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Sustainable Development and Transportation Planning: The Lachin and the Nakhchivan Logistics Corridors

Aziz Cumhur KOCALAR¹²

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Abstract

This study explores the role of the Lachin and Nakhchivan logistics corridors in advancing sustainable development and regional connectivity in the South Caucasus. Following the post-conflict peace agreement, fieldwork was conducted in November 2023 across selected urban and rural settlements in Azerbaijan, with a focus on infrastructure, accessibility, and local perspectives. Using a qualitative spatial methodology, the research integrates location analysis, scenario-based forecasting, and a SWOT analysis to evaluate the current and future potential of these corridors. The findings suggest that the Lachin and Nakhchivan routes can serve as strategic transit pathways reconnecting the region through environmentally and politically sensitive zones. The literature review situates this case within a broader international discourse on transport corridors, drawing comparisons with projects like the Belt and Road Initiative and TRACECA. While there are geopolitical and environmental challenges, the study highlights opportunities for sustainable economic integration, improved regional cooperation, and long-term spatial resilience. This interdisciplinary research contributes to the fields of urbanism, transportation planning, and regional development by emphasizing the importance of sustainable corridor design in post-conflict settings. The case of Lachin and Nakhchivan underscores the significance of logistics infrastructure in shaping peaceful and inclusive regional futures.

Keywords: Sustainable Development, Transportation Planning, Regional Integration, Post-Conflict Planning, South Caucasus, Spatial Analysis.

Introduction

The Lachin and Nakhchivan corridors have emerged as strategic vectors of post-conflict development and spatial connectivity in the South Caucasus, a region historically shaped by geopolitical fragmentation and conflict. Following the 2020 ceasefire agreement, both corridors have gained

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renewed significance—not only as logistical routes but as instruments of regional stabilization, economic reintegration, and sustainable infrastructure planning.

This study builds on fieldwork conducted in November 2023 across selected settlements in Azerbaijan and aims to evaluate the current status and future potential of these corridors within the broader framework of sustainable transportation, urban logistics, and peace-oriented regional development. By examining their strategic value through spatial analysis, scenario-based forecasting, and a sustainability-oriented SWOT framework, this research seeks to contribute to academic and policy debates surrounding post-conflict reconstruction and corridor diplomacy in fragile geographies.

Literature Review

The transportation sector is one of the primary areas of research in sustainability due to its significant environmental, social, and economic impacts. The emergence of sustainability in transportation is closely tied to the rising levels of greenhouse gas emissions, primarily caused by excessive fossil fuel consumption. As a result, numerous international agreements and protocols have been established to limit these emissions. Road transport, in particular, is responsible for a large share of fossil fuel use and, consequently, emissions. Therefore, sustainable transportation studies predominantly focus on strategies to reduce fossil fuel consumption, and it is emphasized that these efforts should start from the infrastructure and road construction phases. In this context, examples from countries like China and the United States, which lead global greenhouse gas emissions, illustrate the global measures being implemented to mitigate this issue.

Sustainable Development

Recent scholarship emphasizes the integration of transportation projects into broader sustainable development agendas. According to Banister (2023), sustainable mobility planning must consider long-term environmental resilience, equitable access, and low-carbon infrastructure, particularly in post-conflict and transitional regions. The concept of “corridor sustainability” introduced by Neubert et al. (2023) underscores how logistics infrastructure must align with climate goals, biodiversity preservation, and community well-being. In this respect, the Lachin and Nakhchivan corridors represent a critical testbed for regionally adapted sustainable development policies. Moreover, integrating green technologies, circular economy principles, and local participation into corridor planning processes significantly enhances project legitimacy and long-term success (Zhou & Mullaney, 2023).

Transportation Planning for Sustainable Transportation and Regional Development

Transportation planning in fragile and transitional geographies increasingly requires adaptive, resilient, and inclusive frameworks. Vickerman (2023) highlights that infrastructure corridors in geopolitically sensitive areas must balance efficiency with conflict-sensitive planning. Furthermore, Kalantari et al. (2024) stress the value of data-driven transport modeling and participatory planning tools to ensure equitable access and minimize environmental disruption. The Lachin and Nakhchivan corridors offer an opportunity to reimagine transport not merely as movement but as spatial reconciliation, where infrastructure serves both peacebuilding and regional development. Integrating GIS-based spatial forecasting and stakeholder engagement are key to advancing inclusive and sustainable corridor development.

Recent literature on sustainable transportation and regional development highlights the strategic role of logistics corridors in fostering post-conflict reconstruction, regional integration, and economic diversification. Particularly in geopolitically sensitive regions such as the South Caucasus and Central Asia, transportation corridors serve as both physical and symbolic infrastructures of cooperation and competition.





The World Bank (2019) has emphasized that international corridors such as those under the Belt and Road Initiative (BRI) offer significant opportunities for trade expansion, infrastructure investment, and regional integration—provided that environmental and geopolitical risks are properly managed. Similarly, Ascensão et al. (2020) use gravity models to demonstrate how reduced transportation times along new corridors can generate substantial trade benefits, especially for landlocked and post-conflict regions.

