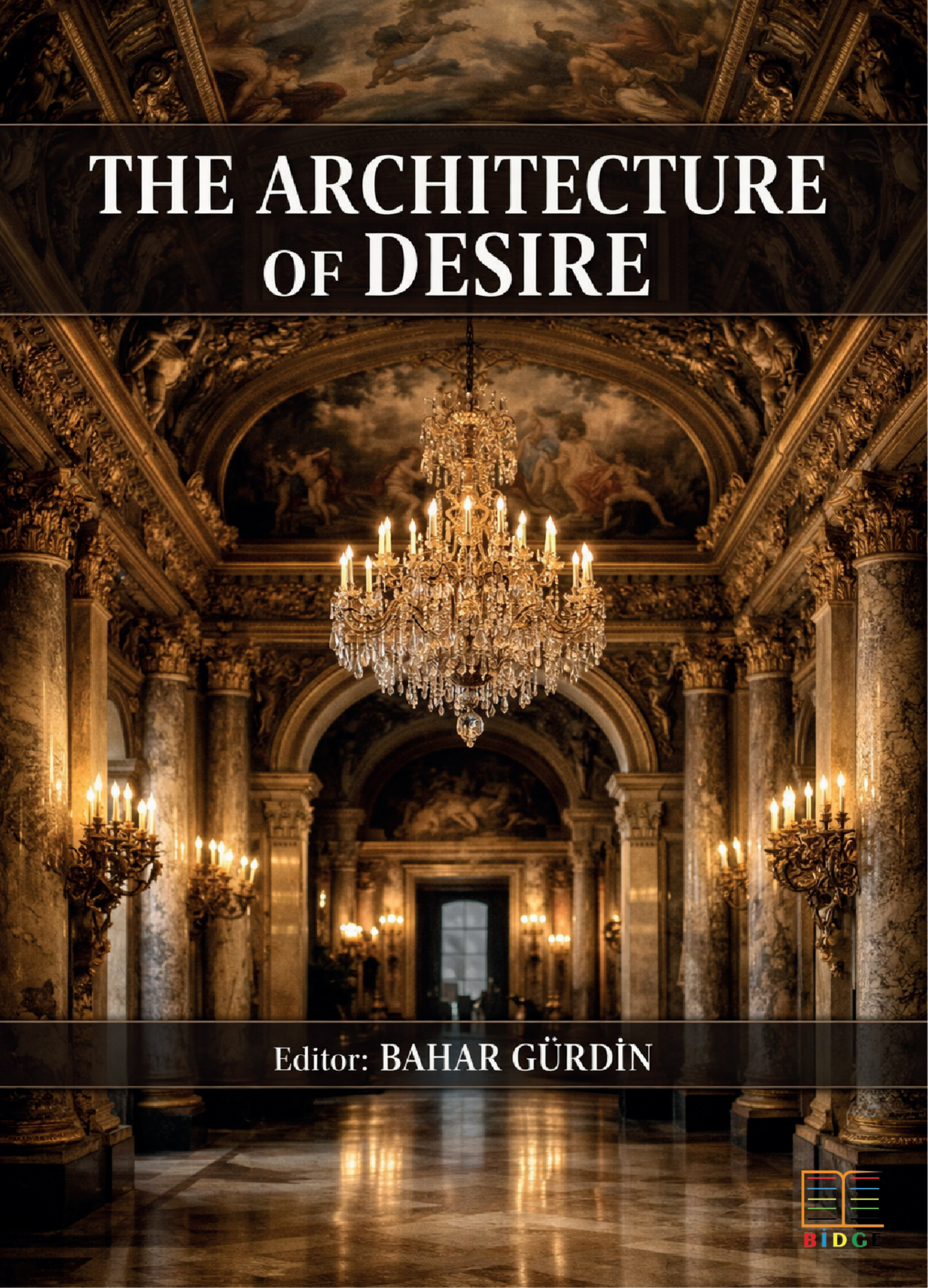

THE ARCHITECTURE OF DESIRE

Editor: BAHAR GÜRDİN

BİDGE

BİDGE Yayınları

The Architecture of Desire

Editor: BAHAR GÜRDİN

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www.bidgeyayinlari.com.tr - bidgeyayinlari@gmail.com
Krc Bilişim Ticaret ve Organizasyon Ltd. Şti.
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Editor’s Preface

In an age where markets no longer merely respond to needs but actively shape desires, consumption has evolved into a complex, multilayered phenomenon. What we buy, how we buy, and why we buy are no longer explained solely by utility or price; rather, they are embedded in emotional resonance, symbolic meaning, digital mediation, and increasingly, in narratives of sustainability. *The Architecture of Desire* emerges from this transformation, seeking to unravel the intricate structures that underlie contemporary consumption.

This volume brings together three distinct yet interconnected perspectives. First, it explores how packaging—often the consumer’s first point of contact—operates beyond its functional role to engage individuals at visceral, behavioral, and reflective levels. In doing so, it reveals how design becomes a powerful medium through which desire is constructed and experienced.

Second, the book turns inward to examine the modern worker, addressing the phenomenon of corporate fatigue and its subtle but significant influence on consumption patterns. As individuals navigate alienation within organizational structures, their turn toward digital consumption spaces reflects not only convenience but also a search for meaning, control, and emotional compensation.

Finally, the volume expands its scope to the broader socio-economic landscape, illustrating how value is reimagined through circular systems. By tracing the journey from agricultural residue to urban brand narratives, it highlights how sustainability is no longer a peripheral concern but a central element in the reconfiguration of consumption and value creation.

Together, these contributions illuminate a critical insight: desire is not accidental—it is designed, mediated, and continuously reconstructed. The architecture of desire is shaped by sensory cues, psychological states, and evolving cultural and economic frameworks. Understanding this architecture is essential not only for scholars and practitioners of marketing but also for anyone seeking to comprehend the deeper dynamics of contemporary life.

It is my hope that this book will serve as both a conceptual lens and a source of inspiration, encouraging readers to rethink consumption not as a passive act, but as an active, meaningful, and strategically constructed experience.

Editor
Prof. Dr. Bahar GÜRDİN

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CHAPTER 1

FROM FARM RESIDUE TO CITY BRAND: MARKETING NARRATIVES BUILT ON CIRCULAR VALUE CHAINS

Ömer BÜYÜKBAŞ[1]

Hamdi AYYILDIZ [2]

Introduction

In these dynamics of contemporary territorial competition, cities are not only compared according to their infrastructure, industrial scale or demographic weight, but also counted among the meanings they produce and the narratives they circulate about themselves. In this perspective, city branding has evolved from promotional slogans and visual identity systems toward a wider strategic process where local production, governance capacity, sustainability and social legitimacy seen as core components of urban image construction. Newer studies point to place brands rendering productive and convincing especially if embedded in local authentic customs, buttressed by engaging stakeholders and lived realities of residents as opposed to mere communication exercises imposed exogenously (Belabas, 2023; Bisani et al., 2024; Maziashvili et al., 2023). Within such a framework, agricultural residues can be seen where instead of unwanted waste streams that need to be disposed off, latent resources which when upcycled into circular value chains can deliver both also economically contribute not just production but also symbolic value.

In the circular economy literature, studies begin to repurpose agricultural waste -or loss- as potential transformational agent in restorative production systems. Instead of being left behind as terminal residues in an extended linear continuum such as husks, peels, pruning waste, stalks and lignocellulosic biomass lost to the economy, these materials can potentially be recycled back into the economy pinning up technologies that create fertilizers (Shekar et al., 2021), bioplastics or biocomposites (Haque et al., 2023; Mujtaba et al., 2023) through gasification leading to biofuels and other value-added outputs. This shift is not simply a psychological or environmental transition but also embeds a communicable development logic through the emergence of a valorization economy: turning waste into profit. A city that systematically processes agricultural by-products into salable, sustainable and innovative products exhibits a clear ability to turn local constraints into productive advantage. That ability can then be told as a piece of the city's identity. In this way,

[1] Lecturer Dr., Kahramanmaraş Sütçü İmam University/School of Social Sciences/Department of Marketing and Advertising/Marketing Program, ORCID: 0000-0002-4415-3450, omerbuyukbas@gmail.com

[2] Lecturer, Kahramanmaraş Sütçü İmam University, Vocational School of Health Sciences, Medical Services and Techniques, Medical Documentation and Secretarial Program, ORCID ID: 0000-0001-6280-7182, hayyildiz@ksu.edu.tr

circular production becomes something beyond an efficiency engine. It then concludes that it is a meaning-producing system through which the city seems adaptive, resource-conscientious and innovation-oriented.

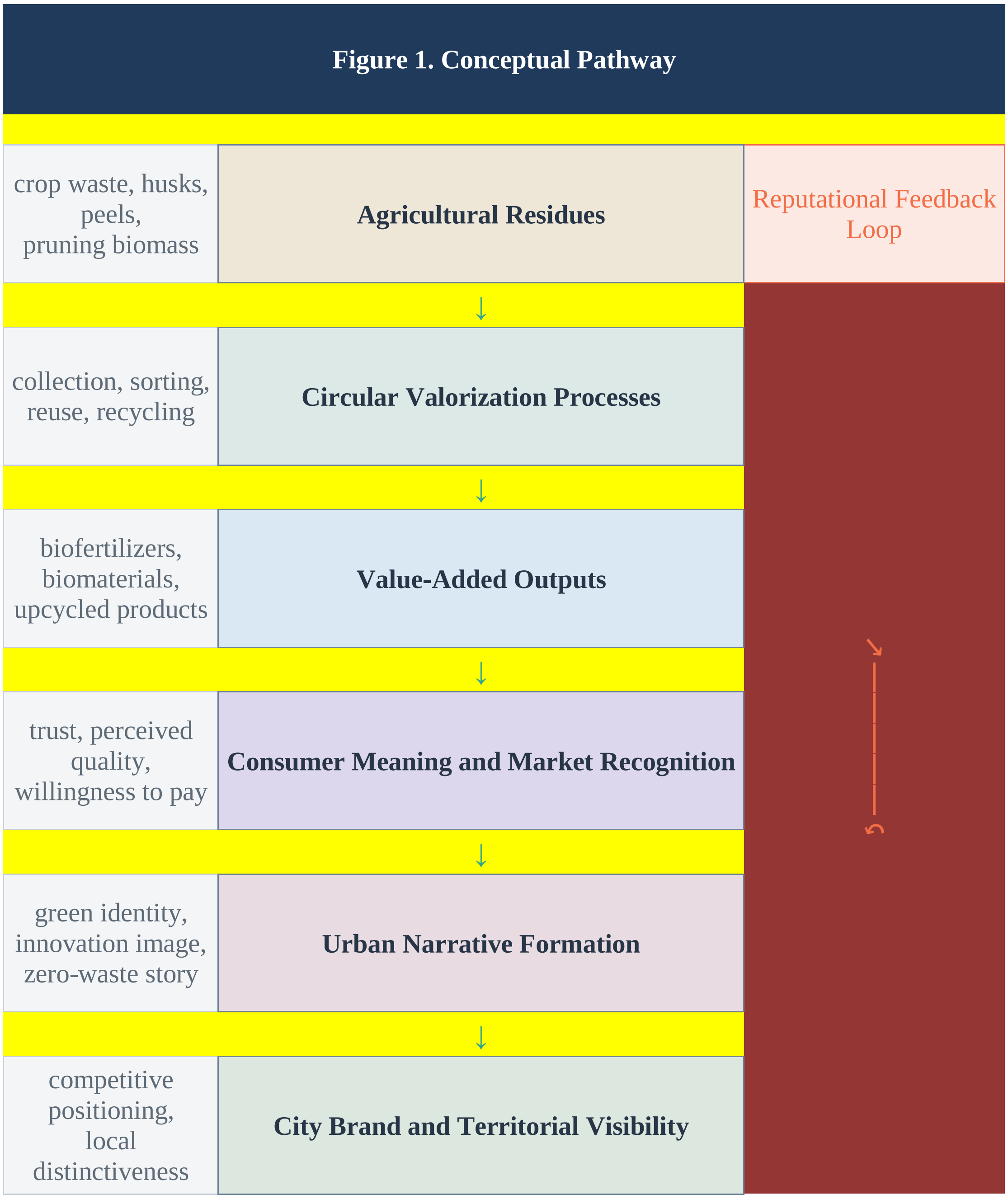
That is exactly why the link between circular economy and city branding can be so strong in this regard. The more a city brand can be rooted in real, visible local practice the most credible it becomes. Circular value chains based on farm residues provide such an anchor as they are grounded in material reality, territory-specific and highly legible when communicated effectively. They provide the city something concrete to say about itself: it doesn't just manage waste, but reconfigures production such that loss is lessened, resource life extended and previously underappreciated materials turned into new economic functions. As some recent place-branding studies suggest, it is easier to convince people of the credibility of the branding claims when these claims are backed by the existence of demonstrable systems rather than just abstract messaging (Belabas, 2023; Bisani et al., 2024). Hence, residue valorization can be a unique branding asset that works particularly well for secondary cities and agro-industrial regions in need of an identity going beyond the conventional industrial or touristic narratives.

The brandability of residue-based production can be largely determined by how consumers view sustainability, trust and value at the microeconomic level. Market acceptance of products based on agricultural residues does not only rely on the technical functionality of these products, but also their underlying logic - if customers can understand and trust the circular reasoning behind them. Bite-sized upcycling, the recent research contribution on upcycled-fighting food products state that even if consumer knowledge of our modern-day circular economy is scarce in literature, this does not mean willingness to pay (WTP) cannot function when upcycling itself and added-value are stressed48. Similarly, more general evidence relating to sustainable consumption behavior indicates that such factors as knowledge and previous experience and disposition towards the environment have a strong influence on the odds of adoption (Neves et al., 2025). These findings are particularly relevant here because they show that a residue-based product is worth far more than whatever utility it provides as a simple physical product. It may also provide symbolic benefits, such as ethical comfort, feeling responsible, local pride and being part of a more sustainable regional economy.

Once a product assumes these meanings, it is also just as likely to transfer them extrovertly to the place in which it is produced. Residue-based products can serve as micro-scale containers of territorial identity. A fertilizer made from agricultural waste, a biomaterial created using local crop residues or an upcycled food item based on regional supply chains can convey not just value specific to the product but also a larger narrative about the economic identity of the city. The city subsequently enjoys a halo effect, wherein the sustainability and innovation connected with the product bolster the perceived quality and individuality of the place itself. Such differences are especially salient in highly competitive urban markets where differentiation tips less on scale and more on the strength of a compelling narrative. A city that can make a credible case that its agricultural scraps have transformed the local environment as well as resulted in usable, visible outputs has a story both of local roots and exportable strategic capital.

But the transition from material residue to symbolic asset is not effortless. Information asymmetry is one of the biggest barriers. Most if not all of the residual quality attributes that make residue-based products attractive -circular sourcing, sustainability performance, waste intensity reduction or local regenerative value- are intrinsically invisible to consumers. Consequently, uncertainty may act as a constraint to adoption where these invisible attributes are not converted into definitive and credible signals. Recent studies provide evidence that stronger signals from the seller or more informative communication can significantly enhance consumer confidence and purchase intention when perceived uncertainty is high (Pandey et al., 2024). Especifically, sustainability labeling works similarly where third-party certification and recognizable visual signals enhance the perceived credibility and consumers' will to purchase by decreasing the cognitive effort required to assess trust (Behre & Cauberghe, 2025; Menzel & Teubner, 2024). This directly informs product strategy and city branding. If the standardized communication of residue-based production is supported by a municipality, university, regional platform or local certification body, then circularity can be easier to recognize, easier to trust and therefore easiest to turn into both market value and place value.

Figure 1. Agri-Residue Valorization to Urban Brand Formation: Conceptual Roadmap



Source: Authors' own elaboration.

This illustration depicts the main theoretical outline of the chapter: agricultural waste metamorphosed via circular valorisation into value-added products, then yielding consumer meaning and contributing to urban narrative formation and city branding.

For this reason, the credibility of branding narratives based on circular value chains heavily relies on that of institutions. While residue valorization can sustain a city's claims to be a green city, an innovative agro-city, and/or a zero-waste production belt, those claims are only credible when such governance arrangements and actors are visible and trusted. This is where municipalities and universities take on a special significance. They do their part by establishing enabling policy frameworks, raising visibility through public communication, supporting pilot projects and embedding circular production into broader urban sustainability agendas. Universities contribute by furthering scientific validation, conducting tests, developing products and applied research, and providing public legitimacy. When these actors act in concert, residue-based value chains benefit from a double dividend: they become both more technically robust and symbolically credible. A highly stated investigation of the literatures on this dimension, namely in place-branding perspectives, has underscored that making branding processes socially acceptable and strategically efficient heavily relies on legitimacy and stakeholder participation (Bisani et al., 2024; Maziashvili et al., 2023).

