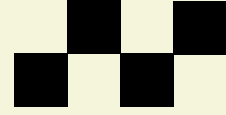


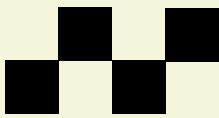
April 28-30, 2023

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

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ISSUED: 20/05/2023

ISBN: 978-625-367-078-8

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- ❖ Moderatör – oturumdaki sunum ve bilimsel tartışma (soru-cevap) kısmından sorumludur.

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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
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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

**ATTITUDES TOWARDS CONSUMPTION: THE DEVELOPMENT OF NA
OPERACIONAL SCALE**

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Abstract

The western economic development, which allowed the consumer to have access to goods and services in an easy and accessible way, brought the attention of the academia and practitioners for the current mass consumption society and consumption's role in generating happiness among consumers. However, contradictory to the contemporary way of life, some consumers have established a different current, in which anti-consumption is seen as a way to also achieve well-being, while contributing to the sustainability of the planet. The discontented consumer and the consequent upraising of the activist consumer means that negative consumers' attitudes towards consumption and the corporate world need to be addressed. The concept of consumerism comprises the activities of governments, businesses, and independent organizations to protect and promote consumers' rights. This rather different approaches from the consumers to the market offer requires better understanding, due to the impacts on marketing practitioner's policies and actions. The purpose of this study is threefold. First, to assess the relationship between consumers' consumption

and consumers' anti-consumption, and its influence on well-being and happiness. This relationship is subjective by nature, because each individual behaviour is the sum of a set of social-cultural, personal and psychographic traits, in which not only the perception depends on each consumer's interpretation of the reality and self-concept of well-being, but also of its state of mind, sensations, emotions and memories. Composite by force, because marketing and other macro and micro environmental forces, stimulate and influence customers' perception. Second, the study provides a conceptual model encompassing five constructs (consumption, anti-consumption, materialism, well-being and happiness); third, to construct and develop an operational scale to measure attitudes towards consumption. In this regard, we conducted a literature review on anti-consumption and consumerism. A conceptual model based on the literature reviewed was developed and an operational scale constructed. Implications for the academia and practitioners are then discussed.

Keywords: Anti-consumption, Consumerism, Materialism, Attitudes, Conceptual model, Scale