In the context of the South Caucasus, the TRACECA (Transport Corridor Europe-Caucasus-Asia) initiative and the North-South corridor have been the focus of numerous studies. These works (e.g., Guliyev & Abbasov, 2017) analyze how infrastructure competition, particularly among regional powers, shapes corridor development and impacts sustainable growth. The Lachin and Nakhchivan corridors, although relatively new, can be interpreted within this broader framework of corridor politics and geopolitics.

Scholars such as Akhmedov (2023) have explored how corridor development in Kazakhstan and Central Asia facilitated the transition from mere transportation links to complex logistics networks. These findings are especially relevant for the Lachin and Nakhchivan corridors, which hold potential to evolve into multi-functional logistics routes, connecting Turkey, Azerbaijan, and beyond.

From a sustainability perspective, Zhang et al. (2022) argue that corridor planning must integrate environmental resilience and urban-rural equity to avoid unintended ecological and social consequences. This is particularly critical in ecologically fragile zones like the Lachin region. Moreover, research on the China-Pakistan Economic Corridor (CPEC) (Siddiqui, 2019) reveals both the developmental promise and socio-political risks of large-scale cross-border infrastructure investments.

The literature also underlines the importance of integrating local stakeholder interests, long-term planning frameworks, and spatial analysis tools (e.g., GIS, scenario planning, SWOT) to ensure corridor projects are not only economically viable but also socially inclusive and environmentally sustainable (IGI Global, 2024).

In summary, the reviewed literature underscores that logistics corridors—when planned holistically—can catalyze regional transformation. This study positions the Lachin and Nakhchivan corridors within this evolving academic discourse and contributes new insights based on field observations, regional planning perspectives, and sustainable development principles in a post-conflict context.

Method

This research employs a qualitative and spatial analysis framework to investigate the role of the Lachin and Nakhchivan corridors in sustainable regional planning. The methodology integrates three key components:

- (1) a critical literature review focused on sustainability in transportation systems, with an emphasis on corridors in post-conflict and transitional regions;
- (2) fieldwork conducted in November 2023 across urban and rural settlements in the Karabakh and Nakhchivan regions, including direct observation, informal interviews, and photographic documentation; and
- (3) analytical modeling, including a scenario-based spatial forecast and SWOT assessment, to evaluate the corridors' long-term viability.

Due to restricted access and unresolved political sensitivities, empirical data from the Armenian side was excluded from the current research. This limitation underscores the asymmetry of field



conditions and highlights the necessity for binational or multilateral field studies in future work. However, a regional balance model has been constructed using publicly available geopolitical data (2020–2023) to visualize interstate dynamics and corridor alignments.

The study also intersects with cultural diplomacy, acknowledging that infrastructure decisions are embedded in political narratives and international image-building strategies. This cultural dimension warrants further interdisciplinary inquiry in future research.

This study is based on a qualitative and spatial analysis framework, complemented by observational fieldwork and comparative scenario assessment. Field research was conducted on-site in November 2023 in the regions surrounding the Lachin and Nakhchivan corridors, focusing on selected urban and rural settlements that are directly affected by current or planned corridor developments.

1. Fieldwork

The fieldwork included direct observation, informal interviews with local residents and regional planners, and photographic documentation in the following key locations:

- Lachin region: Zabukh, Lachin city, and nearby rural settlements
- Nakhchivan region: Sadarak, Ordubad, and the Araz Valley settlements

Observations focused on the following spatial and socio-economic indicators:

- Existing transportation infrastructure (roads, terminals, checkpoints)
- Settlement connectivity and accessibility
- Post-conflict reconstruction activities
- Local perceptions of economic opportunities and risks

2. Scenario-Based Spatial Forecasting

Due to the limited availability of reliable quantitative data and the volatile geopolitical dynamics of the South Caucasus, the study employs a scenario-based spatial forecasting approach to assess three plausible developmental trajectories:

Scenario A – Status Quo: Characterized by minimal political will for regional cooperation, this trajectory assumes only partial reconstruction of infrastructure, limited logistic integration, and the persistence of unresolved disputes that hinder cross-border flows.

Scenario B – Moderate Integration: Reflects a scenario in which incremental investments are made in transport infrastructure and logistic hubs, especially along the Lachin and Nakhchivan corridors, coupled with selective bilateral cooperation that remains vulnerable to geopolitical shifts.

Scenario C – Full Connectivity: Represents an optimal yet ambitious pathway in which comprehensive infrastructure integration is achieved under multilateral governance frameworks, such as TRACECA and the Belt and Road Initiative, enabling interoperable logistics networks, environmental safeguards, and region-wide spatial cohesion.

This forecasting methodology highlights how planning under uncertainty can still produce structured insight for policy formulation and strategic resilience in fragile post-conflict regions.

This was supported by publicly available transport and trade data from regional authorities and international organizations (World Bank, UNECE, Asian Development Bank).

