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Examining the effect of life satisfaction on hedonic eating¹

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ABSTRACT

Life satisfaction is a key factor in determining an individual's life expectancy, as people with high life satisfaction tend to be satisfied with their living conditions and enjoy their lives. On the other hand, hedonic eating is an action that individuals perform for pleasure. Although life satisfaction has been investigated in the literature concerning cognitive, psychological, socio-cultural, and economic factors, it has been addressed in a limited number of studies regarding eating. In this context, the effect of life satisfaction on the sub-dimensions of hedonic eating—namely, coping, enhancement, social, and conformity—was examined. As a result of the study, a negative relationship was found between life satisfaction and hedonic eating, suggesting that conformity purposes may have a negative impact on life satisfaction. The study aims to contribute to the literature in the fields of gastronomy, nutrition, sociology, and psychology, as well as food and beverage, catering, and recreation businesses and organizations operating in the field of social sociology and psychology.

KEYWORDS

Satisfaction, life satisfaction, eating disorders, hedonic eating.

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INTRODUCTION

Eating is the most basic physiological need (Lau et al., 2017), and it is affected by sociocultural, psychological, and cognitive factors (Meneguzzo et al., 2020). In this context, hedonic eating is defined as an action related to sociocultural and cognitive processes, without considering the physiological need for energy intake (Galmiche et al., 2019; Stroebe, 2022). Individuals engage in hedonic eating with the intention of pleasure and enjoyment, and they feel psychologically sound as a result (Lee & Dixon, 2017). For this reason, it is seen that individuals tend to eat for pleasure and enjoyment, to cope with negative psychological states such as anger and stress (Ertem & Karakas, 2021), to feel better (Devonport et al., 2019; Evers et al., 2018), or when they are in their social environment (Motteli et al., 2017; Yiengprugsawan et al., 2015). These factors affecting hedonic eating are conceptualized in the literature as hedonic eating for social, coping, enhancement, and conformity (Burgess et al., 2014). Hedonic eating, which usually occurs with foods high in sugar and carbohydrates, causes health problems such as obesity, diabetes, and high blood pressure in individuals when done excessively (Mason et al., 2020). On the other hand, life satisfaction is a concept related to sociocultural, psychological, and cognitive factors. It affects an individual's life and actions (Camacho et al., 2019). Individuals' cognitive evaluations of whether their expectations are met in life conditions determine their life satisfaction and guide their actions (Suldo et al., 2009). Considering the literature, life satisfaction was investigated in terms of variables such as management (Akin, 2008; Berggren & Bjornskov, 2020; Ozdevecioglu & Aktas, 2007; Polatci, 2015; Serinikli, 2020), religion (Sholihin et al., 2022), health (Kim et al., 2021; Zhang et al., 2020), working conditions (Bernarto et al., 2020), social developments (Duong, 2021), tourism (Ciftci & Zencir, 2019; Kudas et al., 2021) and recreation (Cetiner & Yayla, 2021; Yerlisu et al., 2012).

Additionally, several studies have examined expectations (Kapteyn et al., 2010), factors influencing satisfaction (Pavot & Diener, 2008), and life satisfaction levels (Best & Chinta, 2021; He et al., 2024) across different countries. However, it was only examined relating to eating within the scope of disorders such as obesity (Baumann et al., 2017; Mo & Bai, 2024), bulimia nervosa (Watson et al., 2015), binge eating (Claydon et al., 2020), anorexia nervosa (Tan et al., 2022), and orthorexia nervosa (He et al., 2021; Strahler & Stark, 2020). In addition, hedonic eating was investigated within the scope of eating disorders (Aukan et al., 2024; Nymo et al., 2022; Parker et al., 2022), body mass index (Yassibas et al., 2024), and genetics (Narjabadifam et al., 2021), but it was not addressed in terms of life satisfaction.

This study aims to examine the effect of life satisfaction on hedonic eating. In this context, the study examined the effect of life satisfaction on hedonic eating, specifically in terms of social, conformity, coping, and enhancement, which are sub-dimensions of hedonic eating. The study aims to contribute to the literature in the fields of gastronomy, nutrition, sociology, and psychology, as well as food and beverage, catering, and recreation businesses and organizations operating in the field of social sociology and psychology.