This institutional layer also matters because circular city branding is more than selling a product or making a sustainability claim. It is about building a bigger city identity, where local resource intelligence is part of how the city shows up. In this sense, the process of transforming some farm residue into brand value is a double conversion. At the material level, the system retargets FBS into valorisation and through circular production where agricultural by-products become traded outputs. Those outputs are, at the symbolic level, translated into signals of urban prowess, environmental engagement and developmental sophistication. Not just the city as a site in which production happens but the city as a space that is properly doing its job of enabling production to happen hopefully, and into the future.

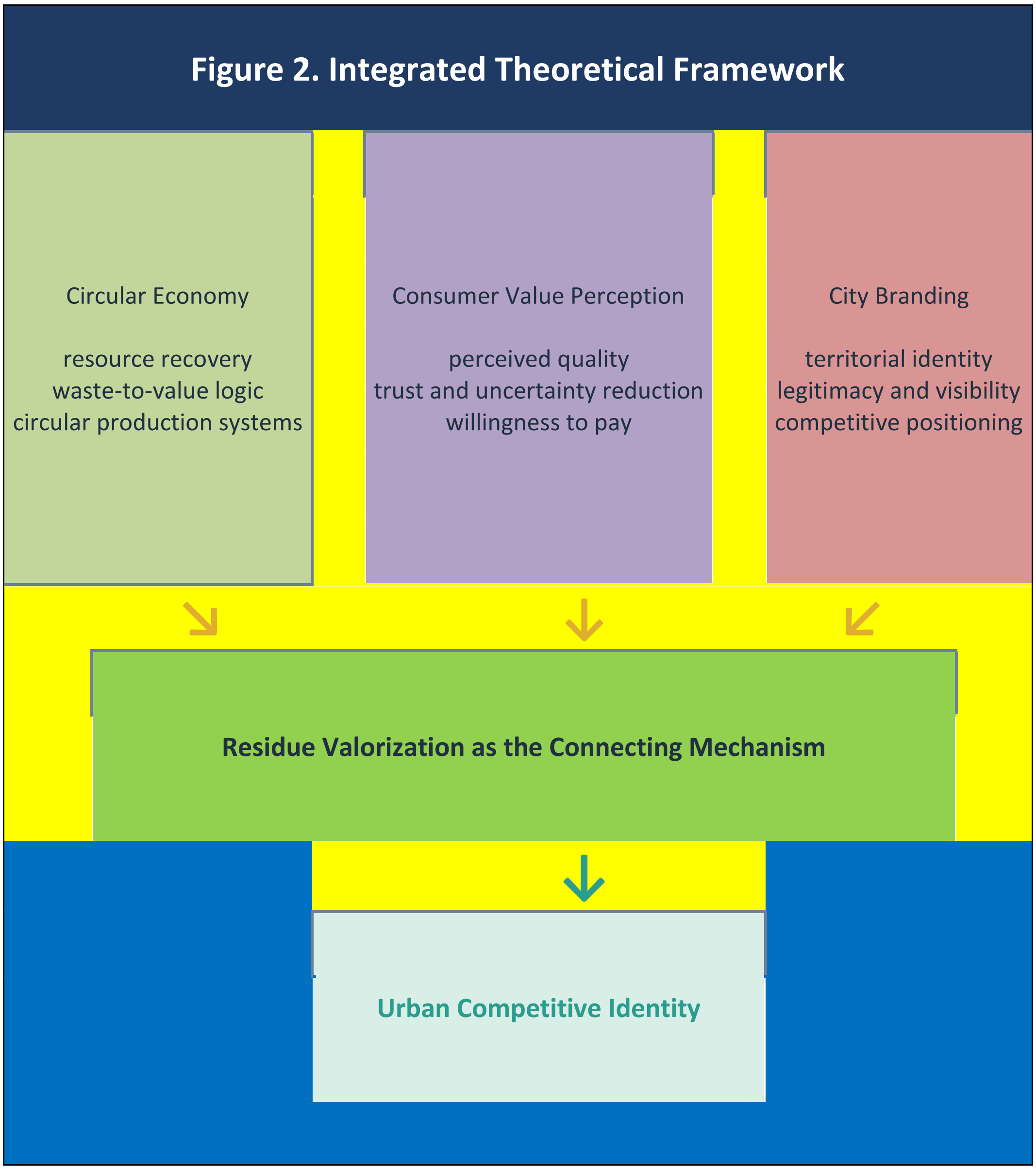
This is the reason agricultural residues could finally be seen as reputation generating merit goods. However once embedded in credible circular systems, they start to say something larger than their original functional role. They argue that the city has shown itself capable of learning from scarcity, inventing systems over inefficiency and finding value in what was long overlooked. For non-metropolitan cities, agrarian regions and medium-size city economies in particular, this can be a powerful path toward differentiation." Places like those may not attract attention because of their scale, but they can be made visible through singular and credible stories that are based on circular local production. Because residue-based circularity is physical, quantifiable, and grounded in the territory it consumes, it gives substance to a place identity that is uniquely robust. It is not a fictional fable imposed upon the city; it is a narrative that emerges from within the metabolic metabolism of the city itself."

Agricultural waste, in this sense, should not be considered sense only by means of the narrow scope of waste management. Recent studies have shown that today it operates more as a productive factor, an indicator of sustainability and a communicative instrument in circular development systems (Haque et al., 2023; Mujtaba et al., 2023). On the other hand, recent city-branding scholarship also reveals that credible place brands need authenticity, legitimacy and participation coupled with a strong nexus between narrative and practice (Belabas, 2023; Bisani et al., 2024). If you bring these two lines of inquiries together, you land on a very clear conclusion: farm residues can be converted - not only into products, but also into narratives that posit the city as a brand. Materially, waste becomes value. Locally produced becomes urban meaning symbolically. Where and when circular value chains are within view, trusted, and sustainably institutionally supported, they can enhance consumer experience of value while simultaneously strengthening the competitive identity of the city. Therefore, for municipalities and universities aspiring to a leaner and more credible territorial profile, residue valorization must be interpreted not merely as an environmental strategy but also as a branding strategy based on circular value creation.

Theoretical Background

The theoretical basis of this chapter is located at the intersection of three complementary streams of literature: circular economy, consumer value perception and city branding. Together, these fields allow us to further conceptualize how farm residues can transcend their accustomed position as low value byproducts and evolve into both marketable outputs and symbolic resources in practices of urban identity formation. The overall apparatus of this predilection is provided by circular economy theory, at the largest measure. Recent scholarship positions circularity as a departure from linear resource use and toward systems that maintain the value of materials over time through reuse, recovery, regeneration, and recirculation (Geng & Doberstein 2008; Geissdoerfer et al. In agricultural terms, residues are no longer treating merely as disposal burdens, but rather as inputs capable of being reintegrated into new production cycles via conversion technologies, business-model redesigns and coordinated material flows. Most importantly, two recent reviews published in journals focused on *The Principles Of Circularity* show that *Agricultural Circularity* is not only a matter of technical treatment processes for biomass but also an organizational challenge that addresses *supply chains*, *stakeholer coordination*, *analytical tools* and *institution building*. This is especially crucial for this chapter as it places residue valorization within a systems view rather than a fragmented waste-management-oriented one (Haque et al., 2023; Lanaras-Mamounis et al., 2022; Mujtaba et al., 2023).

Figure 2. Integrated Theoretical Framework of Circular Economy, Consumer Value and City Branding



Source: Authors' own elaboration from recent literatüre.

This figure synthesizes the chapter's three theoretical pillars and illustrates how residue valorization is the mediating mechanism through which circular production, consumer interpretation and territorial meaning coalesce.

In this circular notion, value must be recognized in two ways. On the positive side, residues have the potential to create an economic value when they are transformed in biobased products like fertilizers, biofuels, biocomposites or other higher added-value final products. Conversely, they can also have symbolic value when they are transformed and made visible and read as instance of evidence (symbolism-action-exchange-ecosystem) for sustainability and innovation, as well as local agency. Explicit links between circular production models and broader concepts of cleaner production, bioeconomy and resource-conscious development are increasingly visible in recent reviews on agro-waste valorization. Therefore, it is not merely a technical recycling process to transform agricultural residues; in this regard, It also constructs a narrative of competence: the locality seems capable of turning forgotten materials into useful outputs through deliberate, future-oriented arrangement. Such a dualism of material transformation and symbolic inscription is central to the chapter’s intervention, because it allows for conceptual ingress whereby circular production can lend itself to city branding (Haque et al., 2023; Kumar et al., 2024; Mujtaba et al., 2023).

A second theoretical foundation deals with the demand side, particularly how consumers interpret circular products. Research on circular markets shows that, in addition to technically being circular, its success depends on whether consumers can understand, trust and appreciate the circular attributes of products. In a 2024 review published in Sustainable Production and Consumption, Okazawa et al. finds that willingness-to-pay for circular products is strongly influenced by these perceived price value, quality value, personal norms, and consumer wider uncertainty when evaluating circular offerings. The relevance of signaling theory and perceived risk in explaining consumer decisions is also emphasized by the latter study, particularly given that sellers are reluctant to provide complete information regarding their products/services providing it under mostly uncertain circumstances regarding circular claims on what they sell, thus making consumers to form subjective opinions on them. This is particularly true for residue-based commodities where the environmental or regenerative benefits are often not directly connected to purchase point. Therefore, these products should not be evaluated in terms of their functional performance but also on the basis of perceived credibility, interpretability, and consumer trust in the underlying sustainability claim (Fu et al., 2024).

Recent empirical work supports this perspective by demonstrating how circular product attributes can impact consumer choice in meaningful ways when made legible. We provide evidence from a large-scale 2024 choice experiment in Switzerland that circular product properties, such as durability, energy efficiency, repairability or recyclability mitigate the negative effect of higher prices on consumption choice and also that these effects are generalizable across a wide range of social groups. This is a theoretically significant point, because it suggests that circularity can function as an upselling product signal rather than just a boutique moral value. Related research on upcycl fabrics indicates that consumers may also be willing to pay for by-products if circularity is understandable and perceptibly environmentally positive. Into this field, the results of this chapter lend weight to the assertion that products derived from a residue can possess more than utilitarian value. They may also be communicative relics, through which sustainability and local identifying are consumed, interpreted and socially acknowledged (Brügge et al., 2024; Chiaraluce et al., 2024; Fu et al., 2024).

Based market quality attributes are hidden from consumers, making the communication of circularity a systemic issue. However, recent research in Sustainable Production and Consumption similarly contends that they often fall short of providing sufficiently clear signposting with respect to circularity, notwithstanding environmental performance more generally. Using an Eco-Label Circularity Index (ELCI) is suggested in particularly for those dimensions of circular-economy which are left out from already-existing labels and that do not sufficiently reduce information asymmetry between producers and consumers. This insight is particularly pertinent for residue-based value chains, in which the legitimacy of products relies on whether buyers can interpret the relevance of recycled, upcycled, or residue-based inputs. Recent evidence regarding sustainable supply chain transparency indicates that buyers respond positively to sustainability signals related to product, process, and sourcing-network disclosure, and suggests that the shape and frequency of a disclosure influences both trust and perceived value. In theory therefore, the transition from residue to market value cannot be solely dependent on circular production. It also depends on the visibility, transparency and credibility of the signals appended to that production (Lanaras-Mamounis et al., 2022; Vinayavekhin et al., 2024).

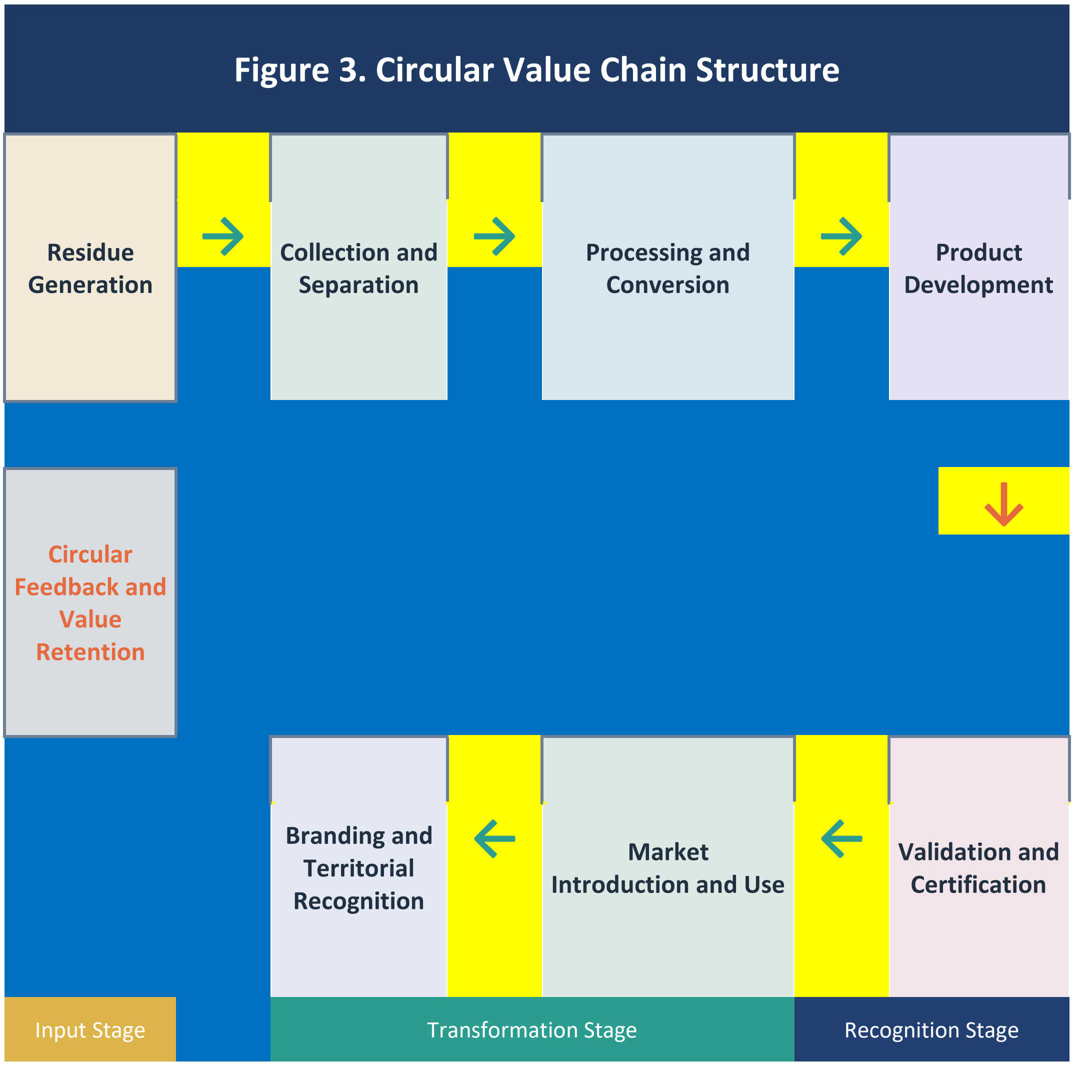
from top-down promotional paradigms and towards participatory, legitimacy-focused readings of place branding. City-branding scholarship has steadily improved to treat branding as a process of governance, and increasingly considers residents, institutions, and community actors as co-creators-not just passive audiences. The 2023 study in *Cities* frames city branding as a governance strategy, highlighting technological, relational and attitudinal factors that drive citizen participation on the one hand (Bundles et al., 2023), while the 2024 study in *Annals of Tourism Research* shows that legitimacy and inclusivity within place branding depends on representation by involving participants, co-creating processes/systems and inclusion of marginalized narratives. At the same time, studies of residents' perceptions of official branding show that city brands lose their credibility when they are perceived to be selective, glamourized or distanced from the complex realities of urban life. These insights are important here, because they imply that a city brand based on circular agriculture will likely be more convincing when it is launched from recognized local practice and institutional co-operation (desirable) than when presented as an external image campaign (less desirable). Thus, the city brand's legitimacy is contingent on the underlying development story's legitimacy (Belabas, 2023; Bisani et al., 2024; Maziashvili et al., 2023).

Bringing these three strands together provides the structure for a coherent theoretical proposition. And circular economy describes the material transformation of farm residues to new forms of value. The consumer-value and signaling theories explain how those novel forms of value become intelligible, credible and possibly premium-bearing in context. City-branding theory can provide insight on how local visible and legitimate production practices are made meaningful among the wider territory. The main implication is that residue valorization can take place both at the micro level of product perception and, simultaneously, at a meso or territorial level of place identity. A reaction-derived by-product is thus not simply an economic output, but potentially acts as a carrier of urban narratives intertwined with sustainability, innovation, and local intelligence. This theoretical synthesis is particularly beneficial for municipalities and universities since it provides a way to understand how circular initiatives based on agricultural residues can help them achieve not only environmental performance goals but also goals of local visibility, institutional loyalty, and competitive place positioning (Belabas, 2023; Bisani et al., 2024; Haque et al., 2023; Lanaras-Mamounis et al., 2022; Maziashvili et al., 2023).