3. SWOT Analysis



To further assess the potential of these corridors from a sustainability perspective, a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis was conducted, focusing on:

- Environmental sustainability
- Economic viability
- Political risks
- Infrastructure resilience

This analytical approach strengthens the study's focus on sustainable transport planning and its implications for long-term regional development in a post-conflict context.

Theoretical Background

This study is grounded in the theoretical lens of transition geographies and infrastructure-led spatial transformation, particularly in post-conflict regions. The concept of “transition geography” refers to the socio-spatial reconfiguration of territories that shift from conflict to reconstruction, marked by new political alignments, economic flows, and planning paradigms.

Within this framework, transport corridors such as Lachin and Nakhchivan are not merely physical infrastructures, but symbolic and material agents of territorial normalization, state-building, and cross-border diplomacy. Building on visual evidence—maps, spatial models, and geospatial interpretations—this study interprets infrastructure development as a manifestation of broader geopolitical narratives and peace-building efforts.

While visual materials such as media-sourced maps carry limitations in accuracy, they nonetheless offer critical insights into how corridor imaginaries are constructed and contested. These representations form part of the spatial storytelling that shapes international perception and policy debates around corridor development in fragile states.

In the region, which is sometimes referred to as the Nakhchivan corridor in the sources (BBC, 2020) (NTV, 2022) (Tütünsatar, 2022) the transportation line (and possible energy line) in question was reconsidered as the Nakhchivan corridor, considering that a new naming would be appropriate, especially due to the situation that attaches importance to the country that the transportation corridor aims to reach.

The Importance of the Transportation Sector in Terms of Sustainability

Transportation is an important sector that directs development and connects people. It also connects local markets with regional and then world markets. That is why every region opening to peace must also create a bridge in the formation of new corridors. This phenomenon is one of the most fundamental elements of not only global but also regional and local development.

In this factual context, if we look at sustainable transportation, it primarily directs development on a regional basis. In addition, the needs of future generations entrusted to us must also be met. Therefore, it is also expected that the talents of future generations will be respected. This is only possible with sustainable transportation policies to meet the needs of people and societies in their personal, social, and economic lives.

Transport Requirements in the South Caucasus and Karabakh Region

The South Caucasus—particularly the Karabakh region—faces pressing post-conflict challenges, including widespread **infrastructural degradation**, **regional inequality**, and **risk of depopulation**. Sustainable transportation policy in this context becomes a **core enabler** of inclusive



recovery. Access to basic services, employment, and markets in previously war-torn areas hinges on establishing **resilient, multi-modal transportation links**.

A key priority is to bridge the urban–rural divide through improved **last-mile connectivity**, while also integrating the region into broader **international logistics frameworks**. These transport linkages are not only technical necessities but also tools for **social cohesion, territorial reintegration, and migration deterrence**. As emphasized in regional planning literature (Kalantari et al., 2024; Vickerman, 2023), infrastructure must serve both physical access and **symbolic reconciliation** in fractured territories.

Furthermore, regional cooperation among neighbouring states is indispensable. Multilateral support for corridor projects like Lachin and Nakhchivan can foster **collective security, economic interdependence, and shared development dividends**—which are critical to long-term peacebuilding in the South Caucasus.

In addition, for the ethnic diversity existing at the village level in the South Caucasus to live in peace, it is expected that ethnic discriminatory attitudes and social exclusion can be prevented. As the region moves towards peace, there will be those who try to hinder the process. It is possible to overcome these obstacles with balanced policies that will be consistently pursued by the parties in the region.

The way to strengthen relations between rural areas and urban areas in regions where conflict has occurred for years, such as Karabakh, is primarily through transportation policies. For countries to reach a competitive level in the global market, policies that are durable, healthy, clean, compatible with the environment and nature, and sustainable transportation have a significant share.

Sustainable Transportation in the Karabakh Region

In this context, although transportation is not an end, it can be seen as a tool that allows people and societies to access the things they need. The priority for Karabakh is to revitalize the business community and ensure access to nearby markets.

If access to existing services and social interaction is ensured, a healthy, well-being and high-quality life can be rebuilt. As access to global markets is achieved, several services and opportunities such as competitiveness will be provided by transportation.

Sustainable transport, cities and human settlements are linked to the Sustainable Development Goals (SDGs). First, health, energy, infrastructure, and food security come. Therefore, transportation services and infrastructure are at an extremely important point in terms of achieving all and most of the SDGs.

The Contribution of Economic Corridors to Transportation Policies in Reducing Greenhouse Gas Emissions

The success of the SDGs depends on political progress, especially in sustainable transport infrastructure. Economic corridors must be at the forefront of political progress in sustainable transportation infrastructure. Only with these policies can regionally balance and peace be brought to conflict zones through more equitable sharing. Transportation policies will also prioritize global progress in reducing greenhouse gas emissions. It is not possible to achieve the SDGs without determined and effective policies (Figure 1).