LITERATURE REVIEW

Life Satisfaction

Life satisfaction is defined as an individual's overall satisfaction with their life, encompassing their desires and needs, and their contentment with life's conditions, as well as their acceptance of these conditions (Proctor et al., 2017). Since life satisfaction is related to various socio-cultural, cognitive, physiological, and psychological factors, it has been examined by experts from different perspectives (Bernarto et al., 2020; Khodabakhsh, 2022; Szczesniak et al., 2021). In a study by Dockery (2003), the results of 245 studies from 32 countries were analyzed. It was determined that life satisfaction depends on many variables, such as living in a democratic country with high employment rate and individual freedom, having high purchasing power, being a part of the majority instead of a minority, being happily married, being able to make decisions about one's own life, having good physical and mental health, being successful in social and bilateral relationships. It has also been observed that the level of recreational and entertainment

activities in which the individual participates affects life satisfaction (Gokce & Ozer, 2021; Liu et al., 2021).

The fact that life satisfaction is influenced by the socio-cultural living conditions in which an individual lives and how they perceive these conditions reveals the cognitive aspect of life satisfaction. It has been observed that the level of life satisfaction varies despite individuals living in similar living conditions (Aymerich et al., 2021; Komura et al., 2023). The most basic and comprehensive studies on the cognitive variability of life satisfaction are the experimental studies conducted by Andrews and Withey (1974) and Andrews and Crandall (1976). If an individual is satisfied with their living conditions, it is observed that they derive satisfaction from their life and feel psychologically well. Individuals with low life satisfaction may consider their life conditions negatively and experience negative emotional states such as stress, anger, depression, and psychological disorders (Bai et al., 2021; Rogowska et al., 2020). In cases where individuals do not feel psychologically well, eating is often the easiest action to replace other variables that contribute to this emotional state (Konttinen, 2020; Reichenberger et al., 2020). Studies examining life satisfaction in relation to various variables are presented in Table 1. Additionally, the studies conducted in Türkiye are presented in Table 2.

Table 1.
Studies on Life Satisfaction (Source: Own research)

Author	Year	Scope	Variables	Country
Sun et al.	2025		Greenspace exposure Gender	China
He et al.	2024		Urban living	China
An et al.	2024		Courage Recreational participation	Japan
Glaz	2024		Occupational satisfaction Meaning of life	Poland
Milosevic et al.	2024		Internet use	Norway
Morales-Garcia et al.	2024		Depression Occupational self-efficacy Occupational performance	Peru
Becchetti et al.	2024		Inequality of opportunity Spiritual coping	Europe
Graca and Brandao	2024		Emotion regulation Mental well-being	Portugal
Santilli et al.	2024		Courage Career adaptation	Italy
Jeong et al.	2024	Life satisfaction	Smartphone use Depressive symptoms Cognitive functions	South Korea
Dulai and Jaspal	2024		Social Connectedness Identity Resilience	UK
Best and Chinta	2021		Work-life balance	USA
Kalaitzaki et al.	2021		Social capital, social support Perceived stress, Resilience	Greece
Barrington-Leigh	2021		Sustainability	Canada
Lv et al.	2024		Social participation Depression Cognitive function	China

Table 2.
Studies on Life Satisfaction in Türkiye (Source: Own research)

Author	Year	Scope	Variables	Country
Ozdevecioglu and Aktas	2007		Employee Occupation Career Commitment Organizational Commitment Work-Family Conflict	
Ozer and Kucuk	2024		Mindfulness Level Perceived Stress Level	
Bayram et al.	2010		Social Exclusion	
Akin	2008		Organizational Support Social Support Work/Family Conflicts	
Yerlisu et al.	2012		Leisure Motivation Leisure Participation	
Polatci	2015	Life satisfaction	Perceived Organizational Support Perceived Social Support Job And Marriage Satisfaction	Türkiye
Cetiner and Yayla	2021		Activity Commitment Quality Of Life	
Macit	2021		Level of Burnout	
Kodas et al.	2021		Local Resident Perceptions of Tourism Impact Support for Tourism Development	
Serinikli	2020		Organizational Cynicism Job Autonomy Job Performance	
Ciftci and Zencir	2019		Social Entrepreneurship Job Satisfaction	

