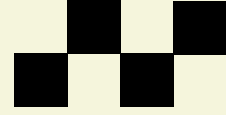


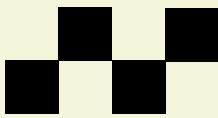
April 28-30, 2023

# INTERNATIONAL CONFERENCE ON GLOBAL PRACTICE OF MULTIDISCIPLINARY SCIENTIFIC STUDIES-IV



## EDITORS

Dr. Mehmet Fırat BARAN  
Dr. Seyithan SEYDOŞOĞLU  
Dr. Esra BİLİCİ



Turkish Republic of Northern Cyprus

**International Conference on  
Global Practice of Multidisciplinary Scientific Studies-IV**

**DATE – PLACE  
April 28-30, 2023  
Turkish Republic of Northern Cyprus**

**CONFERENCE  
PROCEEDINGS BOOK**

**EDITORS**

**Dr. Mehmet Firat BARAN**

**Dr. Seyithan SEYDOĞLU**

**Dr. Esra BILICI**

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# IV. INTERNATIONAL CONFERENCE ON GLOBAL PRACTICE OF MULTIDISCIPLINARY SCIENTIFIC STUDIES

April 28-30, 2023 / Turkish Republic of Northern Cyprus

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### IMPORTANT, PLEASE READ CAREFULLY

- ❖ To be able to attend a meeting online, login via <https://zoom.us/join> site, enter ID "Meeting ID or Personal Link Name" and solidify the session.
- ❖ The Zoom application is free and no need to create an account.
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- ❖ The participant must be connected to the session 5 minutes before the presentation time.
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- ❖ Moderator is responsible for the presentation and scientific discussion (question-answer) section of the session.

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- ◆ Make sure your computer has a microphone and is working.
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### ÖNEMLİ, DİKKATLE OKUYUNUZ LÜTFEN

- ❖ Kongremizde Yazım Kurallarına uygun gönderilmiş ve bilim kurulundan geçen bildirimler için online (video konferans sistemi üzerinden) sunum imkanı sağlanmıştır.
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- ❖ Her oturumdaki sunucular, sunum saatinden 5 dk öncesinde oturuma bağlanmış olmaları gerekmektedir.
- ❖ Tüm kongre katılımcıları canlı bağlanarak tüm oturumları dinleyebilir.
- ❖ Moderatör – oturumdaki sunum ve bilimsel tartışma (soru-cevap) kısmından sorumludur.

### Dikkat Edilmesi Gerekenler- TEKNİK BİLGİLER

- ◆ Bilgisayarınızda mikروفon olduğuna ve çalıştığına emin olun.
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CONGRESS LANGUAGES: English and All Turkish Dialects

**29.04.2023 | SESSION-1 | HALL-1**



**Kyrenia Time: 09:00–11:00**



**Ankara Time: 09:00–11:00**



**Meeting ID: 869 2364 3653 / Passcode: 282930**

**HEAD OF SESSION: Assist. Prof. Dr. Yelderem AKHOUNDNEJAD**

Authors	Affiliation	Presentation title
Mesut Budak Hikmet Günal Ismail Çelik	Siirt University	Spatial Variability of Mean Weight Diameter As A Quality Indicator of Yüksekova Soils Under Different Land Uses
Monica Garoiu	University of Tennessee-Chattanooga	Victor Brauner: from Dada to Surrealism
Mesut Budak Ismail Çelik Hikmet Günal	Siirt University	Water Filled Pore Space and Nitrogen Denitrification Potential of the Soil Series in Yüksekova Plain
Renata Nagy Alexandra Csongor Vilmos Warta	University of Pécs Medical School	Changing Trends and Attitudes Towards Online Assessment
Mesut Sirri Hikmet Günal Mesut Budak	Siirt University	A General Overview of the Yüksekova Plain within the Scope of Ecosystem Service; Problems, and Solutions
Nuno Baptista Maria Dos-Santos Fernando Mata Natacha Jesus-Silva Nelson Matos	Polytechnic Institute of Lisbon	Exploring The Relationship Between Anti-Consumption and Consumerism
Mesut Sirri Mesut Budak Mehmet Fidan Shahid Farooq	Siirt University	Some Endangered Plant Species Naturally Growing in Yüksekova Basin
Nuno Baptista Maria Dos-Santos Fernando Mata Natacha Jesus-Silva Nelson Matos	Polytechnic Institute of Lisbon	Attitudes Towards Consumption: The Development of Na Operacional Scale
Ebru Kondolot Solak Seçil Kaya	Gazi University	Total Phenolic, Total Flavonoid and Antioxidant Activities of Artemisia absinthium Extracts: A Review
Kalashnyk Nadiia	National Forestry University of Ukraine	Public Administration Conceptual Transformations Under the Martial Law in Ukraine
Malachynska Mariya	Odesa Regional Institute of State Administration	The Perinatal Assistance System State Regulation: Approaches and Changes