Circular Value Chains and Urban Brand Formation

Circular value chains enter the equation when urban brand formation is no longer marked by backstage optimization of recovery processes, but rather on organized local development practice. Next-generation agricultural circular-economy research reveals that the transition from waste to value requires not only conversion technologies, but optimal and continuous business models, stakeholder alignment, and coordinated design of material flows across the entire chain. In other words, residues become strategically significant when embedded in systems that have the capacity to retain, redirect and communicate value rather than simply clearing waste. This is why farm residues can be relevant for city branding: when a locality churns and burns agricultural by-products into fertilizers, biomaterials, bio-based inputs or other market-ready output the value chain itself becomes a public referent of competence rather than just a productive mechanism.

Figure 3. Circular Value Chain Structure for Residue-Based Local Production.



Source: Authors' own elaboration.

The figure below illustrates the circular value chain of residue-based local production, from the collection and processing of agricultural waste to its validation and use in the market, as well as towards branding and territorial recognition.

Looking at this perspective, a circular value chain is not (only) a supply-chain configuration. It is also a plotting form. A 2022 *Journal of Cleaner Production* examination of circular value chain practices finds that circularity needs to be viewed from the perspective of chains as a whole and also demonstrates how retention of value derived from resources is contingent on co-aligned primary and support practices (rather than piecemeal actions). That insight is a particularly useful one here, since urban brand meaning rarely occurs from individual projects in isolation. When circularity seems systematic, repeatable and organizationally coherent, it robustifies a city's image. If residue recovery is integrated with collection, processing, certification, logistics and market delivery through research support, then the city can assert more than just that it has a green initiative: It will have a functioning circular development architecture. In branding, this moves the needle from aspirational signaling to visible delivery.

The territorial implications of this are huge, particularly for agricultural and medium sized urban centers. But relying on circles in nature has not yet transformed the agricultural and food domain, here we find that from existing literature of circular agriculture the initiatives in the Netherlands are rather incremental and technological with transformatory potential at best being indirect. This distinction matters for branding. While incremental actions can and should be undertaken to increase efficiency in existing systems, it is the quality of disruptive Circular initiatives that are more likely to define how a city is perceived as such as they provide greater demonstrable evidence of systemic transformation, collaboration and long-term governance. It becomes easier for the city to develop a credible sustainability and innovation identity when circular agriculture extends beyond its isolated optimization of local production culture, inter-organizational coordination, and apparent development priorities. Urban brand formation is therefore more likely where circular value chains are not concealed industrial rituals, but locally legible transitions.

Circular value chains at the market level enhance urban branding, if their outputs allow consumers to identify them as having relevant meaningfulness, trustworthiness and distictiveness. Recent research reveals that circular product attributes positively affect consumers when the attributes are rendered visible and understandable. A 2024 choice experiment shows that circular properties including durability, repairability and recyclability counteract price’s negative effect on consumer choice, meaning circularity can act as a value-supporting signal rather than an added-edge ethical alternative. Similarly, recent work on willingness to pay for circular products demonstrates that perceptions of quality, personal norms, and management of uncertainty play a key role in whether or not consumers assign value to such offerings. In the context of residue-based local production this is translated in that urban brand formation based on the outputs of circular value chains can only occur when the chain produces recognizable signals within a market. If the consumer processes and trusts its circular logic of association with a product, and can add positive meaning to this, then it picks up not just commodity value but also place-linked symbolic value.

This is where city branding and circular value chains start to align. Current place-branding scholarship increasingly conceptualizes branding as a governance process in which participation, legitimacy and stakeholder inclusion lie at the heart of governmental power. Research published in *Cities* and *Annals of Tourism Research* points to the strength of city brands that include residents and institutional actors in brand narrative as well as weakness associated with official branding disconnected, glossed or cosmetic. For circular value chains, that means for urban brand formation to work varorize residue be a mode not packaged as green-sustainable speech but as a local project with constituencies (municipalities+firms+coops+universities). Any residue-based product can become a bearer of city meaning, as long as its value chain seems socially grounded and institutionally credible. And so the brand emerges not from advertising alone, but from an observable alignment of production, governance and the local story.

This is particularly a strategic opportunity for municipalities and universities. It is also crucial how they can use procurement criteria, public communication, policy framing and territorial development agendas to make circular value chains visible. And universities can lend scientific validation, product development, testing, and evidence-based legitimacy. And there is a knock-on effect: the value chain itself starts becoming its own place-branding asset. Local actors can better brand the city through demonstrable circular practice, not by branding it via removed promotionalese. This is particularly valuable for locations that may not have metropolitan scale but want to differentiate through resource intelligence and sustainability-led development. So, in such cases circular value chains laid on farm residues can actually facilitate the transformation of local material flows into urban reputation; In other words allowing the effort to be "perceived" by the city itself as efficient, innovative and literate from an ecological perspective. Urban brand formation is not an exterior layer of the structure of the city itself, in this framework. The symbolic expression of how the city arranges and conveys value production in its local metabolism.

Microeconomic Mechanisms of Value Perception and Willingness to Pay

The microeconomic basis of residue-dedicated urban branding starts from a solid point - "there is nothing automatic in the generation of reputational or territorial advantage through circular value chains". They do so only when the result of those chains is perceived by buyers as valuable, credible and sufficiently differentiated from more conventional alternatives. That means the market role of a residue-based product is defined not only by its functional utility but also, at the point of choice, in terms of how consumers define quality and risk as well as trust and meaning. Will the consumer pay for circular products? New research reveals that willingness to pay is highly connected with this broader perception process. And it turns out that consumers’ willingness to pay for circular products is strongly determined by perceived price value, perceived quality value, personal norms and uncertainty management according to a 2024 study published in *Sustainable Production and Consumption*; suggesting that circularity affects valuation through both economic and psychological channels.

This is important to note in the case of products made from farm residues, as their 'circular' or regenerative value is often not immediately apparent. A fertilizer, biomaterial, or upcycled food product that is technically rigorous will have different market pathways depending on whether the buyer reads it as good and trustworthy versus questionable; innovative versus inferior; and sustainable versus quirky. New research published in *Journal of Cleaner Production* demonstrates that distinctly labelled circular attributes such as durability, repairability, recyclability and energy efficiency mitigate the inverse impact of price on consumer choice for a wide range of consumers. In other words, if circular properties are readable, they can serve as positive valuation signals in a manner that is not merely niche ethical add-ons. This is analytically important because it implies that circularity can shift demand in ways beyond lowering moral resistance, but by enhancing product utility in a way that reinforces price tolerance.

The closely related mechanism is between use value and symbolic value. Utility is commonly discussed in the context of home economics as how consumers gain from product characteristics in microeconomic terms. But recent research on circular consumption suggests some of this utility derives from symbolic and informational content, not just raw physical use. Consumers might feel additional satisfaction knowing that a product cuts back on waste, prolongs the life of resources or represents a more responsible model for production. The 2024 scoping review on upcycled foods suggests that consumer acceptance is influenced by sociodemographic, psychographic and product-related drivers; also noting that such acceptance increases when communication emphasizes benefits for health and (health) nutrition, sustainability, food-waste reduction and economy. It also finds that logos, labels and certifications play an important role in its acceptability. This hinges on how well circular meaning translates to recognizable consumer benefit, with willingness to pay only one part of the scenario.

That's where information asymmetry comes into play. Most sustainability and circular-economy characteristics are credence attributes: They are notoriously difficult to verify before the point of sale, and often do not reveal their full consequences even after consumption. Consequently, the purchaser frequently has to make inferences based on signals rather than personal observation. That poses a classic market problem for residue-derived products. So even when the product can be proven as positive, consumers will discount its value if they are unsure about sourcing, safety, environmental performance or quality of the product. Published in Sustainable Production and Consumption, a systematic review of visual sustainability labels finds robust empirical evidence that such labels modify attitudes, raise willingness to pay and may even influence behavior - albeit with effects varying by context and label design. This is important for residue-based products as it demonstrates that clearer signals can offset the invisibility of circular characteristics to a certain extent.

However, signaling is not frictionless. More information is not necessarily better for trust. According to a study, conducted in 2025, on signaling sustainability characteristics in global supply chains, it is found that third-party certification is often deemed as an obligatory signal for credence characteristics but multiple certificates can nevertheless confuse consumers who are more concerned about the presence of the signal rather than its specific meaning. The study found that signals are typically misinterpreted unless consumers have education on what the labels actually indicated. This has straightforward consequences for the economics of willingness to pay: when signals are noisy, fragmented, or hard to decode, the signaling premium diminishes. So as far residue-based local products are concerned, this means that a city or producer cannot take it for granted that “green-looking” communication will generate value. (Signal clarity, familiarity and interpretability are parts of the economic mechanism itself.)

Another layer has to do with transparency and disclosure. Recent findings published in the *International Journal of Production Economics* suggest that buyers prefer sustainability signals across a spectrum of disclosure types, including product, process and sourcing-network information, and they also value integrated and regularly updated disclosure formats, although willingness to pay effects can be ambiguous contingent on context. This indicates that the willingness to pay is influenced not just by whether sustainability is disclosed, but also how it is disclosed. For residue-based products, especially ones designed to maintain and reinforce local place identity, the cumulative effect of traceability, origin, process transparency and institutional validation may well have more economic impact than each individual claim in isolation. In other words, willingness to pay is best constructed through trust bundles instead of individual messages.

A similar reasoning emerges from more recent studies on blockchain-enabled disclosure. Consumer skepticism about sustainability claims can hold down sustainable goods premiums, according to a 2023 article in *Transportation Research Part E*, while more assured disclosure of sustainability information can lead some consumers who trust it to pay more. But the study also shows that the economic effects do not come to pass in a linear manner, as firms trying to maintain disclosure of their information can face tougher price competition and present mixed incentives to take action. This nuance matters for this chapter: the willingness to pay for residual-based products is less about a moral bonus that sprouts whenever sustainability enters the conversation. It comes up under specific conditions, most notably when good disclosure muzzles scepticism without swamping it in confusion or protests against strategic overreach.

Cumulatively, these studies indicate that the microeconomics of residue-based value perception can be deciphered through four interrelated mechanisms. First, circular attributes can create higher utility as long they are noticeable and understandable. Second, symbolic benefits including environmental reassurance and anti-waste meaning may accompany functional product value. Third, an asymmetry of information gives rise to a discounting problem as long as the signal is weak; i.e. it adds uncertainty, unless strong signals reduce uncertainty. Fourth, willingness to pay does not only depend on whether we find sustainability claims at all, but rather on the very architecture of signaling: labels, certifications, traceability (see figure), disclosure format and institutional credibility structure the premium consumers are willing to grant. For farm-residue value chains, this does demand that market success is contingent upon much more than simply technical conversion. Trust must be economically interpreted in the product. Not until then can it start generating the consumer-side premiums that tend to get distilled into more general urban reputation and place branding.

Municipalities, Universities, and the Institutionalization of Circular Brand Narratives

The institutionalization of circular brand narratives hinges around the translation of isolated but innovative practices within local units into stable, recognizable and governable routines. In this regard, municipalities can be at the center of things because they do much more than regulate waste or local infrastructure. They also set priorities, coordinate actors, ensure public visibility and link technical initiatives to the wider territorial development agenda. In an explicit finding, a *Journal Of Cleaner Production* (2021) study identifies steering functions for circular-economy implementation at local government level, simultaneously unraveling recurring gaps such as those in municipal waste management; textile waste and resource-humans do; social interaction networks and local entrepreneurship linkages. This is particularly pertinent for residue-based value chains, as the conversion from a farm residue to a branded circular output involves more than just technical conversion. That needed to stabilize the chain, coordinate stakeholders and keep circularity visible through time is local institutional capacity.

From a marketing perspective, that means municipalities are narrative enablers. Recent city-branding research has increasingly interpreted branding as a part of urban governance rather than simply promotional activity. An article studies city promotion, city marketing and city branding as increasingly sophisticated themes in the 2021 *Cities* and then discusses how local governments should align their branding strategy with development goals. That insight matters in this context because circular branding is plausible only when grounded in actual local development trajectories. In short, a municipality promoting residue valorization by means of procurement, planning, public communication, pilot facilities or local partnership schemes is not merely "advertising green values" either. It constructs the institutional conditions through which circularity could be incorporated to become part of a developmental identity in the city.

The universities have a complementary role in this architecture, as the provide not only scientific validation but experimentation, technical adaptation but knowledge continuity. With a specific example, in a 2024 *Cities* study of successful government-university collaboration in smart city and smart government projects, they identify four determinants - output factors, institutional factors, relationship factors and framework conditions - arguing that all must be present (and positively disposed) to achieve success in collaboration. While that research pertains to smart-city projects, its reasoning directly applies circular brand narratives. Joint research on residue-based innovations, the validation of environmental claims and monitoring capacity build up as well as applied knowledge production make circular initiatives both technically robust and reputationally deep when municipalities work with universities. The university is essentially converting circularity from a claim into an evidence-backed proposition.

Higher education institutions are also called to a broader role in transition processes in recent circular-economy research. A 2024 Journal of Cleaner Production article describes higher education institutions as potential "microcosms" for the circular transition, and a recent contribution to The Journal of Environmental Management states that universities, as organizations engaged in education, research, and societal development service provision play a central role promoting and achieving transitions toward circular economies. All in all, these findings are significant for the present chapter because they highlight that universities do more than through academic institutions produce knowledge - abstracted from who and where students are. They can act as demonstrators, standard-setters and anchors of legitimacy in local circular ecosystems. So for a city that's trying to develop a public face as an important site for agricultural waste valorization, it means the university can provide more than laboratory wing support; it fosters the all-important institutional bridge between innovation, public outreach and local reputation.

Contrary to the scholars, institutionalization is more than formal cooperation of public actors. It also hinges on whether larger stakeholder groups imagine themselves in the story. For example, a 2024 *Annals of Tourism Research* article regarding the inclusion and legitimacy of place branding brand shows that legitimate brands are built off representation, interaction and co-creation at both a community level where community facing actors only play such a significant role in elevating marginalized narratives. This is important because circular brand narratives risk becoming technocratic if they are framed only in the language of engineering or policy. When municipalities and universities sit at the same table as cooperatives, small firms, civil-society organizations and community organizers, the circular tale is more socially rooted and less easy to purport off as institutional fig leaf. That is, not only because the narrative gets managed but because it gets socially transported; the story becomes something that gets institutionalized.

The regional and inter-urban context provides another layer. By analyzing city-branding strategy adoption in regions of megacities, *Cities* (2023), highlights the inter-city learning features as well as spatial correlations between city branding adoption, showing that social background such as economic level, urban scale and industrial structure can influence the acceptance and process of city-branding strategy. This means, for circular brand narratives, that municipalities and universities do not develop reputation in a vacuum. Their attempts are interpreted among broader regional networks of comparison, imitation and rivalry. Such a successful institutionalization of a residue-based circular narrative might help not only a city to enhance its own symbolic capital, but also improve its relative position in the broader field of cities. This is especially important for medium-sized agricultural cities, where institutional coordination may make up for shortcomings of size or metropolitan visibility.

In all, the literature suggests that circular brand narratives last when municipalities provide steering and visibility, universities validation and knowledge infrastructure, and local stakeholders social embeddedness. The municipality makes the narrative governable, while the university lends it credibility, and the larger local web gives it legitimacy. Absence of these institutional supports can leave residue valorization an unlikely but technically fascinating act with little credibility. Along with so-called “fortress lab” capabilities, it can become a distinct territorial signal that ensures not just environmental responsibility, but local capability, policy coherence and innovation capacity as well. Such narratives of circularity do not then from the outside only promote a solidary relation between municipalities and universities. They’re among the primary institutions through which those narratives get stabilized, repeated and forged into a permanent element of urban identity.

Policy Implications for Local Visibility and Competitive Positioning

The policy relevance of residue-based circular branding is based on the fact that local visibility and competitive positioning does not emerge from circular production only. They materialise when circular practices become recognisable policy signals, institutional routines and territorially legible development priorities. Municipalities can implement local circular-economy transitions through several governance modes, including using municipal assets; ownership structures, enforcing rules, regulating the economy and coordinating/facilitating activities, according to new research *in Journal of Cleaner Production*. According to the same study, municipalities can be key change agents if they work with local actors to close material loops. This is a key policy insight for agricultural residue valorization: if farm-residue initiatives are to enhance a city’s reputation, local governments must not only embrace such initiatives in theory, but also go beyond passive endorsement by actively construct the governance scaffolding that renders circularity visible, repeatable and institutionally coherent.

From the point of view of the policy-design, this means that residue valorization should be constantly dealt with as a territorial development instrument and not just as an environmental or agrarian issue. The key conclusion drawn from the evidence is that circular initiatives have a better chance of fulfilling their potential when they are embedded in planning, procurement, infrastructure decisions, public communication and cross-sector coordination rather than relying on stand-alone projects. The study of *Ecological Economics* by local authorities in French cities and in regions in 2025 (Bourdin and Jacquet) provides important insights into how local authorities are enabled to adopt the circular economy through political endorsement, strategic foresight and effective leadership as enablers, whilst organizational inertia, financial constraints and a weak understanding of circular economy act as barriers. It focuses on the need for partnerships and networks, to advance circular initiatives. In other words, if a city wants to try circular agriculture as an expansion of its environmental brand, the city should act like leadership/learning/networking are part of that infrastructure.