Hedonic Eating

Eating with different motivations, rather than meeting physiological needs, leads to the emergence of an unconscious tendency to overeat. Unconscious eating triggers eating for socio-cultural, psychological, and cognitive reasons, regardless of energy intake and nutritional needs, and can lead to health problems (Zhou et al., 2017). Hedonic eating may be characterized as an unconscious act of eating. Hedonic eating is defined as consuming food primarily for pleasure and enjoyment, regardless of hunger or the need for energy intake (Crane et al., 2023). Individuals often feel psychologically well and emotionally satisfied after engaging in hedonic eating (Ortega et al., 2023). Hedonic eating is a pleasure-oriented behavior. Some studies reported that under advanced neuroimaging techniques, delicious and high-calorie foods are perceived as a reward by the brain (Berthoud, 2011) and that there is a tendency towards hedonic foods in negative emotional states (Stroebe, 2022). However, hedonic eating and emotional eating should not be confused with each other. Emotional eating is an eating behavior defined by individuals consuming food depending on their emotional state rather than hunger or specific mealtimes (Gonzalez et al.). It occurs in response to emotional triggers such as loneliness, depression, and anxiety (Ambwani et al., 2015).

The fact that individuals engage in hedonic eating, which can lead to excessive calorie intake and addictive eating patterns, rather than conscious eating, often occurs outside of main meals and late at night, amplifies the impact of hedonic eating behavior on health problems (Zhu

et al., 2020). There are studies (Kaur & Jensen, 2022; Livovsky et al., 2020) that found that weight gain, obesity, and health problems occur as a result of hedonic eating.

Life Satisfaction and Hedonic Eating

Eating is a concept related to sociocultural, psychological, and cognitive factors such as life satisfaction. The relationship between eating and socio-cultural factors can be explained by the family's eating habits from birth (Schnettler et al., 2021) and the social environment (Oh et al., 2014). Individuals' eating behaviors show significant similarity with those of individuals with whom they regularly consume food (Motteli et al., 2017). In this context, conformity eating is defined as eating to feel more comfortable in an individual's social environment, even if they do not need it (Boggiano et al., 2017). It has been found that individuals tend to eat more on weekends (Boggiano et al., 2015) or in social environments for the sake of conformity (Herman et al., 2019). Additionally, within the scope of socio-cultural differences that individuals adapt to, hedonic eating levels vary across countries (Keller, 2019). Research shows that in countries with collective cultures, such as Morocco, Suriname, and Türkiye, eating is an essential element of social coexistence. (Kohinor et al., 2011; Nicolaou et al., 2008). At this point, it becomes clear that eating also serves social purposes. Studies have revealed that individuals often eat for pleasure and enjoyment in social environments, regardless of their energy needs (Burgess et al., 2014; Schnettler et al., 2015). Apart from socio-cultural reasons, individuals may consume food for cognitive and psychological reasons. Individuals may consume food to enhance their psychological well-being and achieve optimal cognitive functioning (Spence, 2017). Individuals who consume certain foods report feeling emotionally satisfied and experiencing a sense of strength (Long, 2017; Wagner et al., 2014). On the other hand, some studies reveal that individuals eat hedonic food to feel good (Chmurzynska et al., 2021). The fact that foods provide psychological enhancement in individuals ensures that they consume hedonic food to cope with situations such as stress and anger (Ertem & Karakas, 2021). Individuals often consume high-calorie, tasty foods to cope with negative emotional states (Sinha, 2018). Negative relationships have been found between negative emotional states and restrictive eating (Polivy et al., 2020). In addition, meta-analysis studies have examined the relationship between positive emotions about life (Kerry et al., 2023) and feelings of love, compassion, and mercy (Gu et al., 2022) with life satisfaction.

Considering all these studies, a research model and four hypotheses related to it were developed.

H₁: Life satisfaction (LS) affects hedonic eating for coping purposes (COPHE).

