while those who opted for room-only accommodations had lower mean scores than participants who preferred other concepts.

In order to determine the relationship between hedonic hunger and its sub-dimensions, and luxury consumption tendency and its sub-dimensions, a correlation analysis was conducted. The findings are presented in the matrix in Table 7.

Table 7. Correlation Matrix of the Relationship Between Hedonic Hunger Level and Luxury Consumption Tendency

	G-HH	FA	FP	FT	G-LCT	U	E	SM	AD	EM
G-HH	-									
FA	0,926**	-								
FP	0,899**	0,763**	-							
FT	0,886**	0,708**	0,711**	-						
G-LCT	0,330**	0,303**	0,287**	0,304**	-					
U	0,287**	0,245**	0,258**	0,281**	0,689**	-				
E	0,256**	0,212**	0,228**	0,259**	0,792**	0,436**	-			
SM	0,214**	0,215**	0,175**	0,184**	0,829**	0,392**	0,622**	-		
AD	0,288**	0,267**	0,281**	0,236**	0,745**	0,324**	0,481**	0,567**	-	
EM	0,214**	0,219**	0,154**	0,199**	0,770**	0,406**	0,492**	0,565**	0,540**	-

** $p < 0,001$, G-HH: General Hedonic Hunger, FA: Food Available, FP: Food Present, FT: Food Tasted, G-LCT: General Luxury Consumption Tendency, U: Uniqueness, E: Expensiveness, SM: Symbolic Meaning, AD: Arbitrary desire, EM: Belonging to an exclusive minority

According to Table 7, a statistically significant positive relationship was found among all variables and sub-dimensions examined in the study. A weak positive correlation was identified between hedonic hunger level and luxury consumption tendency, as well as between hedonic hunger and the sub-dimensions of luxury consumption tendency. Among the sub-dimensions of hedonic hunger, a weak positive relationship was observed between food available and both the overall luxury consumption tendency and its sub-dimensions. While very weak correlations were found between food availability and the sub-dimensions *symbolic meaning* and *belonging to an exclusive minority*, weak correlations were observed between food availability and the remaining variables. Similarly, a very weak relationship was found between taste of food and both *symbolic meaning* and *belonging to an exclusive minority*, while weak correlations were observed between food tasted and the other variables considered.

Based on the aim of the study, a simple linear regression analysis was conducted to determine the effect of hedonic hunger level on luxury consumption tendency. In this context, the results of the simple linear regression analysis examining the effect of general hedonic hunger level on overall luxury consumption tendency and its sub-dimensions are presented in Table 8.

Table 8. Simple Linear Regression Analysis Results on the Effect of Hedonic Hunger Level on Luxury Consumption Tendency

Independent Variable	Dependent Variable	b _j	S(b _j)	t	p	ANOVA	R ²
G-HH	Constant	1,765	0,126	13,964	0,000**	F=48,396	0,109
	G-LCT	0,281	0,040	6,957	0,000**	p=0,000**	
	Constant	2,185	0,169	12,939	0,000**	F=35,720	0,083
	U	0,323	0,054	5,977	0,000**	p=0,000**	
	Constant	1,803	0,149	12,142	0,000**	F=27,838	0,066
	E	0,250	0,047	5,276	0,000**	p=0,000**	
	Constant	1,676	0,170	9,864	0,000**	F=19,024	0,046

Independent Variable	Dependent Variable	bj	S(bj)	t	p	ANOVA	R ²
	SM	0,237	0,54	4,362	0,000**	p=0,000**	
	Constant	1,400	0,182	7,683	0,000**	F=35,917	
	AD	0,349	0,058	5,993	0,000**	p=0,000**	0,083
	Constant	1,636	0,184	8,890	0,000**	F=19,100	
	EM	0,257	0,059	4,370	0,000**	p=0,000**	0,046