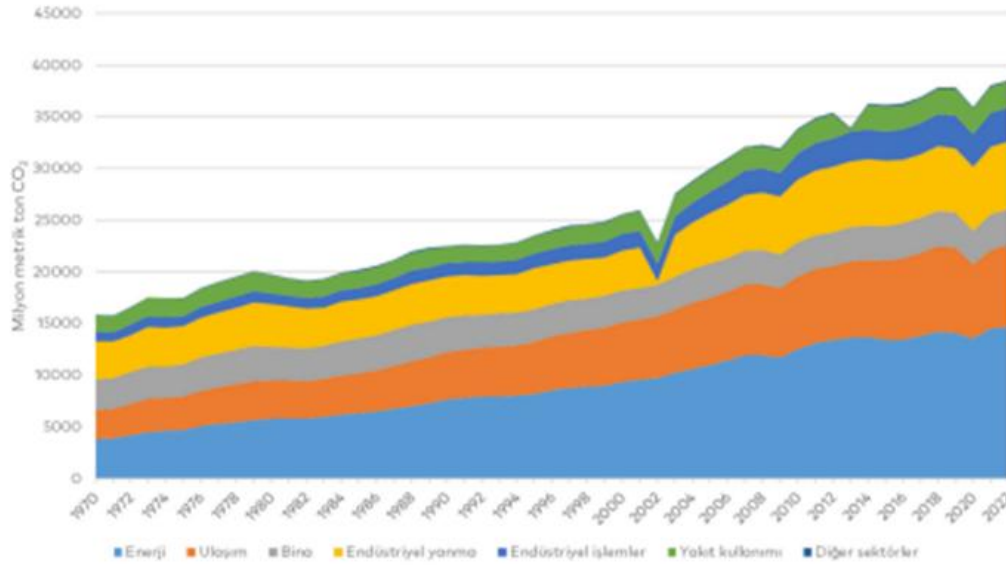
The responsibility of transportation for safe, effective, durable, accessible, and environmentally friendly living environments is increasing, and this issue is better understood as it is measured and made visible with data. For example, in the chart below, the share of the transportation sector in greenhouse



gas emissions between 1970 and 2022 (%17.7-%20.7) has increased significantly (transport is the second from the bottom after the largest sector - melon) (Graphic 1).

When the types of fuel used in transportation activities are evaluated, except for railways that use electric power, all (91%) of all transportation activities in the world are currently dependent on oil, which is a non-renewable and limited resource.

Graphic 1. Location of the transportation sector in CO2 emissions according to sectors (1970-2022)



Source: (Statista, 2022).

In addition to the non-renewable nature of fossil fuels and the need to reduce harmful pollutants and greenhouse gas emissions, alternative fuel sources other than crude oil have attracted great attention on a global scale in the fight against the climate crisis in recent years. However, the share of natural gas, which is the most common in transportation activities, will be 4% in 2022, while the share of electricity is only 1%.

A New Look at Transportation Activities in the World with Regional Balances

Changing transportation activities in the world cause environmental impacts. Apart from these, the economic effects of transportation are also a matter of debate. The fact that most developing countries are dependent on foreign sources of fuel, increased traffic, and parallel traffic accidents, as well as external costs caused by noise and air pollution, cause serious losses in time lost because of traffic congestion.

Regional Development and Transportation in Karabakh

The ongoing conflicts in the Karabakh region for years have virtually stopped regional development. With the peace that came after 2020, highway maintenance costs are still quite high. There is almost no public transport user. Consequently, public transportation activities have become increasingly inefficient. The resulting situation causes transportation activities to reach unsustainable economic levels.

Apart from inter-country flights via Baku airport in the South Caucasus, there is almost no connection with the outside world except for the northern corridor via Georgia and only a longer road connection between Turkey and Iran in the south. You can exit from Gürbulak border gate and reach



Azerbaijan via Iran via Bilasuvar border gate. Transportation to Baku is approximately 819 kilometres.

50% of Azerbaijan is suitable for agriculture (Total land is 86,600 square kilometres). The country, which has a total land of 86,600 square kilometres. The country also attracts attention with the most different climate types in the world. There are nine different climate types (URL-1). The Karabakh plain is also very suitable for cultivation. Agricultural products will certainly diversify and take their place in international transportation and logistics.

Effects of Transportation Activities and Urban Planning

Another important issue is the social effects created by transportation activities. As a result of the urban planning approach that has been going on for many years and prioritizes vehicle traffic, the loss of street and neighbourhood life and the resulting decrease in the loyalty of the citizens to the city, public security problems, people become isolated in the periphery, the mobility problems of groups that do not have private vehicles and/or have insufficient ability to drive. Situations such as restrictions have arisen.