H₂: Life satisfaction (LS) affects hedonic eating for enhancement purposes (EHE).

H₃: Life satisfaction (LS) affects hedonic eating for social purposes (SHE).

H₄: Life satisfaction (LS) affects hedonic eating for conformity purposes (CONHE).

METHODOLOGY

Study Design

This study aims to examine the effect of individuals' life satisfaction on hedonic eating. Quantitative methods were utilized in this study, and data were collected using the survey method.

Sampling

The research population comprises individuals aged 18 and above in Türkiye. The participants were determined by the snowball sampling method. A reference individual is selected in a predetermined region, and this individual is expected to reach the individuals in their social environment through the snowball sampling method (Biernacki & Waldorf, 1981; Noy, 2008). The snowball sampling method has a positive impact on time and cost, as it facilitates the creation of a diverse range of participant groups (Sadler et al., 2010). In the study, the snowball sampling method was employed to recruit participants from provinces with varying economic and social conditions in Türkiye. The sample consisted of 287 participants living in 31 provinces in Türkiye. In factor analysis, it was determined that a sample size of 10 times the number of items

in the scale was sufficient, and in cases where the model was complex, 250 samples were deemed sufficient (Nevitt & Hancock, 2004).

Also, Kaiser Meyer Olkin (KMO) and Barlett test were performed for sample suitability and adequacy. Participants living in Istanbul, Ankara, Antalya, Adana, and Mersin comprised the largest group in the sample. These cities have the potential to impact life satisfaction, including work-life balance and stress, as well as influence hedonic eating through their social environment and food and beverage options (Kan & Kantar, 2024). The provinces where the participants live in the sample group are marked in yellow on Türkiye's map and are presented in Figure 1.

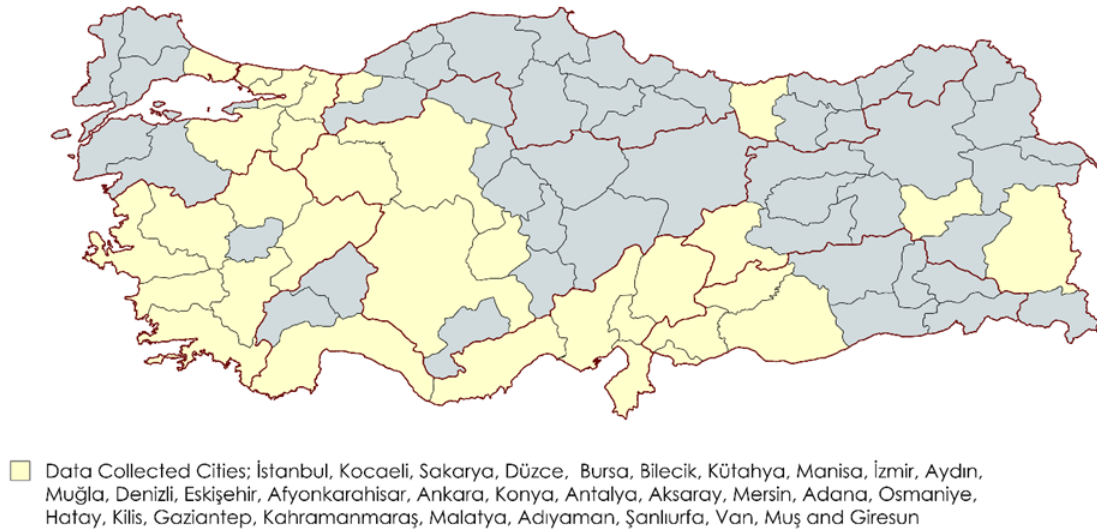


Figure 1. Provinces Where the Participants Live (Source: Own research)

Research Tools and Data

The research data was collected through an online survey created through "Google Forms". The order of the questions in the survey was fixed when each participant viewed it. The survey link was sent to the participants via e-mail and WhatsApp. Research participants were asked to complete the survey and forward the link to their acquaintances, both within their province and in other provinces. A total of 287 participants responded to the survey. No incomplete question was found among the answered surveys. The data were collected between December 29, 2023, and January 25, 2024.