The second implication relates to the level of aggregation at which circular policy should be formulated. Although many residue-oriented initiatives surface at a local level, emerging evidence suggests that practical implementation of circular-economy paradigms tends to work best on a regional scale. A review of the literature addresses this imperative by establishing different regions as building blocks for effectively achieving a functional circular economy in 2022 in *Journal of Cleaner Production* and suggests NUTS 2-type regional units as relevant scales for implementation but also comments that so far research on implementing circular economy regionally has been limited, fragmented literature-wise, and needs more rigorous theoretical frameworks. Especially as this applies to agricultural residues, which typically traverse municipal limits by way of farming systems, processing networks, logistics routes and industrial linkages. So local visibility can be grounded in the municipality, yet competitive positioning often relies on the technology of circular narrative scaled and pieced together regionally. A city can be in a stronger position when it is not viewed as an isolated pilot site, but as the core of a larger circular territory.

The regional dimension is closely related to competitive positioning. The academic literature regarding city branding in medium-sized cities suggests that place-branding has the best chance to succeed if it incorporates wider urban policy and governance - failing that, city marketing will not break through as an ad-hoc communication activity. The C*ites* study of Nantes in 2022 shows that city branding in a medium-sized city was also constructed through multi-level governance, as both local economy and national image-makers collectively strengthened the brand around ideas of sustainability and creativity. The paper firmly suggests that city branding has to be embedded in wider urban strategies and that such multi-level alignment can enhance a dynamics of the city as well as facilitate growth. Policy implications for residue-based circular branding are rather clear-cut: cities gain a competitive edge the more, instead of being presented as niche sustainability projects, circular economy is embedded in development policy and macro-regional coordination as well as long-term strategy to establish an identity.

The third implication is on policy credibility. When the system lags behind branding claims, local visibility becomes frail. The recent city-branding literature emphasizes that place brands are more legitimate if they are inclusive, participatory and rooted in the actual practice of stakeholders. A recent study published by *Annals of Tourism Research* in 2024 (on legitimacy on inclusivity on place branding) makes an argument for focusing the values of stakeholder representation and co-creation as a key to creating legitimate place brands. For practical policy implication, this means that local governments should not position residue valorization as a showcase project top down devoid of producers, cooperatives, universities and community actors. In contrast, policies that facilitate participation and broaden recognition and visibility among local actors inside the circular storytelling are more likely to establish durable legitimacy. Competitive positioning is a matter of legitimacy, because the brand of a city diffuses when it is perceived as cosmetic work (supply side), but solidifies which has the largest social base and common ownership.

The fourth implication is that policies need to link circularity to recognizability. Residue valorization can tighten local scrutiny only if the resulting outputs and processes are legible to outsiders like investors, visitors, buyers, researchers, and other municipalities. Which indicates a policy mix fusing technical assistance with visibility mechanisms: demonstrator sites; municipal procurement standards; traceability systems; public-facing labels, validation by universities and clear communications on what is being transformed and the reasons it matters. The same local-governance literature on circular economy suggests municipalities can influence transitions not just with regulation, but also by orchestrating, nudging and leveraging municipal ownership structures for local practice. Policy, in fact, needs to facilitate the translation of material circulation into public evidence. That evidence is what enables circular production to be a place signal as opposed to remaining an invisible activity backstage.

The literature taken as a whole indicates that competitive positioning at the level of residue-based circularity relies on four policy moves. Firstly, circular endeavors should be anchored institutionally via leydership and solid governance. Second, they must be scaled properly, often over multiple municipalities to account for the regional logic of agricultural material pathways. Third, they need social legitimacy through inclusive and participatory governance. Fourth, they have to become visible through policy instruments that transform local circular practice into territorialised and recognisable evidence. If these criteria are satisfied, then residue valorization may enhance not only waste mitigation and resource efficiency but also a position profile. So, the policy challenge is not just to cheerlead for circular economy in the abstract. It is so that circular economy can be decoded into a kind of territorial intelligibility, which need to enhance how the city being both seen and understood alongside with its relative position against other competing places.

Conclusion

It is claimed in this chapter that moving from farm residue to city brand is not a metaphorical leap but involves structurally explainable relations of production, market valourization and institutional mediation. New research on circular economy approaches has just concluded that there is strategic and meaningful potential in the recovery of agricultural waste if it is seen as part of an organized holistic approach involving conversion technologies, stakeholder participation, and coherent material-flow systems instead of isolated disposal management. Thus, farm residues are not residual biomass but rather the material inputs into visible value-creation systems that can underlie more expansive narratives of territory.

Indeed one of the chapter’s crucial implications is that circular value chains matter to urban identity only if they are legible from outside.Symbolic value is not derived from material recovery alone. Residue valorization leads to local visibility when it generates recognizable outputs, when these outputs are associated with credible signals of sustainability and when the wider chain can be read as proof of local competence, innovation and environmental responsibility. That was the reason why the chapter linked circular economy to consumer-side mechanisms like perceived value, trust, uncertainty reduction and willingness to pay. Recent studies of circular products have revealed that willingness to pay depends not so much on price, but rather on perceived quality, value and uncertainty management, which reinforces the notion that aspects of circularity need to be communicated and trusted before they can shape wider reputation.

The chapter has also demonstrated that city branding offers the territorial frame out of which these product- and chain-level meanings can then be scaled into place identity. The place-branding literature most recently highlights that legitimacy, inclusivity and stakeholder participation are the architectonics of sustainable place brands. This means that no city can credibly re-brand itself on the basis of residue valorization, unless circularity is more than a narrow, technical activity or an elite marketing slogan. Only if such circular practice is also socially embedded, institutionally supported and visible to the point of being read as part of the city's real development path will it have a persuasive force for the brand.

It is for this reason that municipalities and universities were framed in the chapter as primary actors. Municipalities also mediate between circular activity and governance, infrastructure, and public visibility. Universities facilitate its translation into validated knowledge, technical credibility and long-term innovative capacity. When these institutions work with producers, cooperatives and other local stakeholders, residue valorization can shift from the status of a project to that of a narrative. It turns into something by which the city is defined, not just something that the city once tried. This reasoning is in line with recent work showing how branding for cities can be more powerful at a medium-sized scale when it is inscribed within wider governing processes and coherent across scales rather than being considered bereft of links to the communicative.

Collectively, the chapter suggests a definite conclusion: two kinds of value can be created from farm residues at once. They can then be transformed into useful and marketable outputs through circular value chains. They can be transformed into urban meaning through branding, signaling and institutional narration. It is in this double conversion that you find the real strategic power of residue valorization. It allows a city to tell the world that it is not just a place that produces

- but a place that organizes production intelligently, limits waste visibly and transforms local limitations into unique advantages.

For municipalities and universities, agricultural residue valorization becomes more than just an environmental or agricultural policy tool. It turns out to be a form of local visibility, competitive positioning and place differentiation. For medium-sized and agro-industrial cities in particular, where a lack of symbolic capital compared to the large metropolitan centres may limit their marketability, circular value chains provide an embedded and authentic basis for branding. In that regard, the conversion from agricultural waste to urban logo is less a question of sustainable symbolism. This is done by creating a stable and identifiable territorial border through the healing metabolism local substance.

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CHAPTER 2

THE ASPECTS OF PACKAGING THAT TOUCH THE CONSUMER’S HEART IN THE AGE OF EXPERIENCE: VISCERAL, BEHAVIORAL, AND REFLECTIVE LEVELS

EREN TEMEL[1]

Introduction

How much of a consumer’s decision to purchase a product is a matter of rational reasoning, and how much is a matter of emotion? For decades, theories in economics and marketing have largely treated the consumer as a rational actor, a subject who knows their needs, conducts research, compares alternatives, calculates the cost-benefit balance, and maximizes their utility by making the right choices accordingly. Yet findings from both behavioral economics and marketing, alongside the advancing research agenda of neuroscience, have made it necessary to substantially revise this picture. The consumer is emotional and makes emotional decisions. As Kahneman (2011) elaborated in detail in his book titled *Thinking, Fast and Slow*, the vast majority of human decisions are governed by fast, intuitive, and emotionally driven processing systems. Slow, analytical, and rational thinking, in turn, most often comes into play

[1] Dr. Independent Researcher, Orcid: 0000-0003-1938-4836

after this emotional verdict has already been reached, serving to rationalize it rather than to precede it. When it comes to consumer behavior, this reality manifests itself in a particularly striking manner. And brands are well aware of it.

It is precisely at this juncture that packaging design transcends its function as a mere container or material and becomes an emotional, experiential marketing tool. The experience a consumer has when they first spot a product on the shelf, reach out and grasp it in their hand, or bring it home and open it is shaped to a considerable degree by the design language of the packaging. The color, form, texture, material, and imagery of packaging speak directly to the consumer's emotional world and lay the foundation for the bond they form with the product. Soft, rough, or matte surfaces, for instance, can evoke distinct associations and a sense of ease in the consumer. While the quality and weight of the material reinforce the perceived value of the product, visual and graphic elements can nourish the consumer's imagination and invite the projection of meaning. In this respect, packaging is transformed into a marketing communication tool that touches the consumer's heart and establishes emotions such as trust and a sense of belonging.

In this sense, packaging is a strategic communication instrument that renders the brand's identity visible and conveys messages, sensory experiences, and emotions to the consumer. Packaging, which transmits the brand's values, promise, and story through visual and structural elements, generates perceptions of quality, trust, and value in the consumer, while also giving rise to a range of associations, sentiments, and interactions (Karagöl, 2025). In these respects, packaging moves beyond being a functional object for protection and transportation and is transformed into an experiential space that constructs an emotional bridge between the brand and the consumer.

This transformation is closely related to the paradigm shift described in the literature as the “age of experience”, a concept that emerged in the early 1990s and gained further elaboration in the early 2000s. According to the experience economy framework put forward by Joseph Pine and James H. Gilmore, businesses must now go beyond merely offering products and services and design memorable experiences for consumers (Pine & Gilmore, 1999; 2013). In a similar vein, Bernd H. Schmitt, in his experiential marketing approach, emphasizes that the consumer undergoes a holistic experience encompassing sensory, emotional, cognitive, behavioral, and relational dimensions (Schmitt, 1999). In this context, consumers have come to care not only about “what they buy” but also about “how they feel” and “how that experience reflects their identity.” This perspective reveals that consumer value has shifted beyond functional utility toward emotional, symbolic, and experiential dimensions. Within this framework, packaging -as the first point of contact with the product- becomes one of the most powerful touchpoints of experiential marketing. Accordingly, packaging design, with its multisensory, sustainable, and interactive characteristics, can be positioned as a significant strategic instrument of the experience economy. For Generation Z and Millennial consumers in particular, experience has come to be regarded as something more valuable than ownership. In this sense, experiences that are experiential, life-facilitating, meaningful, shareable on social media, conducive to storytelling, and aesthetically compelling are increasingly preferred by a wide range of consumers. Furthermore, sustainability and ethical values have become an integral part of the experience itself; consumers evaluate not only the product but also the production process and its environmental impact as components of the overall experience (Lemon & Verhoef, 2016).

Plainly stated, in what is today referred to as the “age of experience,” the transformation of everyday life under the influence of digitalization has further expanded the role of packaging. It has evolved from a mere interface presenting the product into an element that touches the consumer's heart and designs a memorable, shareable, and meaningful experience. Packaging, therefore, now emerges as a multilayered design practice and an important strategic element that must be reconsidered along the axes of emotion and experience, well beyond its aesthetic and technical dimensions.

In this chapter, packaging design has been revisited from the perspective of consumer experience and positioned as a multisensory, emotional, and shareable experiential space that touches the consumer's heart. The impact of packaging on the consumer has been examined through a holistic approach organized around three levels of experience: visceral, behavioral, and reflective. At the visceral level, the immediate emotional impact that packaging produces in the consumer through elements such as color, form, texture, and overall visual design is addressed. This stage encompasses the rapid and intuitive responses, such as liking, interest, or attraction, that the consumer develops at the very moment of encountering the product. At the behavioral level, the contribution of packaging to the consumer experience is assessed in terms of ease of use, functionality, and ergonomic qualities. Features such as easy opening, comfortable carrying, and convenient storage are factors that directly influence satisfaction and the experience of use at this level. At the reflective level, the relationship of meaning that packaging establishes with the consumer's identity, values, and lifestyle is examined. This dimension addresses how packaging, moving beyond being merely a physical design element, contributes to the consumer's self-expression and to the formation of an emotional bond with the brand.

Examining packaging through the lens of consumer psychology across all these dimensions, this chapter has demonstrated how an object once defined primarily by its functions of protection, transportation, storage, and information provision has today undergone a profound transformation. Packaging has emerged as a strategic touchpoint at which brand value is made tangible: a multilayered instrument laden with symbolic, emotional, and experiential meanings, capable of evoking genuine feelings, leaving lasting impressions in the consumer's mind, and ultimately touching the consumer's heart and life in ways that extend far beyond the functional.

Marketing and Packaging in the Age of Experience

This section first addresses the concepts of the age of experience and experiential marketing, followed by an examination of the fundamental functions of packaging and its role in the marketing process.

The Age of Experience and Experiential Marketing

In an era in which products and services have become increasingly commoditized and indistinguishable from one another, the concept of "experience" has emerged as the primary driver of consumer value and economic differentiation. This shift points to a transition toward what is referred to as the "experience economy," in which businesses move beyond merely satisfying wants and needs or delivering core functional benefits that solve problems, and instead organize memorable, enduring, and meaningful activities and interactions that engage consumers at sensory, emotional, and intellectual levels (Hirschman & Holbrook, 1982; Pine & Gilmore, 1999; Schmitt, 1999; Pine & Gilmore, 2013). In a broader context, this "age of experience" represents a socioeconomic condition in which value creation is increasingly grounded in the orchestration of interactions that are meaningful, memorable, and predominantly sensory in character.

Experiential marketing has emerged as a managerial response to the age of experience. Unlike traditional marketing strategies, experiential marketing strategies aim to offer consumers physical, emotional, cognitive, and social experiences in connection with products or services, and the concept of "customer experience" lies at the heart of these strategies. Rooted in the understanding of hedonic consumption, this approach does not regard consumption as a purely rational and utilitarian process; rather, it involves the production of an experience in which symbolic and emotional interaction comes to the fore. This, in turn, carries significant potential for businesses to establish a strategic competitive advantage (Shah et al., 2018). Experiential marketing treats consumers not merely as economic and logical decision-makers but as individuals oriented toward their emotions and pleasure. This approach aims to create a holistic experience by bringing together sensory, emotional, and creative perceptions. In this sense, in today's dynamic market conditions, brands seek to build deeper and more enduring connections with consumers by offering immersive, meaningful, and personalized experiences that drive purchase behavior, generate satisfaction, and foster loyalty (More, 2023; Aksoy & Yılmaz, 2025). As competition intensifies and markets mature, experiential differentiation becomes an important strategic lever. Experiences forge emotional bonds, enhance memorability, and create a symbolic meaning that competitors find difficult to replicate.

Schmitt's (1999) formulation of experiential marketing is particularly significant in this regard, as it defines experiential marketing as a systematic approach to creating consumer value through multiple experience modules encompassing the sensory, emotional, cognitive, behavioral, and relational dimensions. The emphasis here is directed not only toward stimulation but also toward meaning: marketing becomes a progressive sequence of stimuli and interactions that help consumers interpret the brand, integrate it into their lives, and share it socially. According to this view, experiential marketing is not opposed to traditional marketing objectives such as brand equity or loyalty; rather, it represents the path through which these objectives are pursued under conditions of diminishing attention and increasingly experiential rather than functional differentiation. Consequently, on a continuum that has shifted from product attributes toward experiential ecosystems, businesses across many sectors today compete less on what they sell and more on how consumers experience what they sell.

According to Gobé's (2001) perspective, the emotional and experiential bond between consumers and brands does not arise solely from the functional benefits of the product or from advertising messages; it is fed to a considerable extent by how the consumer experiences the brand at a sensory and emotional level. This kind of experience is produced across various touchpoints before, during, and after purchase, and through cues that consumers may not consciously identify as marketing instruments. Experience, in this sense, is conceptualized as the sensations, feelings, cognitions, and behavioral responses evoked by the relevant stimuli that form part of a business or brand's design and identity, including packaging, communications, and, for instance, store atmosphere (Brakus et al., 2009). It is precisely at this point that, within this experiential paradigm, packaging has assumed the role of a strategic instrument for businesses that speaks to emotions and experiences, alongside the core functions it has always served.