The Striking Dimensions of Unsustainable Trends

By visualizing unsustainable trends (Figure 1) it is possible to summarize this argument as follows:

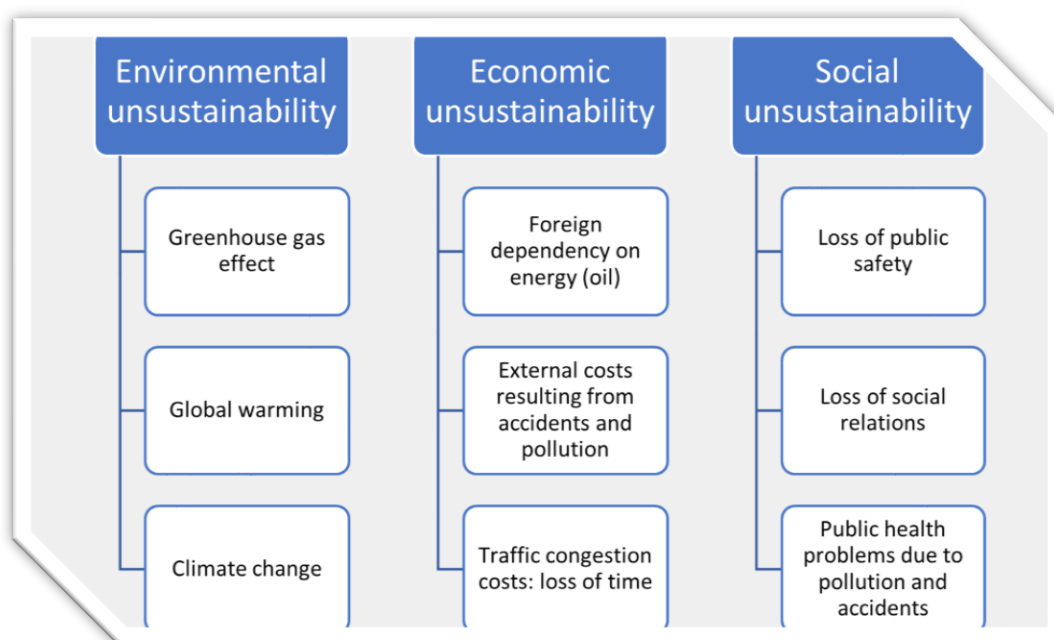


Figure 1. *The striking dimensions of unsustainable trends*

Source: Derived from the relevant source. (İPA, 2023).

Environmental unsustainability:

- Greenhouse gas effect, global warming, climate change
- Motor vehicle is the means of transportation that produces the most pollutants per passenger
- Toxic gases, air pollution
- Traffic-related noise
- Urban sprawl: loss of natural areas and resources
- Asphalting of the environment; more radiation, urban heat island effect

Economic unsustainability:

- Foreign dependency on energy (oil)
- External costs resulting from accidents and pollution
- Traffic congestion costs: loss of time
- High infrastructure costs in road construction
- Loss of productive



agricultural lands • Loss of urban land reserves • Public transportation becomes inefficient due to the decrease in the number of users in public transportation

Social unsustainability:

• Loss of street life • Loss of social relations • Loss of public safety • Public health problems due to pollution and accidents • Loss of access for low-income groups and people with impaired driving ability

As a result, transportation activities began to change in the last century and world cities encountered environmental, economic, and social problems. The emerging global challenges brought the concept of "sustainability" to the agenda at the end of the last century and increased awareness on this issue.

Field Findings and Discussion

The fieldwork conducted in November 2023 provided a **ground-level perspective** on the spatial realities and socio-political dynamics surrounding the Lachin and Nakhchivan corridors. Data collection was conducted through **direct observation**, **photographic documentation**, and **informal interviews** with residents, local planners, and municipal officials in selected urban and rural areas.

The findings are organized around key spatial and thematic domains:

- **Urban regeneration** in conflict-affected cities such as Fuzuli and Shusha,
- **Infrastructure reconstruction** along road networks and transport terminals,
- **Perceptions of mobility and economic recovery** among returnees and displaced populations,
- and **cross-border tensions** still shaping development expectations.

Notably, the reconstruction of smart villages (e.g., Ağalı in Zengilan) illustrates efforts toward **post-conflict rural resilience**, while logistical barriers at border crossings underscore the fragility of **infrastructural peace**.

Although data from Armenian-controlled areas could not be collected due to political constraints, this limitation reinforces the importance of viewing corridor development as a **contested spatial process** that reflects divergent narratives, power asymmetries, and diplomatic hesitations.

Karabakh (Karabağ)

Three-quarters of Karabakh is inhabited by peoples governed by Azerbaijan. The rest of the region is where Armenian communities live. The new transportation corridors (The Lachin and The Nakhchivan) constructed in the region will provide logistical support to the cities in the region and will also be the subject of an international transition throughout Eurasia.

Azerbaijan tried the peace table in September 2020, and when peace could not be achieved, it went through a short period like the 2nd War of Independence (44-day war) and liberated Karabakh. Azerbaijan entered a new process by wanting peace, while Armenia followed an attitude of postponing it. In this process, creating a six-party platform with Turkey has been brought to the fore. It is expected to create a peaceful environment in the South Caucasus.

A contract was signed between Russia, Azerbaijan, Armenia, Iran, Nakhchivan and Turkey (Figure 2). Thus, a new page was opened in the region. It is thought that relations will begin and develop with the opening of diplomatic channels. This process is also subject to urban logistics by opening corridors.