Bj: Beta Coefficient; S(bj): Standard Error, **: $p < 0,001$, G-HH: General Hedonic Hunger, FA: Food Available, FP: Food Present, FT: Food Tasted, G-LCT: General Luxury Consumption Tendency, U: Uniqueness, E: Expensiveness, SM: Symbolic Meaning, AD: Arbitrary desire, EM: Belonging to an exclusive minority

Upon examining Table 8, it is observed that general hedonic hunger has a statistically significant positive effect on overall luxury consumption tendency ($F = 48.396$; $p < 0.001$), uniqueness ($F = 35.720$; $p < 0.001$), expensiveness ($F = 27.838$; $p < 0.001$), symbolic meaning ($F = 19.024$; $p < 0.001$), arbitrary desire ($F = 35.917$; $p < 0.001$), and belonging to an exclusive minority ($F = 19.100$; $p < 0.001$).

G-LCT=1,765+0,281.G-HH

U=2,185+0,323.G-HH

E=1,803+0,250.G-HH

SM=1,676+0,237.G-HH

AD=1,400+0,349.G-HH

EM=1,636+0,257.G-HH

The given models indicate that a one-unit increase in the general hedonic hunger level corresponds to an increase of 0.281 units in overall luxury consumption tendency; 0.323 units in uniqueness; 0.250 units in expensiveness; 0.237 units in symbolic meaning; 0.349 units in arbitrary desire; and 0.257 units in the belonging to an exclusive minority. Furthermore, according to the R^2 values presented in Table 9, less than 10% of the variance in the luxury consumption tendency sub-dimensions (uniqueness, expensiveness, symbolic meaning, arbitrary desire, and belonging to an exclusive minority) is explained by general hedonic hunger level. It was also found that 10.9% of the variance in overall luxury consumption tendency is explained by the general hedonic hunger level.

Based on the purpose of the study, a simple linear regression analysis was conducted to examine the effect of the sub-dimension of hedonic hunger, food available, on overall luxury consumption tendency and its sub-dimensions. The findings are presented in Table 9.

Table 9. Simple Linear Regression Analysis Results on the Effect of Food Accessibility on Luxury Consumption Tendency

Independent Variable	Dependent Variable	bj	S(bj)	t	p	ANOVA	R ²
FA	Constant	1,968	0,107	18,326	0,000**	F=39,995	
	G-LCT	0,237	0,038	6,324	0,000**	p=0,000**	0,092
	Constant	2,472	0,144	17,176	0,000**	F=25,280	
	U	0,253	0,050	5,028	0,000**	p=0,000**	0,060
	Constant	2,040	0,126	16,140	0,000**	F=18,718	
	E	0,191	0,044	4,326	0,000**	p=0,000**	0,045
	Constant	1,796	0,143	12,556	0,000**	F=19,279	
	SM	0,219	0,050	4,391	0,000**	p=0,000**	0,046
	Constant	1,645	0,154	10,655	0,000**	F=30,472	
	AD	0,298	0,054	5,520	0,000**	p=0,000**	0,071
	Constant	1,755	0,155	11,342	0,000**	F=20,015	
	EM	0,242	0,054	4,474	0,000**	p=0,000**	0,048

Bj: Beta Coefficient; S(bj): Standard Error, **: $p < 0,001$, G-HH: General Hedonic Hunger, FA: Food Available, FP: Food Present, FT: Food Tasted, G-LCT: General Luxury Consumption Tendency, U: Uniqueness, E: Expensiveness, SM: Symbolic Meaning, AD: Arbitrary desire, EM: Belonging to an exclusive minority

According to Table 9, food available has a statistically significant positive effect on overall luxury consumption tendency ($F = 39.995$; $p < 0.001$), uniqueness ($F = 25.280$; $p < 0.001$), expensiveness ($F = 18.718$; $p < 0.001$), symbolic meaning ($F = 19.279$; $p < 0.001$), arbitrary desire ($F = 30.472$; $p < 0.001$), and belonging to an exclusive minority ($F = 20.015$; $p < 0.001$).