Packaging and Its Functions

Packaging is one of the fundamental components of marketing and distribution: it prevents the product from spoiling, going stale, or being damaged from the point of production until it reaches the consumer, protects it against external influences, keeps it intact, facilitates its transportation, and provides the consumer with information about the product, brand, usage instructions, and quantity (Arıkan, 2010). Packaging carries the message that the business and the brand wish to communicate to the consumer, and establishes effective communication with the consumer through visual elements such as color, form, typeface, shape, and size. In this way, it becomes possible to differentiate and distinguish the product on the shelf, attract the consumer's attention, and positively influence the purchase decision. Indeed, consumers may tend to purchase a product not only for its core benefits but also for its symbolic meanings; they may buy a product simply because they are drawn to its packaging. In this context, packaging can also be regarded as a symbolic element for consumers. In this manner, packaging brings the business's brand and identity into contact with the consumer (Kotler, 2001). Accordingly, packaging is not merely a supplementary instrument that protects the product but is, rather, an important and inseparable component of it (Üçüncü, 2000; Taşçı & Baygül Özpınar, 2022; Doğaner & Temel, 2024).

Throughout history, packaging has served the function of protecting products, facilitating their transportation, and delivering them to the consumer. While the earliest forms of packaging were made from materials derived from nature, such as animal hides, wood, and plant matter, the invention of glass in the Far East around 5000 BC revolutionized the preservation and transportation of liquids in particular. The Egyptians used glass jars for this purpose, and during the Middle Ages barrels became widespread as a means of protecting products from light, heat, and moisture and of simplifying their transportation. With the Industrial Revolution, new materials such as tin, cardboard, and later plastic began to be used in packaging. In response to Napoleon's military needs, Nicolas Appert invented the metal tin can in 1810, and toward the end of the nineteenth century Robert Gair developed the production of boxes from pre-cut cardboard panels. The twentieth century witnessed the emergence of plastic packaging in the form of cellophane and polyethylene. Today, packaging has become one of the cornerstones of modern commerce, functioning not merely as a practical protective device within the product lifecycle but as a strategic asset. Defined as the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use, packaging prepares products for safe transportation, storage, and logistical processes while also preserving them, informing the consumer, and presenting them for sale. It ensures that the product is recognized on the shelf and distinguished from competitors, establishes a strong connection between the producer and the consumer, and stands out as an indispensable element of modern marketing (Bain, 1978; Regattieri et al., 2018; Patel, 2023).

Today, good packaging must protect products from mechanical damage and environmental influences, maintain quality and safety (particularly for food, pharmaceutical, and sensitive consumer products), enable efficient storage, transportation, and distribution, convey both mandatory and optional information to multiple target audiences (consumers, regulators, and distributors), and introduce and position the product to the consumer in the desired manner. The material of a package is of critical importance in terms of effectively protecting and transporting the product and meeting consumer expectations. In this context, glass, paper and cardboard, wood, metal, plastic, and textile-based materials are widely used in the packaging industry (Aygün, 2007; Becer, 2017). Glass is generally preferred in the food sector for beverages and canning processes, owing to its transparent and smooth structure, its impermeability, and the ease with which it can be recycled (Karagözoğlu et al., 2009). Paper and cardboard packaging typically serve as secondary packaging that assists in the transportation and storage of other packages, and their recycling rates are considerably high (Çakıcı, 1973; Karagözoğlu et al., 2009). Plastic packaging gained popularity from the second half of the twentieth century onward; thanks to its flexible and malleable structure, it is used for a wide range of products, most notably dairy products, fruit juices, pulses, and cleaning materials (Yurdagel, 1982; Aygün, 2007; Karagözoğlu et al., 2009; Becer, 2017). However, because plastic persists in nature for a very long time without degrading, it is regarded as the most environmentally damaging material. Wooden packaging is generally limited in use due to its cost and is more commonly preferred for the protection and transportation of fruits and vegetables. Metal packaging, particularly aluminum, is widely used for liquid products, canned goods, and lid applications owing to its durability and protective advantages. Textile-based containers are recyclable and are used in the packaging of legumes, cereals, potatoes, onions, tea, and soap (Aygün, 2007; Karagözoğlu et al., 2009; Karagöl & Gökdemir, 2023). In general, while the protection and transportation of the product constitute the primary factors in the selection of packaging materials, consumer expectations and environmental impacts must also be taken into consideration.

Packaging design typically includes product-related information such as the brand name, brand identity, product name, product description, contents, flavor or variety characteristics, benefits, promotional messages, usage or consumption instructions, references to other products or variants, nutritional information for food products, warnings for pharmaceutical or chemical products, and details regarding size and ingredients. These elements are associated with the informational function of packaging. Beyond providing information about the product, the emotional dimension of packaging is also directed at the consumer’s subconscious. The style of the text and logo on the packaging, along with various graphic elements such as icons, textures, colors, photographs, and illustrations, communicate with the consumer about the product and appeal to their emotions (Şengel & Kınam, 2020). Accordingly, while the engineering and manufacturing perspective emphasizes protection and preservation, and the logistical perspective prioritizes transportation and storage, the marketing perspective recognizes packaging as a strategic communication channel and argues that it is a means of reaching the consumer. Commonly referred to in marketing as the "silent salesman," packaging plays a critical role in the retail environment where products must compete for the consumer's brief attention, a window that typically spans no more than three to seven seconds (Pilditch, 1973; Kotler & Keller, 2016).

Research has shown that approximately 70 percent of purchase decisions are made at the point of sale, and that packaging represents a brand's last opportunity to influence the consumer's choice (Smith and Taylor, 2004). This figure has subsequently been revised upward; according to the Shopper Engagement Study published by POPAI (The Global Association for Marketing at Retail) in 2012, this rate had risen to 76 percent (POPAI, 2012). For this reason, packaging is an inseparable component of product identity and a primary driver of brand differentiation. It is a strategic instrument that communicates brand values, quality cues, and positioning through visual elements such as typography, color psychology, and structural design, and that functions as a round-the-clock billboard (Underwood, 2003).

Since packaging must meet certain criteria in terms of form, material, color, and similar characteristics with respect to regulatory requirements and, of course, costs, the freedom businesses have to design entirely as they wish may be limited. Nevertheless, provided that standards relating to product safety, durability, and the protection of consumer health are observed, businesses are free to employ their creativity in packaging design in order to create meaningful experiences for consumers (Doğaner & Temel, 2024).

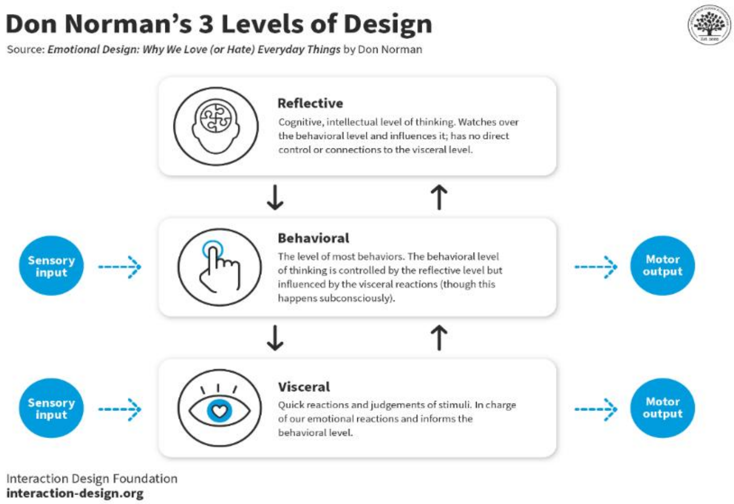
The Multisensory Emotional Experience Dimensions of Packaging and Its Role in Consumer Experience

In a psychological context, the phenomenon of a multisensory experience refers, at its most fundamental level, to the involvement of more than one sensory modality in perception and experience. It denotes the simultaneous or coordinated stimulation of two or more sensory modalities, typically including vision, touch, hearing, smell, and sometimes taste, so as to produce a combined and generally enhanced perceptual and emotional response. Human perception is inherently multisensory; the brain integrates inputs from different sensory channels to construct coherent experiences of the world. The sensory dimension is foundational, as it typically triggers the emotional and cognitive responses that follow. In the context of packaging, multisensory experience encompasses all the sensory cues that a package provides and the ways in which these cues converge to shape consumer perceptions. For packaging to offer a multisensory experience, its design must engage multiple senses in a coordinated and meaningful manner (Spence, 2011). Color, typography, visuals, shape, and material transparency all influence expectations regarding taste, quality, health, and price. The physical tactile feel of the packaging, along with its weight, texture, temperature, and material, carries considerable importance in this regard (Underwood, 2003). Heavier packaging, for instance, may lead consumers to perceive products as more valuable or of higher quality (Krishna & Morrin, 2008).

The sensory properties of packaging that appeal to the senses are perhaps the most important sensory cues in determining a product’s success or failure on store shelves or in the visuals of an online shopping platform. Food and beverage packaging, for example, constitutes a particularly compelling category from a design perspective, given that it must fulfill multiple functions simultaneously. In such products, the packaging is expected to be noticed by the consumer on the shelf and to stand out from competitors. Research has shown that approximately one third of purchased food products are consumed directly from their packaging. This makes it necessary for packaging to be designed not merely in terms of its protective and promotional functions but also as an integral part of the consumption experience itself. Indeed, both anecdotal observations and experimental studies have demonstrated that changes in the multisensory design elements of packaging can meaningfully influence consumers' perceptions and evaluations of the product's contents (see, for example, Raine, 2007; Mohan, 2013). These findings clearly attest to the determining role of packaging in shaping consumer experience. Consumers are frequently influenced in their evaluations by the extrinsic sensory properties of product packaging (Underwood, 1993) and the meanings attributed to it (Spence & Piqueras-Fiszman, 2012). In this sense, packaging possesses a range of sensory dimensions that speak to the consumer. Most prominently, the visually discernible characteristics of packaging, namely its color, shape, and texture, are of considerable significance (Piqueras-Fiszman &Spence, 2012; Spence & Piqueras-Fiszman, 2012).

Norman's (2007) emotional design model argues that design produces emotion at three levels. According to this framework, at the visceral level, what is decisive is the immediate attractiveness or repulsion created by the packaging at first glance, encompassing color, form, surface, and a sense of premiumness. At the behavioral level, the determinant factor is the quality of the packaging's usability, including opening and closing, pouring, grip, resealing, and ergonomics. At the reflective level, it is the layers of identity, narrative, and personal meaning embedded in the packaging that prove decisive, such as its giftability, collectible value, and the feeling of "this is my brand."

Figure 1. *Norman's Three-Level Emotional Design Model*



Source: *Adapted from Norman (2004) by the Interaction Design Foundation (2026)*

Each level within the model represents a different stage of the processes of perception, emotion, and thought, and explains the role that design plays in shaping the user's emotional and cognitive responses. The interaction among these three levels is what makes it possible for a packaging design to produce both emotional and cognitive effects in consumers.

The Visceral Level

The visceral level refers to the emotional impact that packaging creates at the very moment of first encounter. Visual and tactile elements such as colors, shapes, textures, and gloss generate unconscious emotional responses in the consumer within the first seconds of coming into contact with the packaging. At this level, design appeals to universal aesthetic preferences and biological stimuli. The bright, saturated colors of a package instantly draw the eye, while soft curves evoke comfort and trust; all of these responses occur at the visceral level. The consumer is not even aware of these reactions and simply feels whether or not a product attracts them (Norman, 2007).

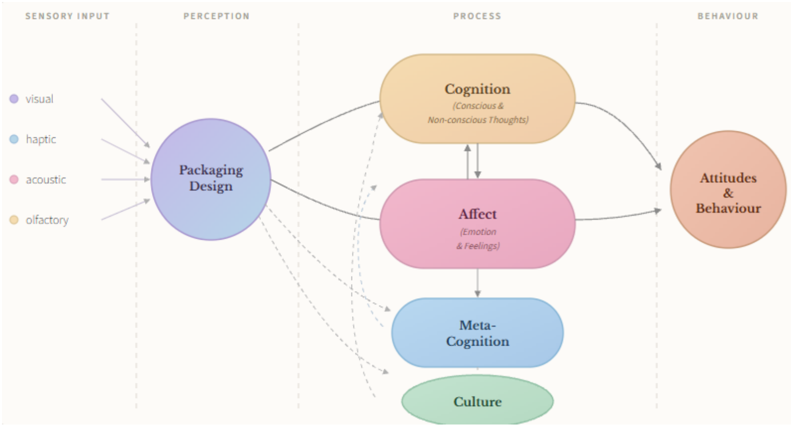
In the context of packaging, this is the level at which the "shelf effect" and instantaneous categorization take place. Consumers rapidly decide at this point whether a package looks premium or cheap, safe or risky, luxurious or healthy, modern or traditional. For businesses, therefore, this level plays a critical role in the "being selected from the shelf" stage. The gloss, symmetry, or color saturation of a package can evoke an immediate sense of pleasure or curiosity in the consumer (Orth & Malkewitz, 2008).

The color and shape of packaging convey important information about a product and its brand to consumers, shaping their expectations and influencing their overall experience with the product. Brand-color alignment operates through perception and emotional associations. Signature colors on packaging can become a powerful identifier for a particular brand (Velasco & Spence, 2018). Coca-Cola, for instance, has become synonymous with the color red. Red symbolizes energy, dynamism, and passion; it is visually iconic and culturally nostalgic, triggering associations of recognition, familiarity, and heritage. Its eye-catching nature enhances the brand's memorability and reinforces a sense of excitement. Milka, by contrast, is synonymous with purple, a color that conveys elegance, softness, and distinctiveness. It reinforces the brand's perception as a creamy and gentle chocolate while enabling it to be easily distinguished on the shelf. IKEA is associated with blue and yellow: blue signifies trust and simplicity, while yellow conveys energy and warmth, a combination that underscores the brand's accessible and dynamic character. BP is associated with green, a color that communicates environmental awareness and sustainability; through this color, the brand aims to project a nature-conscious image. In recent years, the use of transparent elements in product packaging has become increasingly popular. The ability to see inside the product through transparent packaging is generally considered to have a positive effect on consumers' impressions of the product (Nassauer, 2014; Simmonds & Spence, 2017; Velasco & Spence, 2018).

The sounds generated by packaging when a product is picked up or opened represent a potentially important, yet frequently overlooked, aspect of the consumer's overall multisensory experience. These auditory cues can significantly shape how the product is perceived and may also affect consumers' attitudes and behaviors (Byron, 2012; Spence & Piqueras-Fiszman, 2012; Spence and Wang, 2015; Spence, 2016). Algida's Magnum product, for example, sells not merely an ice cream but a "sound." Taking the first bite after opening the packaging and hearing the crack of the chocolate has become something of a ritual. The thickness of the chocolate and the temperature differential between it and the ice cream inside have been deliberately engineered to produce that specific snapping sound. In the brand's advertisements, this sound is the protagonist. Such sounds experienced during the consumption process can influence the pleasure of eating, and research findings indicate that they also affect the senses of taste and smell (Evcen, 2019).

These consciously designed elements therefore aim to produce cognitive and emotional outputs in consumers. Figure 2 presents a framework that explains the impact of packaging design on consumer behavior, tracing a path from sensory inputs through cognitive and emotional processes.

Figure 2. *The Effects of the Sensory Inputs of Packaging Design on Consumer Behavior*



Source: *Machiels and Orth (2018)*

In the first stage, packaging design presents the consumer with multisensory inputs through visual, tactile, auditory, and olfactory stimuli. These sensory elements are the fundamental factors that determine how the consumer perceives the product at the first point of contact. Features such as the packaging's color, form, material, surface texture, and opening sound are evaluated at this stage. In the second stage, that of perception, these sensory inputs are given meaning within the consumer's mental system. At this point, packaging design triggers cognitive and emotional processes. The model reveals a reciprocal interaction between cognition and emotion, meaning that thoughts can influence feelings and feelings can in turn influence cognitive evaluations. Metacognition enables the consumer to revisit and reassess their initial impressions and evaluations of the packaging. In addition, culture is positioned at the base layer of the model as an overarching contextual variable that frames all cognitive and emotional processes. Cultural values, symbols, and norms significantly shape how packaging is interpreted and what meanings are attributed to it. In the final stage, these multilayered processes are reflected in the consumer's attitudes and behaviors. Outcomes such as purchase intention, brand preference, product satisfaction, and repeat purchase emerge at this stage (Machiels & Orth, 2018).

The Behavioral Level

The behavioral level concerns the experience of using the packaging. It encompasses the emotions that arise during interactions such as opening, closing, carrying, and storing the packaging. A well-designed opening mechanism can give the user a sense of accomplishment, while packaging that is difficult to open can produce frustration (Norman, 2007).

This is the point at which ease of use is converted into emotion. A cap that opens smoothly without spilling, a resealing mechanism that actually closes properly, a dispensing system that delivers precise doses cleanly, and an ergonomic grip that prevents slipping can all evoke in the consumer a sense of ease, comfort, trust, and satisfaction. It is at this juncture that functionality ceases to be a mere detail and becomes a meaningful value that makes the experience memorable.