**Türkiye**

- Regional balance policies and supports
- Eurasian international corridors policy
- Cultural and public diplomacy with border neighbours
- Economic cooperation policies
- Linguistic, cultural and economic unity with the Turkish Republics

• (Kocalar, 2023)

Azerbaycan

- The disconnection along the border with the Nakhchivan Autonomous Republic and the pressure of historical separation with the Nakhchivan Corridor
- The need for the Nakhchivan corridor

Russian

Armenia

- Standing close to the West (France)
- Recent history undermining the process
- Openness to cultural and public diplomacy

Iranian

- Military support to Armenia
- Southern trade corridor with China
- Border problems with Azerbaijan

Figure 2. International powers and balances in the region

Source: The visual is a model study prepared because of a draft interpretation compiled by the author according to regional change data between 2020-2023 (Kocalar, 2023).

Russian (Rusya)

Due to the increase in Russia's problems with the West due to the Ukrainian war, the search for a middle path in the South Caucasus has started to come to the fore more frequently by 2023. In terms of logistics, the transportation infrastructure of the region has begun to be reconstructed. Russia shows its presence in this region with its dominance in military checkpoints. Russia has periodically placed observation points on the border with its peacekeepers to ensure security in the region.

Turkey (Türkiye)

Turkey maintains its presence as a peaceful and tolerant power in the region and weighs in politically and in diplomacy. It also has soldiers at observation points. It plays a role in re-establishing balance policies in the region, especially in terms of trade.

Azerbaijan (Azerbaycan)

Azerbaijan sees and commemorates Karabakh as its territory and maintains a protective attitude towards all minorities living within its territory. He sees the Armenians living in the region as living equally and freely (Aliyev). When peace could not be achieved in September 2020, Azerbaijan showed its military presence and won victory. Azerbaijan has reached a position where it wants its territorial integrity and borders to be guaranteed and has also prioritized peace and prosperity in the South Caucasus with its ambitions and actions to date. The assumption that the region will thus become a beautiful transition zone for the Turkish world is becoming stronger.

One of the most peaceful and constructive actions of Azerbaijan in the last three years is infrastructure works such as transportation and communication. It follows an attitude that provides ease of passage to the Armenian part with the roads it has built. Critically important transportation corridors are being created here. The attitude towards which the cities in the region will be supported in terms of logistics is decisive. Thanks to this attitude, it will quickly find support in an international transition across Eurasia.

The settlements in the South of the Region

The settlements in the south of the region can be seen on the map. Cebrayil is a city where mines will be cleared in 2022. Below, the situations in Fuzuli and Cebrayil are first summarized. Then the

importance of Shusha was emphasized (Figure 3).



Figure 3. Settlements in the south of Karabakh

Source: (BBC News, 2020).

Fuzuli

Fuzuli used to be a city with a population of 100,000. The people living here migrated to Baku as soon as possible. Now this urban memory will be revived. Some of the war scenes in the city of Fuzuli are still preserved, so the memory will be kept alive by turning it into an open-air museum (Figure 4). A new modern city is also being established in Fuzuli. This modern city began to be established in a planned manner. Those who left the region in the 1990s will now be invited back to this newly established city. The city consists of 7 rayons.



Figure 4: The idea of preserving the city of Fuzuli as an open-air museum

Source: (Çubukçu, 2022) Transferred by (NTV, 2022).

Some sign their names on the walls of the houses they left 27 years ago, hoping to return to them. It is understood from the posters that mines have been cleared around these walls. The new modern city is progressing in a planned manner and returns have begun. The region is now being called back to this newly founded city in the 1990s. It has been observed on-site that the reconstruction works have been started in a planned manner.

Planning in Karabakh

Infrastructure (bridges and roads) works seem to have progressed rapidly in the region. There is a process in which districts can turn into provinces. Smart energy is also being installed. The second airport is now established in the city of Fuzuli. It is also important how the views before the reconstruction of Karabakh (Figure 5) will be kept alive in spatial memories.



Figure 5. Views before the reconstruction of Karabakh.

Source: (Çubukçu, 2022) Transferred by (NTV, 2022).

Shusha (Şuşa)

Shusha is located just south of the conflict border in the middle of the Karabakh region. It is an art centre that dominates Karabakh at an altitude of 1500. It can be said that it is in a transition zone with the proximity of opposite hills and the presence of different opposing forces (Figure 6).



Figure 6. Settlements on the internal separation border of Karabakh

Source: (BBC News, 2020).

Nakhchivan Autonomous Republic (Nahçıvan)

It is a state structure created after the complete division with Azerbaijan. The Nakhchivan corridor will also partially re-establish the link with Azerbaijan. The Nakhchivan region forms a serious vertical border between Azerbaijan and the Nakhchivan Autonomous Republic, like a wedge.