The relevant regression models are presented below:

$$\text{G-LCT} = 1,968 + 0,237 \cdot \text{FA}$$

$$\text{U} = 2,472 + 0,253 \cdot \text{FA}$$

$$\text{E} = 2,040 + 0,191 \cdot \text{FA}$$

$$\text{SM} = 1,796 + 0,219 \cdot \text{FA}$$

$$\text{AD} = 1,645 + 0,298 \cdot \text{FA}$$

$$\text{EM} = 1,755 + 0,242 \cdot \text{FA}$$

Upon examining the above models, a one-unit increase in food available corresponds to an increase of 0.237 units in overall luxury consumption tendency; 0.253 units in uniqueness; 0.191 units in expensiveness; 0.219 units in symbolic meaning; 0.298 units in arbitrary desire; and 0.242 units in the belonging to an exclusive minority. Additionally, the R^2 values presented in Table 9 indicate that less than 10% of the variance in luxury consumption tendency and its sub-dimensions (uniqueness, expensiveness, symbolic meaning, arbitrary desire, and belonging to an exclusive minority) is explained by food available.

The effect of food availability on overall luxury consumption tendency and its sub-dimensions, analyzed through simple linear regression, is presented in Table 10.

Table 10. Simple Linear Regression Analysis Results on the Effect of Food Availability on Luxury Consumption Tendency

Independent Variable	Dependent Variable	bj	S(bj)	t	p	ANOVA	R ²
FP	Constant	1,960	0,115	17,089	0,000**	F=35,561	0,082
	G-LCT	0,207	0,035	5,963	0,000**	p=0,000**	
	Constant	2,384	0,152	15,653	0,000**	F=28,346	0,067
	U	0,245	0,046	5,324	0,000**	p=0,000**	
	Constant	1,963	0,134	14,677	0,000**	F=21,757	0,052
	E	0,189	0,040	4,664	0,000**	p=0,000**	
	Constant	1,873	0,153	12,230	0,000**	F=12,527	0,031
	SM	0,164	0,046	3,539	0,000**	p=0,000**	
	Constant	1,545	0,163	9,459	0,000**	F=33,964	0,079
	AD	0,288	0,049	5,828	0,000**	p=0,000**	
	Constant	1,919	0,166	11,527	0,000**	F=9,584	0,024
	EM	0,156	0,050	3,096	0,000**	p=0,000**	

Bj: Beta Coefficient; S(bj): Standard Error, **: $p < 0,001$, G-HH: General Hedonic Hunger, FA: Food Available, FP: Food Present, FT: Food Tasted, G-LCT: General Luxury Consumption Tendency, U: Uniqueness, E: Expensiveness, SM: Symbolic Meaning, AD: Arbitrary desire, EM: Belonging to an exclusive minority

As presented in Table 10, food availability has a statistically significant positive effect on overall luxury consumption tendency ($F = 35.561$; $p < 0.001$), uniqueness ($F = 28.346$; $p < 0.001$), expensiveness ($F = 21.757$; $p < 0.001$), symbolic meaning ($F = 12.527$; $p < 0.001$), arbitrary desire ($F = 33.964$; $p < 0.001$), and belonging to an exclusive minority ($F = 9.584$; $p < 0.001$).

The regression models explaining these effects are as follows:

$$\text{G-LCT} = 1,960 + 0,207 \cdot \text{FP}$$

$$U=2,384+0,245.FP$$

$$E=1,963+0,189.FP$$

$$SM=1,873+0,164.FP$$

$$AD=1,545+0,288.FP$$

$$EM=1,919+0,156.FP$$

The regression models presented above indicate that a one-unit increase in food availability corresponds to an increase of 0.207 units in overall luxury consumption tendency; 0.245 units in uniqueness; 0.189 units in expensiveness; 0.164 units in symbolic meaning; 0.288 units in arbitrary desire; and 0.156 units in the belonging to an exclusive minority. The coefficient of determination (R^2) values in Table 10 show that less than 10% of the variance in the dependent variables is explained by the independent variable.