The role of packaging in the consumer experience is perhaps most vividly expressed in the act of feeling and opening the package. This act transforms an ordinary task into a ritualistic event, creating a narrative arc, building anticipation, and delivering emotional gratification. Tactile elements such as the weight of a glass bottle or the soft-touch surface of a smartphone box, for instance, provide tactile feedback that consumers subconsciously associate with product quality and luxury. This sensory interaction is not a byproduct but a deliberate design strategy; the distinctive opening sound of a vacuum-sealed jar or the rhythmic rustling of a snack bag, for example, are engineered to reinforce perceptions of freshness and satisfaction. A premium olive oil in a glass bottle offers visual cues through its color, shape, and label design; tactile cues through its weight and surface texture; and even auditory cues through the sound it makes when set down on a table or when its cap is removed. Each of these sensory inputs contributes in a cohesive and harmonious way that contributes to the consumer's overall perception of the product before it has even been tasted or used.

A classic illustration of this is the Pringles can (Figure 3). The distinctive sound produced when opening the composite can lid, followed by the resonating crunch of the uniformly shaped crisps, is not accidental. Acoustic engineering ensures that the packaging cavity and the crisp structure amplify specific frequencies associated with crunchiness. The particular sound of the packaging opening, together with the subsequent crunch of the crisp, forms the very foundation of the product's identity. The brand has designed the can to produce a specific resonance frequency upon opening, which signals to the brain that the product inside is crispy, delicious, high-quality, or fresh (Zampini & Spence, 2004; Spence et al., 2011; IASP, 2021).

Figure 3. *Pringles' Iconic Packaging Design*

Source: *Borneli and StartSe (2024)*

Soft-touch coatings, embossed logos, matte finishes, and textured surfaces are frequently employed to evoke luxury, authenticity, or craftsmanship. Apple's product packaging (Figure 4), with its smooth surfaces and minimalist white design, reflects simplicity, precision, and technological elegance, reinforcing the brand's intuitive and refined identity. It has become widely recognized for the precise and controlled unboxing experience it delivers. Together, these features create a ritualized tactile experience that reinforces perceptions of superior quality and design excellence. The deliberate resistance and slow reveal of the unboxing process heighten anticipation and emotional engagement, transforming the packaging into a performative, premium event (Apple, 2017).

Figure 4. *Apple iPhone Compact Packaging Design Example*

Source: *Apple (2017)*

For the packaging designed for the iPhone 7, Apple developed a cardboard-based solution that makes use of a functional sequence of folds and cuts to elegantly secure the EarPods and cable, creating a ceremonial unboxing moment that enhances the perceived value of the product. While delivering a premium feel, the compact design also facilitates ease of transportation and storage from a logistical standpoint, and contributed to an 84 percent reduction in plastic use (Apple, 2017).

Soft-touch coatings, embossed logos, and textured labels invite tactile exploration, deepening engagement. Luxury brands such as Chanel or Estée Lauder employ heavy materials and smooth surfaces to communicate prestige and durability, making the tactile dimension a tangible signal of brand positioning. Much of the packaging designed with embossed textures and raised print brings together tactile effects to establish a connection as memorable as the brand itself. These subtle touches transform a simple box into a moment, elevating the product into an experience, and in doing so, they give rise to a range of emotions (INX, 2025).

On another note, if a package can be repurposed for other uses once the product inside has been consumed or removed, it acquires a second life (Ersan, 2021). This approach is also one of the fundamental principles of sustainable packaging design. It concerns ensuring that packaging does not remain confined to the product alone but can continue to serve the consumer's needs after use. Glass jars, for instance, are initially used to preserve food products, but once emptied they can be repurposed at home for storing spices, jam, or small household items. Similarly, sturdy cardboard boxes can serve as toy storage for children or as home office organizers. The decorative and aesthetic elements of packaging also play an important role in sustainable reuse. A stylish coffee tin, for example, can be repurposed as a decorative object after the product has been consumed, providing both visual and functional continuity. This perspective offers new opportunities for brands; packaging that acquires a second life establishes an enduring point of contact with the consumer, which can strengthen customer loyalty and reinforce a brand's image as environmentally conscious. Today, reusable bottles, boxes, and packaging are increasingly favored in homes for both practical and aesthetic purposes (Çeken & Büyükçakılcı, 2024). In a market where similar products are available, a brand that offers eco-friendly and multipurpose packaging can gain a distinctive advantage in consumer preference.

3.3. The Reflective Level

The reflective level is the most complex and emotionally profound layer. At this level, emotion acquires meaning. It encompasses the connections that packaging establishes with the consumer’s sense of self, memories, cultural values, and social identity. The capacity of packaging to evoke past memories, to be perceived as a status symbol, or to generate a sense of belonging to a group all operate at the reflective level (Norman, 2007).

In the context of packaging, emotional design and association involve the conception of packaging not merely as an informative or protective material, but as a multilayered experiential interface that evokes specific emotions in the consumer, such as trust, pleasure, nostalgia, exclusivity, delight, and purity, and that invests the brand with meaning (Desmet & Hekkert, 2007).

At the reflective level, nostalgia constitutes one of the deepest channels of emotional design. Nostalgia refers to tender and longing emotions felt toward a past experience, product, or service. When an individual experiences nostalgia, they form a connection with their memory around elements associated with the past. This emotion carries within it a degree of both sadness and happiness (Otay Demir, 2008). Nostalgia therefore brings to the surface a yearning for the past, a warm yet melancholic connection to the cherished memories an individual has lived. Products and packaging that carry nostalgic associations generate more intense emotional engagement, more positive evaluations, and stronger purchase intention in consumers (Holak & Havlena, 1998). Within this framework, retro aesthetics and vintage packaging design are consciously employed as tools of differentiation in marketing strategies. Visual elements drawn from earlier periods, such as period-specific typography, color palettes, illustration styles, and packaging forms, reawaken memories of childhood and youth in consumers, creating a powerful emotional resonance, a sense of trust, sincerity, and the feeling of “the good old days.”

Storytelling constitutes another fundamental component of emotional design. As the visible carrier of the narrative surrounding the product, packaging offers both a story about the brand and an invitation for the consumer to become part of that story. In this approach, packaging communicates the brand's "story" to the consumer through visual elements, text, material choices, and even tactile experience (Fog et al., 2005). For this reason, many brands share their founding story, production process, or ethical values on their packaging (Keller, 2013). Milk and yogurt packaging, for instance, often features farm imagery, cow illustrations, and an emphasis on "natural production" (Figure 5). This design language constructs the narrative that the product is "natural and trustworthy" rather than industrial. When an olive oil package displays Aegean villages, olive harvest scenes, or traditional motifs, it communicates to the consumer a story of the product being "local and authentic."

Figure 5. *Dairy Products on Display in a Vietnamese Supermarket*

Source: *Shutterstock/David Bokuchava; Chau and VnExpress International (2019)*

Closely related to this, ritual design constitutes one of the most refined and effective of all emotional packaging strategies. A ritual is a symbolic sequence of actions performed in a particular order that imbues its participant with a deep sense of meaning. When packaging becomes an indispensable part of consumption rituals, it ceases to be a mere container and becomes a component of the experience itself (Rook, 1985; Norman, 2004; Lindstrom, 2008). Breaking off the angular segments of a Toblerone one by one, unwrapping a Ferrero Rocher from its gold foil, or splitting open the plastic shell of a Kinder Surprise are all rituals laden with childhood memories, specific emotions, and social sharing dynamics. A large part of these rituals is nourished by deliberate design decisions that transform the form of the packaging into a ritual instrument.

In contemporary packaging, it is possible to observe that messages appealing to the consumer’s emotions at the reflective level are conveyed in a variety of forms. Compliments affirming that the product makes the consumer feel good, instructions guiding the manner of consumption on food products, or messages with social responsibility content are frequently delivered in a witty, cheerful, or humorous tone. In contrast to the ordinary and routine activities of daily life, these messages, which entertain and surprise the consumer in unexpected ways, subconsciously strengthen the perception of endearment. Similarly, the comforting effect of humor, or messages that pay tribute to the consumer’s physical or emotional qualities, aim to foster the development of positive feelings toward the brand. On glass packaging, for instance, messages that position the consumer as a health-conscious individual or that emphasize the importance of recycling both raise environmental awareness and contribute to a sense of wellbeing in the consumer, encouraging a positive attitude toward the brand (Ceylan, 2021).

Figure 6 shows a product that at first glance appears to be an ordinary candy package, but upon closer inspection proves to be a doypack-style plastic package with a stand-up base and typically a zip-lock mechanism. The packaging has generally been designed with a simple aesthetic, free from elaborate illustrations.

Nevertheless, at the bottom of the package, in a place most consumers would be unlikely to notice, the message “You’re a curious one. I like you” has been inscribed. The highlighting of the phrase “I like you” in red and its visual isolation within the design indicate that the designer drew on color hierarchy to ensure the message would be both perceptible and memorable. The fact that this message is not placed on the exterior of the product makes it an element discoverable only by curious consumers who examine every inch of the packaging with care. Within the routine flow of daily life, this unexpected message from an unanticipated source has the capacity to evoke in the consumer both surprise and delight (Ceylan, 2021).

Figure 6. *Candy Kittens’ Practical and Witty Packaging*

Source: *Ceylan (2021)*

Another role of packaging in the reflective context can be considered along the axis of recyclability and sustainability. In today’s contemporary world, the increase in the number of desired products naturally and progressively amplifies consumption trends, which in turn inevitably leads to excessive packaging use and waste (Büyükyılmaz, 2019). The aesthetic properties of packaging undoubtedly play a significant role in driving consumers to develop desire and want for a product rather than purely need-based demand. However, since rising consumption and packaging waste also bring environmental problems in their wake, packaging design that is ecologically sustainable, minimizes adverse impacts on nature, and lends brands an environmentally responsible image has become increasingly critical. For this reason, adopting a balanced approach between aesthetics and ecological responsibility in modern packaging design is of great importance (Bozhüyük, 2026).

It is possible to say that consumers' environmental concerns are playing an ever more critical role in the success of packaging. Many consumers express dissatisfaction with the excessive use of materials in packaging or with materials that are slow to decompose in nature. At this point, marketers can develop innovative packaging solutions that offer environmental advantages as a means of boosting sales and can leverage this distinction as a strategic competitive edge (Bearden et al., 2004; Kocamanlar, 2008).

Figure 7 shows a design applied to the surface of a corrugated cardboard package bearing a decorative metal frame, depicting the parts of a cat house. After removing the frame from its packaging, the consumer can cut along the printed areas on the cardboard and assemble the pieces to create a cat house. Going beyond mere recycling, this design exemplifies upcycling: rather than supporting the product's existing function, it endows the packaging with an entirely new and independent use. From a social responsibility perspective, this approach strengthens the producer's brand image while simultaneously providing the consumer with the experience of having done something beneficial for animals, offering both a creative and enjoyable activity and generating an experiential value (Arslan & Barutçu, 2019).

Figure 7. *Hoagard's Award-Winning Packaging That Can Be Transformed into a Cat House*

Source: Hoagard (2026)

The Pantone 1837 robin's egg blue of Tiffany and Co. is another iconic example. This color has become so widely recognized that "Tiffany blue" has established itself as a concept in its own right, now in common use across many languages. The blue box (Figure 8) carries not only the product inside but an emotional promise of distinctiveness, enchantment, romance, and permanence. As Thomas (2007) emphasizes in "The Cult of Luxury," the packaging of luxury brands can at times be perceived as more valuable than the product itself. Indeed, consumers are known to keep, display, and even gift these boxes. In this sense, the Tiffany box has ceased to be merely an object and has been transformed into a universal symbol of status, romance, and prestige. Even after its original contents have been removed, it continues to function as a status symbol in its own right (Friedman, 2021).

Figure 8. *The Iconic Blue Box Packaging of Tiffany and Co.*

Source: *Ajay Suresh; Wikipedia (2026)*

By embracing these kinds of emotional design strategies, brands strive to make their packaging personalized, story-driven, and interactive. Minimalist luxury packaging evokes simplicity, doodle-style designs conjure childlike joy, and sustainable materials reinforce a sense of responsibility. Personalized messages, small details on the packaging, or limited-edition designs have the power to make the consumer feel special and privileged. All of these elements forge an emotional bond between the consumer and the brand, enabling brands to touch the consumer's heart through packaging, build loyalty, generate sharing, and achieve growth.

Particularly in the age of social media, which has become a norm of daily life as one of the defining characteristics of the digital era, it is fair to say that the emotional and sensory properties of packaging carry the potential to influence consumers' sharing behavior and thereby increase brand recognition. Social platforms have become the primary instruments transforming interaction between individuals and brands in the digital age. The ability of every user to reach wider communities through their own social networks creates a multiplier effect in marketing activities and enables content to spread to millions of people in a short space of time. In this context, social media engagement constitutes a strategic element for brands that enhances visibility, strengthens customer relationships, and builds loyalty (Abbasoğlu, 2023). Packaging can accordingly be positioned, in such an environment, as a communication instrument that is shareable in nature and capable of generating visibility in the digital sphere. Packaging that is emotionally and sensorially powerful evokes aesthetic pleasure, curiosity, and a sense of ownership in the consumer, increasing the desire to share; and since distinctive design details transform the unboxing moment into an experience, this experience can be translated into social media content, enabling the brand to spread organically. Such packaging allows users to voluntarily promote the brand within their own social networks (Ilich & Hardey, 2020; Nugraha & Indrawan, 2021).

It should be noted at this point that the role of packaging in online shopping and its circulation on social media constitute a subject that deserves separate and in-depth discussion in its own right. The rapid expansion of e-commerce has fundamentally altered the sensory landscape within which packaging operates. In the physical retail environment, the consumer encounters the package through multiple simultaneous sensory channels; in the online shopping experience, however, this multisensory encounter is reduced, at least initially, to a single dominant channel: vision. The absence of tactile cues places an even greater burden on visual design, making photography, color accuracy, and the capacity to communicate material quality through a screen critical challenges in their own right (Spence, 2016). Yet it is precisely in this digital context that a powerful compensatory phenomenon has emerged: the unboxing experience. When packaging delivers a well-designed, emotionally resonant opening experience, the consumer is not merely satisfied, they are compelled to share. The unboxing video has become a cultural phenomenon and a potent organic marketing format, with consumers voluntarily documenting and broadcasting their first encounter with a product to audiences that advertising budgets alone could never reach (Ilich & Hardey, 2020; Nugraha & Indrawan, 2021; Bhattacharya & Dhingra, 2023; Dongre & Chaddah, 2025). In this sense, packaging designed with emotional and sensory depth continues to work long after the product has been opened, circulating in digital spaces and building brand equity in ways that traditional advertising cannot easily replicate. This emerging dimension of packaging's role warrants dedicated attention from both researchers and practitioners as the boundary between physical and digital consumer experience continues to dissolve.

Evaluation and Conclusion

In a globalized world, consumers are faced with an overwhelming number of options when it comes to packaged products. This reality encourages marketers to adapt their packaging designs more carefully, more consciously, and more strategically to target segments in order to attract consumers to their products, persuade them to purchase, and generate satisfaction by offering them a meaningful experience (Lee & Lopetcharat, 2017). In a contemporary consumer culture where product differentiation has become experiential rather than functional, packaging emerges as the primary instrument of emotional connection.

Indeed, there is now considerably more interest and innovation directed toward packaging than ever before, along with a broader range of consciously designed new packaging formats and concepts (Farmer, 2013). Emotional design transforms packaging from a container into a communication medium, a carrier of meaning, an identity instrument, a ritual component, and a stage for emotional experience. This transformation encompasses a complex chain of processes extending from the consumer's unconscious and instantaneous emotional response at the moment of first encounter (the visceral layer), through the bodily interaction established with the packaging (the behavioral layer), and on to the deep bond that packaging forms with the consumer's system of identity, memory, and meaning (the reflective layer). Designing these chains is both a scientific and an artistic practice that demands the skillful deployment of variables such as color, form, material, typography, storytelling, and cultural code. The various sensory and emotional design elements of product packaging can influence how consumers search for products, shape their expectations, enhance engagement and ease of use, and even affect their perceptions of the product's brand and quality (Louw & Kimber, 2011). Indeed, it is reasonable to argue that an increasing number of innovative companies and brands are dedicating more attention than ever to how their packaging should sound (Byron, 2012; Spence and Wang, 2015), how it should feel in the consumer's hands (Gallace & Spence, 2014; Spence and Gallace, 2011), and even how it should smell (Spence & Youssef, 2015; Spence & Piqueras-Fiszman, 2012; Velasco & Spence, 2018).

Packaging is, plainly stated, the first point of contact between the product and the consumer, and the quality of that contact depends on the packaging's design and communicative power. The design decisions developed in accordance with the product's content, costs, target audience, and positioning naturally vary across different sectors such as food, cosmetics, electronics, and pharmaceuticals. Each sector, in accordance with its own dynamics, objectives, costs, and consumer expectations, brings into play packaging design elements that are distinctive, purposeful, and consciously crafted. In this way, packaging ceases to be merely a protective or distribution-facilitating material and becomes, in effect, an instrument that reflects the very character of the product (Ertan &Sansarcı, 2020). In this sense, packaging design transcends the two-dimensional boundaries of graphic design as a discipline and is transformed into a three-dimensional and multisensory design practice. For today's consumers do not perceive packaging solely through the eyes; they touch it, assess its feel, sense its weight, experience its opening and closing mechanisms, and thereby establish a physical interaction with the product. Packaging design therefore demands that visual and aesthetic considerations be addressed in balanced conjunction with technical requirements. Material selection, durability, ergonomics, and production techniques, alongside visual elements such as color, typography, form, and surface texture, all play a determining role in consumer preference (Tepecik, 2002).