Armenia

The Karabakh Ceasefire Agreement, signed between Armenia and Azerbaijan to end the six-week war, was seen by many as the defeat and surrender of Armenia. A year of protests forced early elections (Wikipedia, 2023). It is known that Armenia hit Azerbaijan with rocket and artillery fire when the peace process was started. Armenia may have some land claims against Azerbaijan. These problems seem to have been temporarily resolved with the restructuring of the corridor in the lower section of the Lachin corridor. Azerbaijan, on the other hand, says it will protect minorities in response to Armenia's claims and expects Armenia to sign the peace agreement. Azerbaijan is now inclined towards reconciliation outside of Karabakh, and it is understood that it is ready for international agreements. These attitudes of Azerbaijan increase the internal turmoil in Armenia and drag Armenia towards

destabilizing allegations and delaying or suspending the process. Relations between Russia and Armenia remain on hold. While its status in the north, where Armenia dominates, seems controversial, two cities from the region can be briefly mentioned.

Khankendi (Hankendi)

Khankendi is located on the border of the central region of the Northern region, where Armenia dominates, and has a lower position than Shusha. It is considered the centre of Karabakh. The Lachin corridor seems to have been shifted from Shusha to Khankendi to provide a connection with this city. Russia is present in this small city (Khankendi) with a post of Russia to function as a peacekeeper.

Khojaly (Hocalı)

The city of Khojaly, where heavy losses were suffered, remained in the hands of the Armenians.

Disadvantaged Groups in the Karabakh Region

Without providing safe and sustainable transportation and infrastructure systems, it may be difficult to take steps on other issues. For example, it is exceedingly difficult to provide food security or healthcare in mountainous regions. Transport facilities play a key role.

On the other hand, many vulnerable and disadvantaged groups should also be considered, starting from ensuring that children and young people in conflict areas go to school, to providing employment and empowerment opportunities for women. Every country must be allowed to achieve its needs and maintain its independence on an equal and fair basis. War zones must be cleared of war by ensuring complete peace. As this road is opened, the functionality and safety of the corridors will increase.

Iranian (İran)

Since Iran prioritizes building the southern corridor between it and China, it is understood that it does not favour the Nakhchivan corridor on its upper border. This can be interpreted as the support given to Armenia during the last war. He wants trade to proceed through his own country. It also has border problems with Azerbaijan.

Work in Risky Areas

Work in risky areas Since Armenia has not fully shared with Azerbaijan the maps of the mines it has laid for 27 years, mine search, scanning and cleaning activities are continuing. Only 25% of the maps given are correct.

Gabriel (Cebayıl)

The mined areas in the city of Gabriel are shown below. It is seen that the Turkish Armed Forces also took part in these mine operations (Figure 7).



Figure 7. Mine clearance. Source. (Çubukçu, 2022) Transferred by (NTV, 2022).

Source: (BBC News, 2020).

Other cities are also shown below (Figure 8).

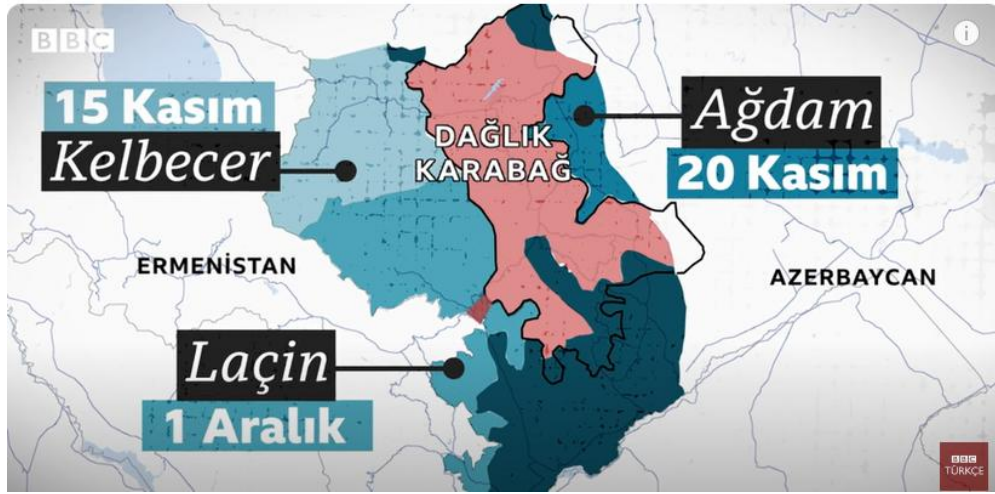


Figure 8. Border change and its relationship with corridors.

Source: (BBC News, 2020).

Common Corridors with Cities Passing into Azerbaijan and Remaining in Armenia

According to the news compiled from sources, Fuzuli, Gabriel, Zangilan, and Kubatli are the primary settlements in Azerbaijan. With the liberation of Kalbajar, Shusha, the data of the last war and transition to the peace period of 2020 are also recorded in the table below (Table 1).

Table 1. Current corridors with cities passing to Azerbaijan and remaining cities in Armenia.