**EXPLORING THE RELATIONSHIP BETWEEN ANTI-CONSUMPTION AND  
CONSUMERISM**

**Prof. Nuno BAPTISTA (Orcid ID: 0000-0001-7130-0543)**  
Polytechnic Institute of Lisbon, Superior School of Communication  
**E-mail:** nbaptista@escs.ipl.pt

**Prof. Maria DOS-SANTOS (Orcid ID: 0000-0002-1992-0419)**  
Polytechnic Institute of Lisbon, Superior School of Communication  
**E-mail:** msantos@escs.ipl.pt

**Researcher Fernando MATA (Orcid ID: 0000-0002-5687-7114)**  
Centre for Research and Development in Agri-food Systems and Sustainability, Polytechnic  
Institute of Viana do Castelo  
**E-mail:** fernandomata@ipvc.pt

**Prof. Natacha JESUS-SILVA (Orcid ID: 0000-0002-6014-5602)**  
Universidade Portucalense Infante D. Henrique  
**E-mail:** natachajsilva@upt.pt

**Prof. Nelson MATOS (Orcid ID: 0000-0002-6263-5007)**  
University of Algarve  
**E-mail:** nmmatos@ualg.pt

**Abstract**

The present article theoretically discusses the relationship between anti-consumption and consumerism. The article starts with a general review of the most critical aspects of both concepts and concludes with a conceptual discussion of the link and interrelationships between the two. This includes a review on anti-consumption manifestations and the related concepts of brand avoidance, politically motivated brand rejection, resistance to consumption, the link between anti-consumption and self-identity and a discussion of involuntary anti-consumption. The article then moves to analyze consumerism, including its relationships with the marketing concept, political consumerism, ethical consumerism and how the concept of consumerism has been framed within the mainstream theories of consumers' role in free market systems. It is concluded that anti-consumption is a complex concept that encompasses less emphatic manifestations such as the preference to consume one product, service, brand or organization over other, to stronger types of anti-consumption manifestations, involving resistance or even rejection of consumption in general. Consumerism, which may be regarded as a soft and collective form of anti-consumption was developed in response to the power imbalance between corporations and consumers and although

it represents a movement of empowerment of the consumer it is not incompatible with the marketing concept. On the contrary, it can be considered an opportunity for marketing. The article conceptually frames the relationship between anti-consumption and consumerism, by arguing that both concepts: i) are centered on the consumer, reflecting a certain disposition towards consumption; ii) are multifaceted concepts, encompassing a large variety of manifestations, positive and negative, constructive and destructive behaviors, with differentiated levels of severity; iii) constitute a response to modern capitalism and power imbalances between companies and consumers and; iv) inspire a considerable interest in recent consumer behavior research. The article then analyses the dichotomy of altruistic/egoistic motivations and how consumerism and anti-consumption may reflect a disposition towards social ethos in the current post-modern society. It is concluded that consumerism, as an expression of consumer activism, seems to entail an altruistic dimension that is not present in some anti-consumption practices. However, it is argued that in some cases consumerism, at the individual level, is not necessarily the result of purposeful acts of altruism, ideological protest or the outward expression of countercultural sentiments. Some consumers may engage in consumer activism for personal well-being, while having few qualms about indulging in others.

**Keywords:** Anti-consumption, Consumerism, Consumer behavior, Market system, Post-modern.