Emotional packaging design that speaks to the senses and to the emotions strategizes a package not only in terms of "what it says" but equally in terms of "what it makes one feel." At the visceral level, attention and attraction are established; at the behavioral level, useful interaction and satisfaction are delivered; and at the reflective level, identity and narrative are constructed (Norman, 2007). Ultimately, a successful packaging design that is capable of touching the consumer's heart is one that orchestrates Norman's three levels in harmony, as though conducting a symphony. Packages that capture attention at the visceral level, deliver satisfaction at the behavioral level, and forge a lasting bond at the reflective level have the capacity to transform the consumer experience from an ordinary purchase into an unforgettable interaction.

The critical point that businesses must attend to when designing multisensory packaging is ensuring consistency across the senses. If a premium positioning is the goal, for instance, a gold-foiled label alone may not suffice; when cues such as the embossing of the label, the matte or soft-touch feel of the surface, the ritual of opening the box, and the "solid" sound of the lid do not collectively support the same premium promise, the consumer may experience a sense of incongruity. In this sense, what is regarded as truly decisive is not the individual effects of the packaging's various sensory components but whether, in the totality of the experience, they mutually reinforce one another (Spence, 2016).

It must be acknowledged, of course, that the discussions presented in this chapter have proceeded on the assumption that all potential consumers can be regarded as a homogeneous group. In practice, however, as marketers know there are significant differences within the consumer base for various products (Spence, 2016). As has long been emphasized in the marketing literature, consumers differ considerably in terms of demographic characteristics, psychographic tendencies, sociocultural background, income level, lifestyle, value systems, and purchasing motivations. Psychological variables such as sensory sensitivity, risk perception, novelty-seeking, brand loyalty, and the pursuit of experience also shape consumer behavior.

People differ in their perceptions (Zeithaml, 1988), processing (Celhay & Trinquecoste, 2015), and behavioral responses (Madzharov & Block, 2010) to the sensory cues delivered through packaging design. There is a clear need to gain a deeper understanding of both the similarities and differences in consumers' responses to packaging, especially in international markets and in domestic markets characterized by significant cultural diversity (Jameson, 2007). Culture, in this sense, is an enormously important factor. It is therefore necessary, in order to market products more successfully, to acknowledge that cross-cultural, multisensory, emotionally resonant packaging design that is meaningful to consumers is influenced across the various stages of the consumer's reaction to multisensory packaging design, including perception, processing, and behavior, as well as by the various combinations of interacting product design features and personal characteristics. This means taking into account unique psychological response patterns. While each of these factors is individually significant, together they form a whole, which in turn calls for reconsideration from a holistic perspective (Machiels & Orth, 2018).

It should be kept in mind that the same product may serve as a source of aesthetic and emotional satisfaction for one consumer while functioning as nothing more than a utilitarian instrument for another. These responses are relative, and marketing is well aware of this. The design of packaging naturally also varies according to the nature and category of the products concerned. One would not expect the packaging of a specialty product, a convenience product, and a luxury product to be alike. In luxury consumer goods, for instance, symbolic value and status perception may be more prominent, whereas in staple products price sensitivity and functionality tend to come to the fore. For this reason, in order to arrive at more realistic and actionable conclusions, it is necessary to segment the market, deepen target audience analyses, and develop tailored strategies that take individual differences into account.

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CHAPTER 3

KURUMSAL YORGUNLUKTAN DİJİTAL TÜKETİME: BANKA ÇALIŞANLARININ İŞE YABANCILAŞMA DÜZEYLERİNİN ONLİNE SATIN ALMA DAVRANIŞLARI ÜZERİNDEKİ ETKİSİ

YONCA BAKIR[1]

Giriş

Yabancılaşma kavramı sosyal bilimlerde uzun süredir tartışılan önemli bir olgu olup özellikle Karl Marx tarafından iktisadi ve toplumsal boyutlarıyla ele alınmıştır. Marx'a göre yabancılaşma, bireyin yaptığı iş üzerindeki kontrolünü ve özerkliğini kaybetmesi, ürettiği emeği kendisinden bağımsız ve dışsal bir unsur olarak algılaması durumudur (Sarros vd., 2002: 287). Genel anlamda yabancılaşma ise bireyin kendisiyle, değerleriyle, çevresiyle veya içinde bulunduğu kurumlarla olan bağının zayıflaması ya da kopması şeklinde açıklanmaktadır (Ankony ve Kelley, 1999: 121). Benzer şekilde Şimşek ve arkadaşlarına (2006: 573) göre yabancılaşma, bireyin kendisinden, değerlerinden, toplumsal yapılardan ve örgütsel kurumlardan

[1] Doktorant, Harran Üniversitesi, İşletme Ana bilim dalı, Şanlıurfa/Türkiye, yoncabakir27@gmail.com, ORCID ID: 0000-0002-8498- 2050

psikolojik olarak uzaklaşması şeklinde değerlendirilmektedir. Örgütsel davranış literatüründe bu kavram çoğunlukla işe yabancılaşma çerçevesinde ele alınmakta olup, bireyin yaptığı işe karşı psikolojik mesafe geliştirmesi ve işine yönelik ilgisinin azalması olarak tanımlanmaktadır (Nur ve Kaya, 2022: 111-112). Nair ve Vohra (2009: 296) işe yabancılaşmayı bireyin işiyle olan bağının zayıflaması şeklinde ifade ederken, Hirschfeld ve Feild (2000: 790) bu durumu çalışmaya karşı ilgi eksikliği olarak açıklamıştır. Ayrıca yabancılaşma; güçsüzlük, anlamsızlık, normsuzluk, sosyal izolasyon ve kendine yabancılaşma gibi öznel deneyimlerle de ilişkilendirilmektedir (Chiaburu vd., 2013: 5).

İşe yabancılaşma işletmeler açısından önemli bir örgütsel davranış sorunu olarak kabul edilmektedir. Özellikle işe yabancılaşan çalışanların yaptıkları işe yeterli önem vermedikleri, işlerine daha az enerji ayırdıkları ve çoğunlukla yalnızca dışsal ödüllere odaklandıkları ifade edilmektedir (Agarwal, 1993: 723). Çalışanların günün önemli bir bölümünü iş ortamında geçirmeleri nedeniyle bireysel, örgütsel ve çevresel birçok sorunla karşılaşmaları mümkündür; bu sorunların giderilmemesi ise çalışanların psikolojik ve sosyal açıdan işlerinden uzaklaşmalarına yol açabilmektedir (Nur ve Kaya, 2022: 111-112). Bu nedenle işe yabancılaşma, sektör fark etmeksizin birçok örgütte karşılaşılan önemli bir olumsuz örgütsel davranış türü olarak değerlendirilmektedir (Nur ve Küçük, 2023: 78).

Literatürde işe yabancılaşmanın ortaya çıkmasında etkili olan birçok bireysel ve örgütsel faktörün bulunduğu belirtilmektedir. Özellikle çalışanların iş rolüne ilişkin belirsizlik yaşamaları, işe yabancılaşmayı artıran önemli unsurlardan biri olarak görülmektedir. Rol belirsizliği, çalışanların görev ve sorumluluklarını tam olarak anlayamamalarına neden olmakta; bu durum duygusal tükenmişliği artırarak işe yabancılaşmayı güçlendirmektedir (Zhang vd., 2023). Bunun yanı sıra çalışanların sahip oldukları niteliklerin yaptıkları işten daha yüksek olduğunu düşünmeleri, yani algılanan aşırı niteliklilik de işe yabancılaşmanın önemli belirleyicilerinden biridir. Çalışanların potansiyellerini yeterince kullanamadıklarını düşünmeleri, işlerinden psikolojik olarak uzaklaşmalarına neden olabilmektedir (Söylemez ve Uslu, 2022; Ayvaz vd., 2024; Mohamed vd., 2025). Psikolojik faktörler de işe yabancılaşma üzerinde önemli bir etkiye sahiptir. Özellikle tükenmişlik ve iş stresi gibi durumların çalışanların işe yabancılaşma düzeylerini artırdığı çeşitli araştırmalar tarafından ortaya konulmuştur (Kaya, 2021; Toygar vd., 2023; Li vd., 2023; Qin vd., 2026). Buna karşılık çalışanların iş süreçlerinde daha fazla söz sahibi olmalarını sağlayan yüksek iş özerkliği algısının ise işe yabancılaşma eğilimini anlamlı düzeyde azalttığı belirtilmektedir (Özkoç, 2016). Örgütsel faktörler arasında liderlik tarzı da işe yabancılaşmayı etkileyen önemli değişkenlerden biridir. Araştırmalar, özellikle otokratik ve baskıcı liderlik tarzlarının çalışanların işlerinden psikolojik olarak uzaklaşmasına neden olarak işe yabancılaşmayı artırdığını göstermektedir (Erdem, 2021; Nastiezaie vd., 2022). Buna karşılık çalışanların ihtiyaçlarını ve gelişimlerini ön planda tutan hizmetkâr liderlik yaklaşımının işe yabancılaşmayı azaltıcı etkiler ortaya koyabildiği ifade edilmektedir (Nur ve Küçük, 2024).

Literatürde işe yabancılaşmanın hem çalışanlar hem de örgütler açısından çeşitli olumsuz sonuçlara yol açtığı sıklıkla vurgulanmaktadır. Bu sonuçlar arasında çalışanların işte var olamama durumunun artması, işten ayrılma niyetinin yükselmesi ve sanal kaytarma davranışlarının yaygınlaşması gibi olumsuzluklar öne çıkmaktadır (Kurtulmuş ve Yiğit, 2016; Babadağ, 2018; Kaynak ve Çiçek, 2021; Nur ve Kaya, 2022). Bu doğrultuda işe yabancılaşma, çalışan refahını ve örgütsel etkinliği doğrudan etkileyen önemli bir örgütsel davranış değişkeni olarak değerlendirilebilir.

Tüketici davranışları üzerine yapılan çalışmalar, tüketicilerin satın alma kararlarını genellikle çeşitli alternatifleri değerlendirerek ve rasyonel bir süreçten geçirerek verdiklerini göstermektedir (Arslan, 2018: 58). Bu süreçte tüketiciler, ihtiyaçlarını karşılayabilecek seçenekleri karşılaştırarak kendileri için en uygun ürünü belirlemeye çalışmaktadır. Literatürde tüketici satın alma karar sürecinin dört temel aşamadan oluştuğu ifade edilmektedir. İlk aşama olan ürün değerlendirme aşamasında tüketici, ürün ya da hizmeti çeşitli özellikleri açısından inceleyerek bir değerlendirme yapmaktadır. İkinci aşamada tüketici ilgili ürün veya hizmete yönelik bir tutum geliştirmektedir. Üçüncü aşamada satın alma niyeti ortaya çıkmakta, son aşamada ise bu niyet davranışa dönüşerek satın alma eylemi gerçekleşmektedir (Arslan, 2020: 3390).

Teknolojik gelişmeler ve internet kullanımının yaygınlaşması, tüketicilerin satın alma davranışlarında önemli değişimlere yol açmıştır. İnternet teknolojisinin gelişmesiyle birlikte satış kanalları çeşitlenmiş ve internet, tüketicilerin ürün ve hizmetlere kolayca ulaşabildiği etkileşimli bir alışveriş ortamına dönüşmüştür (Arslan, 2016: 118). Bu bağlamda online satın alma davranışı, tüketicilerin internet ve web tarayıcıları aracılığıyla satıcılardan doğrudan mal veya hizmet satın almalarını sağlayan bir elektronik ticaret biçimi olarak tanımlanmaktadır (Kaur vd., 2019: 74). İnternetin yaygınlaşmasıyla birlikte tüketiciler çok sayıda online mağazaya aynı anda erişebilmekte ve ihtiyaç duydukları ürünlere ilişkin geniş bilgiye hızlı bir şekilde ulaşabilmektedir (Ko vd., 2020: 1). Bunun yanı sıra online satın alma; zaman tasarrufu sağlaması, ürün ve fiyat karşılaştırmasına olanak tanıması ve geniş alternatif seçenekleri sunması gibi avantajlarıyla tüketiciler açısından cazip bir satın alma yöntemi haline gelmiştir (Bakır vd., 2024: 101). Ayrıca tüketicilerin fiziksel mağazalara gitmeden kısa sürede ürün satın alabilmeleri de online satın alma davranışının tercih edilmesini kolaylaştırmaktadır (Khan ve Rizvi, 2012: 32). Bununla birlikte geniş ürün ve fiyat çeşitliliği, yalnızca internet ortamında sunulan hizmetler ve bilgiye kolay erişim gibi faktörler de tüketicilerin online satın alma davranışına yönelmelerinde etkili olmaktadır (Ahuja vd., 2003: 146; Altuğ ve Özhan, 2012: 2).

Çalışanların iş yaşamında maruz kaldıkları stres ve tükenmişlik, psikolojik olarak olumsuz duyguların birikmesine ve duygusal tatmin eksikliğine yol açabilmektedir. Literatürde, stres ve tükenmişlik düzeyleri yüksek olan bireylerin, stres ve duygusal boşluğu telafi etmek amacıyla satın alma davranışlarına yöneldiği belirtilmektedir (Zheng vd., 2020; Chaoyang vd., 2025; Yalçıntaş ve Bozyiğit, 2025). Bu durum, çalışanların yalnızca iş ortamındaki değil, iş dışında da davranışsal tepkiler gösterdiğini ve tüketim davranışlarının psikolojik durumlar tarafından şekillendirilebileceğini göstermektedir. Dolayısıyla, iş stresi ve tükenmişlik, tüketim davranışlarını etkileyen önemli psikolojik belirleyiciler olarak ortaya çıkmaktadır. Bu bağlamda, işe yabancılaşma kavramı da çalışanların iş yaşamında kendilerini anlamlı, motive ve bağlı hissetmemeleri ile doğrudan ilişkili olduğundan, benzer şekilde tüketim davranışlarını tetikleyebilecek bir psikolojik durum olarak ele alınabilir. Bu çerçevede araştırmada şu sorulara cevap aranmaktadır:

- Çalışanların işe yabancılaşma düzeylerinin online satın alma davranışları üzerinde anlamlı bir etkisi var mıdır?
- Çalışanların işe yabancılaşma düzeyleri ile online satın alma davranışları arasında anlamlı bir ilişki var mıdır?

Yöntem

Araştırmanın Amacı

Bu araştırmanın amacı, Şanlıurfa'da faaliyet gösteren banka çalışanlarının işe yabancılaşma düzeylerinin online satın alma davranışlarına etkisini belirlemektir. Araştırmanın bir diğer amacı ise, banka çalışanlarının işe yabancılaşma düzeyleri ile online satın alma davranışları arasındaki ilişkileri ortaya koymaktır.

Örnekleme Süreci

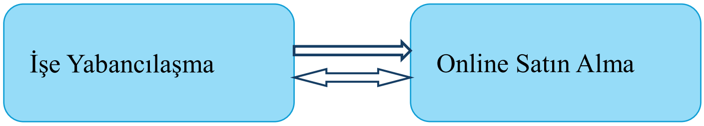
Araştırmanın evrenini Şanlıurfa'da faaliyet gösteren banka çalışanları oluşturmaktadır. Evrenin tamamına ulaşmanın zaman, maliyet ve verilerin güncelliğini yitirme riski gibi etik ve pratik sınırlılıklar nedeniyle örnekleme yöntemine başvurulmuştur. "%95 güven düzeyi ve ±%5 örneklem hatası" esas alınarak, Şanlıurfa'da görev yapan banka çalışanlarının büyüklüğü dikkate alınmış ve örneklem hacmi 370 kişi olarak hesaplanmıştır (Yazıcıoğlu & Erdoğan, 2004). Araştırma verileri, kolayda örnekleme yöntemi kullanılarak anket tekniği aracılığıyla toplanmıştır. Çevrim içi ortamda ve yüz yüze olarak uygulanan anketler, 07.07.2025-15.01.2026 tarihleri arasında gönüllülük esasına dayalı olarak toplam 390 banka çalışanına uygulanmıştır.