Scale

In this study, the 5-point "*Satisfaction with Life Scale*" developed by Diener et al. (1985), which has been validated for reliability and validity in Turkish by Bekmezci and Mert (2018), was used to assess the life satisfaction of individuals. The scale used is a 7-point Likert-type scale, ranging from 1 "Strongly Disagree" to 7 "Strongly Agree." The 19-point "*Palatable Eating Motives Scale, PEMS*" developed by Burgess et al. (2014) and checked for reliability and validity in Turkish by And et al. (2018) was used to measure the hedonic eating of the participants. The PEMS scale comprises four sub-dimensions: social, coping, enhancement, and conformity. There are five items under the social and enhancement dimensions and four under the coping and conformity dimensions. The scale used is a 7-point Likert-type scale, ranging from 1 "Never" to 7 "Always". At the end of the 24-item survey, which measured life satisfaction and hedonic eating, demographic questions were included.

Analyses

Frequency analysis was used to determine the demographic characteristics of the participants. A Cronbach's alpha test and factor analysis were performed to assess the reliability and validity of the scale. Kaiser Meyer Olkin (KMO) and Barlett's Test were performed to

determine data suitability before factor analysis and sampling adequacy. Hypotheses were tested by regression analysis. The effects of changes in one variable on another are determined using regression analysis (Draper & Smith, 1998; Rawlings et al., 1998). Simple one-way linear regression analysis was employed to assess the impact of life satisfaction on hedonic eating in the study. The research data were analyzed using IBM Statistics for Windows Statistical Product and Service Solutions (SPSS) 27.0.1 software.

FINDINGS AND DISCUSSION

Frequency Analysis Results

The participants' demographic information is presented in Table 3.

Table 3.

Demographic Findings (Source: Own research)

Gender	<i>n</i>	%	Monthly income	<i>n</i>	%
Male	113	39.4	0 – 11402	117	40.8
Female	174	60.6	11402 – 30000	121	42.2
Age	<i>n</i>	%	30001 – 50000	37	12.9
18 – 24	109	38.0	50001+	12	4.2
25 – 35	78	27.2	Education	<i>n</i>	%
36 – 45	55	19.2	Primary school	19	6.6
46 – 55	36	12.5	Secondary school	58	20.2
56 and over	9	3.1	Associate school	47	16.4
Marital Status	<i>n</i>	%	Bachelor's degree	125	43.6
Single	167	58.2	Master's Degree	35	12.2
Married	120	41.8	PhD	3	1.0

A total of 113 participants were male, and 174 were female. The majority of the participants (65.2%) were young individuals between the ages of 18 and 35. 43.6% of the participants held a bachelor's degree, and 12.2% had a master's degree. 40.8% of the participants had an income at or below the minimum wage (as of July 2023).

Reliability and Validity

Before measuring the reliability and validity of the study, a normality test was performed on the data. As a result of the normality test, it was found that the skewness and kurtosis values of the items fell within the range of -1 to +1. Considering these values, it was determined that the data had a normal distribution. After the normality test, Cronbach's Alpha values for the dimensions were calculated, and factor analysis was performed on the items. Kaiser Meyer Olkin (KMO) and Barlett values were calculated to determine the suitability of factor analysis and sampling adequacy. Kaiser Meyer and Barlett values were KMO: 0.857, $p < 0.05$ for the Satisfaction with Life Scale and KMO: 0.895, $p < 0.05$ for the PEMS scale. Considering these values, it was determined that the data were suitable for factor analysis (Black & Babin, 2019). The Cronbach Alpha values for the scale dimensions are presented in Table 4, and the factor analysis results are given in Table 5.

Table 4.

Cronbach's Alpha Test Results (Source: Own research)

Satisfaction with Life Scale	
Factor	α
Life Satisfaction	.874
Palatable Eating Motives Scale	
Factor	α
Social Hedonic Eating (SHE)	.869
Coping Hedonic Eating (COPHE)	.859
Enhancement Hedonic Eating (EHE)	.838
Conformity Hedonic Eating (COPHE)	.782

Table 5.