Finally, a simple linear regression analysis was conducted to examine the effect of the food tasted on overall luxury consumption tendency and its sub-dimensions. The results are presented in Table 11.

Table 11. Simple Linear Regression Analysis Results on the Effect of Food Tasted on Luxury Consumption Tendency

Independent Variable	Dependent Variable	bj	S(bj)	t	p	ANOVA	R ²
FT	Constant	1,814	0,130	13,950	0,000	F=40,469	0,093
	G-LCT	0,244	0,038	6,362	0,000	p=0,000	
	Constant	2,186	0,173	12,672	0,000	F=34,067	0,079
	U	0,297	0,051	5,837	0,000	p=0,000	
	Constant	1,777	0,151	11,748	0,000	F=28,647	0,067
	E	0,239	0,045	5,352	0,000	p=0,000	
	Constant	1,763	0,174	10,113	0,000	F=13,901	0,034
	SM	0,192	0,051	3,728	0,000	p=0,000	
	Constant	1,573	0,189	8,342	0,000	F=23,340	0,056
	AD	0,269	0,056	4,831	0,000	p=0,000	
	Constant	1,675	0,188	8,897	0,000	F=40,469	0,093
	EM	0,225	0,056	4,053	0,000	p=0,000	

Bj: Beta Coefficient; S(bj): Standard Error, **: $p < 0,001$, G-HH: General Hedonic Hunger, FA: Food Available, FP: Food Present, FT: Food Tasted, G-LCT: General Luxury Consumption Tendency, U: Uniqueness, E: Expensiveness, SM: Symbolic Meaning, AD: Arbitrary desire, EM: Belonging to an exclusive minority

According to the findings presented in Table 11, the taste of food has a statistically significant positive effect on overall luxury consumption tendency ($F = 40.469$; $p < 0.001$), uniqueness ($F = 34.067$; $p < 0.001$), expensiveness ($F = 28.647$; $p < 0.001$), symbolic meaning ($F = 13.901$; $p < 0.001$), arbitrary desire ($F = 23.340$; $p < 0.001$), and belonging to an exclusive minority ($F = 40.469$; $p < 0.001$).

The corresponding regression models are as follows:

$$G-LCT=1,814+0,244.FT$$

$$U=2,186+0,297.FT$$

$$E=1,777+0,239.FT$$

$$SM=1,763+0,192.FT$$

$$AD=1,573+0,269.FT$$

$$EM=1,675+0,225.FT$$

The presented regression models indicate that a one-unit increase in the food tasted corresponds to an increase of 0.244 units in overall luxury consumption tendency; 0.297 units in uniqueness; 0.239 units in expensiveness; 0.192 units in symbolic meaning; 0.269 units in arbitrary desire; and 0.225 units in the belonging to an

exclusive minority. The coefficients of determination (R^2) reported in Table 11 reveal that less than 10% of the variance in overall luxury consumption tendency and its sub-dimensions is explained by the food tasted.

Discussion, Conclusion and Recommendations

The results of this study, which aimed to determine the effect of tourists' hedonic hunger levels on luxury consumption tendencies and to reveal differences in hedonic hunger and luxury consumption tendencies according to preferred hotel concepts, indicate that tourists' hedonic hunger primarily stems from the taste of food (Table 2). Additionally, the overall hedonic hunger level of tourists was found to be close to the midpoint ($\bar{X}=3$) ($\bar{X}=3.03$). Sarac, Kiper, and Batman (2023) reported that the perception of hedonism among halal-sensitive tourists was close to the average, suggesting a similarity between the two studies and implying that halal-sensitive tourists might have been included in the current sample. However, since no such distinction was made in this study, it could be addressed in future research.