Veri Toplama Yöntemi ve Aracı

Araştırma için hazırlanan anket dört bölümden oluşmaktadır. İlk bölümde, katılımcıların işe yabancılaşma düzeylerini ölçen ve on önermeden oluşan ölçek yer almaktadır (Hirschfeld & Field, 2000'den aktaran Babadağ, 2020). İkinci bölümde, Demirci vd. (2017) tarafından "Tüketim Değerleri, Satın Alma Niyeti ve Satın Alma Davranışı Arasındaki İlişkilerin İncelenmesi: Fonksiyonel Gıdalar Üzerine Bir Çalışma" başlıklı çalışmada kullanılan 3 maddelik satın alma davranışı ölçeği yer almaktadır. Söz konusu ölçek, bu araştırmanın kapsamı doğrultusunda online satın alma davranışını ölçmeye uygun olacak şekilde uyarlanmıştır. Üçüncü bölümde ise katılımcıların demografik özelliklerini belirlemeye yönelik demografik sorular yer almaktadır. Ölçek maddeleri, 5'li Likert tipi derecelendirme kullanılarak ölçülmüştür.

Araştırmanın Modeli ve Hipotezleri

Şekil 1: Araştırmanın Modeli



Araştırmanın hipotezleri şu şekildedir:

H1: Şanlıurfa'da faaliyet gösteren banka çalışanlarının işe yabancılaşma düzeylerinin online satın alma davranışları üzerinde anlamlı bir etkisi vardır.

H2: Şanlıurfa'da faaliyet gösteren banka çalışanlarının işe yabancılaşma düzeyleri ile online satın alma davranışları arasında anlamlı bir ilişki vardır.

Kullanılan Yöntemler

Araştırmada elde edilen verilerin analizine başlanmadan önce, parametrik istatistiksel yöntemlerin ön koşullarından biri olan normallik varsayımı test edilmiştir. Bu kapsamda, araştırma değişkenlerine ait çarpıklık ve basıklık değerleri incelenerek veri dağılımlarının normal dağılıma uygunluğu değerlendirilmiştir. Ölçüm araçlarının güvenirliğini belirlemek amacıyla Cronbach Alpha katsayısı kullanılarak iç tutarlılık analizleri yapılmış, elde edilen değerler literatürde kabul edilen sınırlar çerçevesinde yorumlanmıştır. Ayrıca, ölçeklerin yapı geçerliliğini incelemek ve maddelerin faktör yapısını ortaya koymak amacıyla açıklayıcı faktör analizi uygulanmıştır. Araştırmanın amacı doğrultusunda, Şanlıurfa'da görev yapan banka çalışanlarının işe yabancılaşma düzeylerinin online satın alma davranışları üzerindeki etkisini belirlemek üzere regresyon analizi gerçekleştirilmiştir. Bunun yanında, söz konusu değişkenler arasındaki ilişkinin yönü ve gücünü ortaya koymak amacıyla Pearson korelasyon analizinden yararlanılmıştır.

Verilerin Analizi ve Araştırmanın Bulguları

Faktör Analizi

Araştırmada yer alan işe yabancılaşma düzeyini ölçen 10 maddeye ve online satın alma davranışını ölçen 3 maddeye faktör analizi uygulanmıştır. Yapılan analiz sonucunda tüm ölçeklerin tek faktör altında toplandığı görülmektedir. Her iki ölçekteki maddelerin açıklanan toplam varyansları Tablo 2'de gösterilmiştir.

Tablo 2: Ölçeklerin Faktör Analizi Sonuçları

	İşe Yabancılaşma	Online Satın Alma Davranışı
KMO ve Barlett Uygunluk Testi	0,737 ($p < 0.05$)	0,701 ($p < 0.05$)
Faktör Yüklerine Göre Toplam Açıklanan Varyans	1 Faktör 69,364	1 Faktör 78,715

Güvenirlilik Analizi

Ölçeğin Cronbach Alfa güvenirlilik katsayısı "$0.00 \leq \alpha < 0.40$ ise ölçek güvenilir değil, $0.40 \leq \alpha < 0.60$ ise ölçek düşük derecede güvenilir, $0.60 \leq \alpha < 0.80$ ise ölçek oldukça güvenilir ve $0.80 \leq \alpha < 1.00$ ise ölçek yüksek derecede güvenilir" olarak değerlendirilir (Can, 2022, s. 396).

Tablo 3: Güvenirlilik Analizi Sonuçları

Faktör Adı	Cronbach's Alpha	Madde Sayısı
İşe Yabancılaşma	.807	10
Online Satın Alma Davranışı	.778	3

Tablo 3'te sunulan bulgular incelendiğinde, 10 maddeden oluşan işe yabancılaşma ölçeğinin Cronbach's Alpha katsayısının 0,807 olduğu görülmektedir. Bu değer, söz konusu ölçeğin yüksek düzeyde güvenilir bir ölçüm aracı olduğunu ve maddeler arasında güçlü bir iç tutarlılık bulunduğunu göstermektedir. Online satın alma davranışını ölçmeye yönelik 3 maddelik ölçek için hesaplanan Cronbach's Alpha katsayısı ise 0,778 olup, bu değer ölçeğin oldukça güvenilir olduğunu ortaya koymaktadır.

Demografik Bulgular

Araştırmaya katılan bireylerin demografik olarak dağılımları Tablo 4'te yer almaktadır.

Tablo 4: Demografik Faktörlere Yönelik Frekans Dağılımları

Cinsiyet	N	%
Kadın	139	35,6
Erkek	251	64,4
Toplam	390	100
Medeni Durum	**N**	**%**
Evli	109	27,9
Bekar	281	72,1
Toplam	390	100
Yaş	**N**	**%**
18-30	101	26,0
31-40	152	39,0
41-50	76	19,5
51 ve üzeri	61	15,5
Toplam	390	100
Toplam Çalışma Süreniz	**N**	**%**
5 yıldan az	51	13,0
5-10 yıl	101	25,8
11-15 yıl	102	26,4
16-20 yıl	81	20,8
21 yıl ve üzeri	55	14,0

Toplam	390	100
Eğitim Durumu	N	%
Lisans	262	67,2
Lisansüstü	128	32,8
Toplam	390	100

Tablo 4'te araştırmaya katılan toplam 390 banka çalışanının demografik özelliklerine ilişkin frekans ve yüzde dağılımları sunulmaktadır. Katılımcıların %35,6'sı (n=139) kadın, %64,4'ü (n=251) erkeklerden oluşmaktadır. Medeni durum açısından değerlendirildiğinde, katılımcıların %27,9'unun (n=109) evli, %72,1'inin (n=281) bekar olduğu görülmektedir. Yaş dağılımı incelendiğinde, katılımcıların %26,0'ının (n=101) 18–30 yaş aralığında, %39,0'ının (n=152) 31–40 yaş aralığında, %19,5'inin (n=76) 41–50 yaş aralığında ve %15,5'inin (n=61) 51 yaş ve üzerinde olduğu tespit edilmiştir. Toplam çalışma süresi değişkenine göre katılımcıların %13,0'ının (n=51) 5 yıldan az, %25,8'inin (n=101) 5–10 yıl, %26,4'ünün (n=102) 11–15 yıl, %20,8'inin (n=81) 16–20 yıl ve %14,0'ının (n=55) 21 yıl ve üzeri çalışma süresine sahip olduğu belirlenmiştir. Eğitim durumu incelendiğinde ise katılımcıların %67,2'sinin (n=262) lisans, %32,8'inin (n=128) lisansüstü mezunu olduğu görülmektedir.

Elde edilen bu bulgular, araştırma örnekleminin bankacılık sektöründe görev yapan çalışanların demografik ve mesleki özelliklerini yansıttığını göstermektedir. Özellikle lisans ve lisansüstü eğitim düzeyine sahip katılımcıların yüksek oranı, sektörün nitelikli insan kaynağı yapısıyla uyumludur. Bununla birlikte, yaş ve çalışma süresi dağılımlarının orta yaş ve orta–uzun hizmet süresinde yoğunlaşması, bankacılık sektörünün deneyim temelli işleyişiyle örtüşmekte olup, araştırma sonuçlarının sektörel uygulamalar açısından anlamlı ve temsil gücü yüksek değerlendirmeler sunabileceğini göstermektedir.

Hipotezlerin Test Edilmesi

H1: Şanlıurfa'da faaliyet gösteren banka çalışanlarının işe yabancılaşma düzeylerinin online satın alma davranışları üzerinde anlamlı bir etkisi vardır.

Tablo 5: İşe Yabancılaşma Düzeyinin Online Satın Alma Davranışı Üzerindeki Etkisini Belirlemeye Yönelik Regresyon Analizi Sonucu

Bağımlı Değişken: Online Satın Alma Davranışı	Standart Olmayan Katsayılar		Standart Katsayılar		
	B	Std. Hata	Beta	T	Sig.
(Sabit)	4,919	,220		22,404	,000
İşe Yabancılaşma	-,706	,069	-,475	-10,216	,000

R:0,475 R2:0,226 Düzeltilmiş R2:0,224 F:104,365 p:0,000

Tablo 5'te, Şanlıurfa'da faaliyet gösteren banka çalışanlarının işe yabancılaşma düzeylerinin online satın alma davranışları üzerindeki etkisini belirlemeye yönelik gerçekleştirilen doğrusal regresyon analizine ilişkin bulgular sunulmaktadır. Analiz sonuçları, kurulan regresyon modelinin istatistiksel olarak anlamlı olduğunu göstermektedir ($F = 104,365$; $p < 0,001$). Modelin açıklayıcılık gücü incelendiğinde, işe yabancılaşma düzeyinin online satın alma davranışına ilişkin toplam varyansın %22,6'sını açıkladığı görülmektedir ($R^2 = 0,226$; Düzeltilmiş $R^2 = 0,224$). Bu bulgu, işe yabancılaşmanın online satın alma davranışının açıklanmasında anlamlı bir yordayıcı değişken olduğunu ortaya koymaktadır. Regresyon katsayıları değerlendirildiğinde, işe yabancılaşmanın online satın alma davranışı üzerinde negatif yönlü ve istatistiksel olarak anlamlı bir etkiye sahip olduğu tespit edilmiştir ($\beta = -0,475$; $t = -10,216$; $p < 0,001$). Standartlaştırılmamış katsayı ($B = -0,706$) dikkate alındığında, işe yabancılaşma düzeyinde meydana gelen bir birimlik artışın online satın alma davranışında 0,706 birimlik bir azalışa neden olduğu anlaşılmaktadır. Bununla birlikte, sabit terimin de istatistiksel olarak anlamlı olduğu belirlenmiştir (B = 4,919; t = 22,404; $p < 0,001$). Bu doğrultuda, H1 hipotezi desteklenmiştir.

H2: Şanlıurfa'da faaliyet gösteren banka çalışanlarının işe yabancılaşma düzeyleri ile online satın alma davranışları arasında anlamlı bir ilişki vardır.

Tablo 6: İşe Yabancılaşma Düzeyi İle Online Satın Alma Davranışı Arasındaki İlişkiyi Belirlemeye Yönelik Pearson Korelasyon Analizi Sonucu

			İşe Yabancılaşma	Online Satın Alma Davranışı
Pearson Korelasyon	İşe Yabancılaşma	Korelasyon Katsayısı ®	1	-,475**
		Sig. (2-tailed)		,000
		N	390	390
	Online Satın Alma Davranışı	Korelasyon Katsayısı®	, -,475**	1**
		Sig. (2-tailed)	,000	,000
		N	390	390

** Korelasyon 0.01 düzeyinde anlamlıdır (2 kuyruklu).*

Tablo 6'da yer alan Pearson korelasyon analizi sonuçları, Şanlıurfa'da faaliyet gösteren banka çalışanlarının işe yabancılaşma düzeyleri ile online satın alma davranışları arasında istatistiksel olarak anlamlı bir ilişkinin bulunduğunu göstermektedir ($p < 0,01$). Korelasyon katsayısı (r/rho) "0,00–0,25 arasında ise çok zayıf, 0,26–0,49 arasında ise zayıf, 0,50–0,69 arasında ise orta, 0,70–0,89 arasında ise güçlü ve 0,90–1,00 arasında ise çok güçlü bir ilişki olduğu" şeklinde yorumlanabilmektedir (Sungur, 2010, s. 115-116). Bu çerçevede, işe yabancılaşma düzeyi ile online satın alma davranışı arasındaki ilişkinin zayıf düzeyde ve negatif yönlü olduğu belirlenmiştir ($r = -0,475$; $p < 0,01$). Bu bulgu, banka çalışanlarının işe yabancılaşma düzeyleri arttıkça online satın alma davranışlarının anlamlı biçimde azaldığını ortaya koymaktadır. Başka bir ifadeyle, çalışanların işlerine karşı hissettikleri yabancılaşma duygusu, onların online ortamda gerçekleştirdikleri satın alma davranışlarını olumsuz yönde etkilemektedir. H2 hipotezi desteklendi.

Sonuç

Bu araştırmada, Şanlıurfa'da faaliyet gösteren banka çalışanlarının işe yabancılaşma düzeylerinin online satın alma davranışları üzerindeki etkisi ve söz konusu değişkenler arasındaki ilişkinin yönü ve gücü incelenmiştir. Araştırma kapsamında geliştirilen hipotezler, regresyon ve Pearson korelasyon analizleri aracılığıyla test edilmiştir.

Araştırma bulguları, banka çalışanlarının işe yabancılaşma düzeylerinin online satın alma davranışları üzerinde istatistiksel olarak anlamlı ve negatif yönlü bir etkiye sahip olduğunu ortaya koymuştur. Regresyon analizi sonuçlarına göre, işe yabancılaşma düzeyi online satın alma davranışındaki toplam varyansın %22,6'sını açıklamaktadır. Bu bulgu, işe yabancılaşmanın yalnızca örgütsel sonuçlar doğurmakla kalmayıp, bireylerin günlük yaşamlarında sergiledikleri tüketim davranışlarını da etkileyebilen önemli bir psikososyal değişken olduğunu göstermektedir. Bu kapsamda, işe yabancılaşma düzeyindeki artışın, çalışanların online ortamda gerçekleştirdikleri satın alma davranışlarını azalttığı tespit edilmiş ve H1 hipotezi desteklenmiştir.

Pearson korelasyon analizi sonuçları işe yabancılaşma düzeyi ile online satın alma davranışı arasında zayıf düzeyde, negatif yönlü ve istatistiksel olarak anlamlı bir ilişki bulunduğunu göstermektedir. Bu sonuç, regresyon analizi bulgularını destekler nitelikte olup, değişkenler arasındaki ilişkinin yönü ve tutarlılığı açısından araştırmanın içsel geçerliliğini güçlendirmektedir. Elde edilen bu bulgular doğrultusunda, H2 hipotezi de desteklenmiştir.

İşe yabancılaşmanın bireylerin psikolojik iyi oluş düzeylerini ve motivasyonlarını olumsuz etkilemesi, tüketim davranışlarında çekingenliğe veya isteksizliğe yol açabilmektedir. Bu durum, çalışma yaşamı ile bireysel tüketim davranışları arasındaki etkileşimi açıklamada önemli bir çerçeve sunmaktadır.

Araştırma sonuçları uygulama açısından değerlendirildiğinde, özellikle bankacılık sektöründe faaliyet gösteren kurumların, çalışanların işe yabancılaşma düzeylerini azaltmaya yönelik stratejiler geliştirmelerinin önem taşıdığı görülmektedir. Çalışanların işlerine yönelik anlam algılarının güçlendirilmesi, katılımcı yönetim anlayışının benimsenmesi, kariyer gelişim olanaklarının artırılması ve psikososyal destek mekanizmalarının oluşturulması, işe yabancılaşma düzeylerinin azaltılmasına katkı sağlayabilir. Bu tür uygulamalar, yalnızca örgütsel verimlilik ve çalışan performansı üzerinde değil, çalışanların bireysel refahları ve günlük yaşam davranışları üzerinde de olumlu etkiler yaratabilecektir.

Bu araştırma bazı sınırlılıklar çerçevesinde gerçekleştirilmiştir. Araştırma örnekleminin yalnızca Şanlıurfa ilinde faaliyet gösteren banka çalışanları ile sınırlı olması, elde edilen bulguların genellenebilirliğini kısıtlamaktadır. Ayrıca, verilerin öz-bildirimlere dayalı anket yöntemiyle toplanması, katılımcı algılarına bağlı yanlılık riskini beraberinde getirebilmektedir. Araştırmanın kesitsel bir yapıya sahip olması ise değişkenler arasındaki ilişkilerin zaman içerisindeki değişimini inceleme olanağını sınırlandırmaktadır.

Gelecek araştırmalarda, işe yabancılaşma ile tüketim davranışları arasındaki ilişkinin farklı aracı ve düzenleyici değişkenler (örneğin iş tatmini, tükenmişlik, yaşam doyumu, finansal stres veya psikolojik iyi oluş) çerçevesinde ele alınması önerilmektedir. Ayrıca, farklı sektörlerde ve farklı bölgesel örneklemlerle gerçekleştirilecek çalışmalar, bulguların karşılaştırılmasına ve genellenebilirliğinin artırılmasına katkı sağlayacaktır. Boylamsal ve karma yöntemli araştırmaların kullanılması ise işe yabancılaşmanın bireysel davranışlar üzerindeki etkilerinin daha derinlemesine anlaşılmasına olanak tanıyacaktır.

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