Factor Analysis Results (Source: Own research)

		Factors				
#	Items	LS	SHE	COPHE	EHE	CONHE
3	I am satisfied with my life.	.870				
2	The conditions of my life are excellent.	.849				
1	In most ways, my life is close to my ideal.	.815				
4	So far, I have gotten the important things I want in life.	.802				
5	If I could live my life over, I would change almost nothing.	.747				
8	I consume hedonic foods/drinks because they help me enjoy a party.		.790			
16	I consume hedonic foods/drinks because they make social gatherings more fun.		.702			
19	I consume hedonic foods/drinks because they improve parties and celebrations.		.665			
10	I consume hedonic foods/drinks to socialize.		.625			
7	I consume hedonic foods/drinks because my friends want me to eat/drink them.		.694			
20	I consume hedonic foods/drinks to celebrate a special occasion with friends.		.620			
6	I consume hedonic foods/drinks to forget my worries.			.801		
9	I consume hedonic foods/drinks because they help me when I feel depressed or nervous.			.854		
11	I consume hedonic foods/drinks to cheer up when I am in a bad mood.			.587		
21	I consume hedonic foods/drinks to forget about my problems.			.678		
12	I consume hedonic foods/drinks because I like the feeling.				.674	
14	I consume hedonic foods/drinks because they are exciting.				.666	
15	I consume hedonic foods/drinks to get "high-like" feelings.				.658	
18	I consume hedonic foods/drinks because they give me a pleasant feeling.				.585	
22	I consume hedonic foods/drinks because it is fun.				.691	
17	I consume hedonic foods/drinks to fit in with a group I like.					.494
23	I consume hedonic foods/drinks to be liked.					.887
27	I consume hedonic foods/drinks, so I will not feel left out.					.771
13	So that others won't kid you about not eating or drinking these items					.880

As shown in Table 3, the reliability coefficients for all dimensions of the scale are higher than 0.70. Since the Cronbach's Alpha value is higher than 0.70, the scale is considered reliable. Factor analysis revealed that the factor loadings were higher than 0.45. It was determined that the factor loadings of the items explained the relevant dimensions (Black & Babin, 2019). As a

result of the factor analysis, the item "I consume these foods/drinks because my friends want me to eat/drink them," which was explained under the coping dimension by Burgess et al. (2014) in the PEMS scale and included as the seventh item in this study, was explained under the hedonic eating for social purposes (SHE) dimension.

Regression Analysis Results

Simple one-way linear regression analysis was used for hypothesis testing in the study. The results of the analysis are presented in Table 6.

Table 6.

Regression Analysis Results Related to Life Satisfaction Effect on Sub-Dimensions of Hedonic Eating (Source: Own research)

X	Y	B	Std. Error	β	t	Sig.	R	R ²	F	Sig.
LS	SHE	-.052	.051	-.60	-1.019	.309	.060 ^a	.004	1.038	.309 ^b
LS	COPHE	-.109	.063	-.102	-1.738	.083	.102 ^a	.010	3.022	.083 ^b
LS	EHE	-.043	.059	-.043	-.735	.463	.043 ^a	.002	.540	.463 ^b
LS	CONHE	-.105	.050	-.123	-2.089	.038	.123 ^a	.015	4.366	.038 ^b

As a result of the regression analysis, it was determined that the independent variable, life satisfaction, significantly predicted the dependent variable, hedonic eating for conformity. As can be seen in the regression analysis results given in Table 5, the model of life satisfaction affecting the hedonic eating for social purposes variable (F: 1.038, sig.:.309), the model of life hedonic eating for coping purposes (F: 3.022, sig.: .083), and the model of hedonic eating for enhancement purposes (F: 0.540, sig.: .463) are not significant. According to the results of regression analysis, hypotheses H1, H2, and H3 are rejected. The model (F: 4.366, sig.: .038) that the life satisfaction variable affects the hedonic eating for conformity purposes variable is significant (H4 accepted), and as the life satisfaction variable increases, the hedonic eating for conformity purposes variable decreases (B: -.105, sig.: .038). 1.5% of the variance in the hedonic eating for conformity purposes variable can be explained by the life satisfaction variable (R²: .015).