Another finding from the study is that tourists' luxury consumption tendencies were below the midpoint ($\bar{X}=3$) ($\bar{X}=2.60$) (Table 3). Previous research has shown that luxury consumption tendency is influenced by the desire to be liked, fear of negativity, and fear of missing out (Sarı and Ay, 2023; Bulut, Dugan, Kılıc and Demir, 2023). Similar to these factors, hedonic hunger triggers a short-term well-being state in tourists. Moreover, the only sub-factor of luxury consumption tendency with an average score above the midpoint ($\bar{X}=3$) was uniqueness ($\bar{X}=3.15$) (Table 3). Therefore, it can be inferred that tourists' perceptions of luxury consumption tendencies in tourism products mostly consist of unique products. However, due to the nature of hotel environments—where similar services are provided to most tourists and the quality of service is high—these factors might have contributed to lowering luxury consumption tendencies below the midpoint. Since this inference was not addressed in the study, it can be a topic for future research.

The study also found that women's hedonic hunger levels were higher than men's (Table 4), and university graduates exhibited higher levels than those with high school, middle school, or primary school education (Table 5). These findings are supported by similar studies (Sarahman, 2019; Altundag, 2025). Based on these results, it can be suggested that marketing strategies targeting university graduates and female tourists, emphasizing unique products, may increase profit margins for businesses.

Another group showing differences in luxury consumption tendencies is based on the preferred hotel concept. According to the study findings, tourists who prefer the all-inclusive hotel system have higher luxury consumption tendencies than those who prefer room-only, bed and breakfast, half board, or full board options, while tourists who opt for room-only preferences have lower luxury consumption tendencies compared to other groups (Table 6). Although no similar studies were found in the literature, these results suggest that the all-inclusive system is perceived as a luxury tourism product. It has been proposed that tourists staying at luxury resorts are less likely to make additional expenditures, whereas those in economic resorts are more likely to do so (Cozzio, Tokarchuk and Maurer, 2023). This aligns with the fact that additional expenditure items are minimal in all-inclusive systems. Thus, the all-inclusive system may be viewed as a luxury product, and tourists preferring it may be more inclined toward luxury consumption.

Simple linear regression analysis conducted within the study showed that tourists' hedonic hunger levels have a significant positive effect on luxury consumption tendencies. However, this effect is weak. More specifically, changes in tourists' hedonic hunger levels cause a 0.281-unit change in luxury consumption tendencies, with 10.9% of the variance in luxury consumption tendency explained by hedonic hunger. Similarly, hedonic hunger sub-factors also influence the sub-factors of luxury consumption tendency, though this effect is relatively weaker.

Considering these results holistically, the effect of hedonic hunger on luxury consumption tendencies and the higher levels of hedonic hunger among women compared to men may shed light on women's luxury consumption tendencies. Therefore, it is recommended that all-inclusive accommodation businesses increase advertising activities in locations with a high female population (such as women's hairdressers, beauty, and care salons). This may enhance the visibility and preference of businesses. Additionally, advertisements focusing on luxury perceptions targeted at university-educated populations on social media platforms may serve as an effective marketing tool.

Alongside these practical recommendations, this study, which focuses on luxury consumption tendencies and hedonic hunger, should be extended to other sample groups with potentially high hedonic hunger levels (e.g., individuals with obesity). Such studies could contribute to interdisciplinary perspectives by incorporating physiological disorders in addition to Veblen's Theory of Conspicuous Consumption.

Ethics Statement: For the survey method used in this study, permission was obtained from the Ethics Committee of Sinop University at its meeting dated 02/03/2026 and numbered 2026/2, with decision number 73. If a contrary situation is identified, Journal of Gastronomy Hospitality and Travel (JOGHAT) shall bear no responsibility whatsoever, and all responsibility shall rest with the author(s) of the study.

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