The study's findings showed similarities with those of other studies on life satisfaction and eating habits in the literature. Some studies have found that non-essential eating or eating disorders do not occur as a means of coping with stress or to feel better (Claydon et al., 2020; Herren et al., 2021; Pannicke et al., 2021). Additionally, studies indicate that high life satisfaction has a positive impact on the consumption of healthy foods (Seconda et al., 2017). Furthermore, when individuals consume healthy foods, rather than hedonic ones, their psychology is enhanced (Spence, 2017). On the other hand, the relationship between life satisfaction and healthy food consumption (Nevarez, 2016) or eating disorders such as emotional and binge eating was not found (Gurkan et al., 2022; Kusbiantari et al., 2020). As a result of the regression analysis, it was determined that life satisfaction had a statistically significant and negative effect on hedonic eating for conformity, thereby supporting H4. This finding was consistent with the results of other studies in the literature. Some studies found that individuals engage in non-essential eating in social activities to conform to their social environment (Aydin & Gumusboga, 2023). Additionally, research has shown that individuals with low life satisfaction tend to consume excessive and unhealthy food in an attempt to conform to social events (Dunbar, 2017).

CONCLUSION

Eating is an integral part of life, and it is closely tied to socio-cultural, psychological, and cognitive processes, including life satisfaction. The fact that life satisfaction is discussed within the scope of eating habits and eating disorders, but not considered in terms of hedonic eating, has created the research problem. The present study measures the effect of life satisfaction on hedonic eating. Four hypotheses were developed to determine the effect of social enhancement, coping, conformity, and hedonic eating on life satisfaction. Study data were collected from 287 participants living in 31 different provinces in Türkiye. As a result, it was found that life

satisfaction significantly predicted hedonic eating for conformity purposes, but did not predict hedonic eating for social, enhancement, or coping purposes. Additionally, it was found that as life satisfaction increases, hedonic eating for conformity purposes decreases.

Theoretical Implications

The present study, along with the results of other studies, demonstrates that hedonic food is consumed at a very high level, offering both taste and satisfaction (Crane et al., 2023; Ortega et al., 2023), thereby creating new research opportunities for nutrition and gastronomy researchers to develop healthy alternatives to hedonic food. In this context, product development and sensory analysis studies can be carried out. Also, the detection of healthy food that provides pleasure and satisfaction through neuro-gastronomy studies reveals new research scopes. Different physiologic socio-cultural phenomena, such as eating, which increase life satisfaction by providing social similarity and harmony, should be investigated in the fields of sociology and psychology. Investigating the relationship between life satisfaction and social and recreational activities related to eating, such as gastronomy tourism and food festivals, constitutes a new research topic in the field of gastronomy, tourism, and recreation. Investigating the relationship between life satisfaction and hedonic eating in samples of different countries and comparing the results creates opportunities for the development of the literature on the subject. Examining life satisfaction and hedonic eating levels across different countries in terms of culinary culture and eating habits presents opportunities for exploratory research in gastronomy, psychology, and sociology.

Practical Implications

Individuals with low life satisfaction engage more in hedonic eating for conformity purposes. A result of the research and the findings of different studies, which reveal that being in social environments increases life satisfaction through consumption in these environments (Schnettler et al., 2015), suggests that food and beverage establishments, catering companies, and recreation businesses should emphasize hedonic foods in their menus and services. The development of healthy alternatives to hedonic foods, which are often consumed in social environments and venues, presents gastronomy and nutrition experts with new opportunities for product development. The opening of food and beverage, catering, and recreation businesses that serve healthy hedonic foods creates new business opportunities. Supporting and certifying these businesses, which will contribute to social psychology and health, reveals the responsibilities of nutrition authorities and institutions operating in the field of social psychology and sociology.

Limitations and Future Suggestions

The research was conducted using the snowball sampling method, involving 287 participants from 31 provinces in Türkiye. Variables should be investigated in large samples in Türkiye and other countries using other sampling methods. The research data were analyzed by simple one-way regression analysis. The relationship between life satisfaction and hedonic eating should be examined using structural equation modeling, incorporating possible moderator variables such as socio-cultural, psychological, and physiological factors.

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