Cities passing to Azerbaijan and Nakhchivan	Corridors	Cities held by Armenia
Kalbajar (15 October) Aghdam (20 October) Shusha (1 December)		
Lachin (Before 1 December)	It is between Armenia and Karabakh, (the old Lachin corridor) and has been moved to the north as its access has become difficult, as shown below.	
Lachin (After 1 December)	It is between Armenia and Karabakh, (the Lachin corridor shifted to the north - construction of a new 5 km highway)	The Lachin Corridor will be connected to Stefanakert and Yerevan via Khankendi.
It will be formed between Nakhchivan and Azerbaijan - Zengilan.	Azerbaijan -Nakhchivan Ö.C. between, approximately 40 km (Nakhchivan corridor) *	

Source: Compiled from relevant sources (BBC, 13.11.2020), (Dr. Hakan Güneş).

*The Nakhchivan corridor will be an international transportation and logistics network and will also be of great importance to the regional economy.

According to the news compiled from different sources, Fuzuli, Cebrayil, Zengilan, and Kubatli are the primary Settlements (villages, towns, districts) in Azerbaijan. However, with the liberation of Kalbajar, Aghdam and Shusha, the current data for 2020 is recorded in the table above.

These settlements have been reopened for construction. When the Lachin became a settlement affiliated with Azerbaijan, the Şuşa transit route for Armenia was closed, and the control of Shusha fell completely to Azerbaijan. However, in the Karabakh region, the Lachin corridor for Armenia has been shifted towards the north. BBC's broadcast depicting the corridors through the warm period is as follows (Figure 9).



Figure 9. Border change and its relationship with corridors

Source: (BBC News, 2020).

Thus, a connection can be established from Nakhchivan to Baku after many years.

According to one comment:

“This Definitive Karabakh region will neither be an independent Republic nor an autonomous province. This region will not be taken under control by Azerbaijan by war or agreement. However, the region is divided into two: North and South. Russia will establish observation points on the lower border lines of this region” (Güneş, 2022). BBC's broadcast during the warm season is as follows (Figure 10).



Figure 10. Control of hot zones and observation points of peacekeepers

Source: (BBC News, 2020).

Russian military presence will be at observation points. Russia seems to have eliminated the Minsk mechanism. However, Russia does not act unilaterally, it acts with Turkey, and this provides legitimacy to Russia. Turkey did not take part in the military mission, but it will play a role in resolving the conflict and monitoring the ceasefire by being at observation points throughout the process. Turkey

is in Azerbaijan with other agreements. If examples of this interaction are given; F16s, military agreements, and teachers in military schools can be listed (BBC News, 2020).

The Lachin Corridor

In a news report on September 25, 2022, discussing the situations Regarding the Lachin and Karabakh; It was stated that a surprise attack was conducted from Armenia against Azerbaijan's military targets.

Azerbaijan first tried the peace table in September 2020, and when peace could not be achieved, it went through a short period like the 2nd War of Independence (44-day war) and liberated Karabakh. Azerbaijan wanted peace, but Armenia wanted to postpone it. It was intended to create a six-party platform with Türkiye. It was expected to create an environment of peace in the South Caucasus.

A contract was signed between Russia, Azerbaijan, Armenia, Iran, Nakhchivan and Turkey. A new page had been opened in the region. It was thought that relations would begin with the opening of diplomatic channels. The new situation of the Lachin corridor, shifted to the north in the mountainous region, can be understood from the figure below (Figure 11).



Figure 11. The new situation of the Lachin corridor shifted to the north in the mountainous region.

Source. (Çubukçu, 2022) Transferred by (NTV, 2022).

The Lachin was transferred to Azerbaijan, and the Lachin corridor was moved north from the Shusha border after the liberation of Shusha. The city of Khan (Khankendi) is small and is in the northern region where the Armenian side wants to establish ties with a corridor and is the centre of Karabakh. With the transfer of the Lachin to Azerbaijan, the Lachin corridor was shifted to the north to establish a connection between this city and Armenia. The new Lachin corridor will start from the city of Khan in the Karabakh region. It will reach the city of Stepanakert with a new 5-kilometer road.

Energy Logistics

In the past, pipelines and roads passed through the Lachin corridor. With the agreement of November 10, the Lachin passed to Azerbaijan. (Nusretoğlu, 2022). As can be seen from this explanation, the energy logistics dimension of corridors is becoming increasingly important today, considering the difficult conditions of such regions.

After the separatist regime period during the occupation period with Armenia ended and an agreement was reached, road projects in the reconstruction on the Azerbaijan side started to progress.



The alternative connection of Anatolia, which is on a transit route in the neighborhood of Asia and the South Caucasus, with the Silk Roads was also evaluated in another study (Dilaver & Kocalar, 2024).

The Nakhchivan (Zangezur) Corridor

When the war ended 2 years after the agreement was signed (September 25, 2022), Azerbaijan was completing the railway and highway by continuing the construction of the new road in the Nakhchivan Corridor. However, Armenia does not want to allow such a corridor, arguing that it is just a road. On the other hand, Azerbaijan wants to have a corridor in Nakhchivan while there is a corridor in the Lachin. Iran and the USA are not keen on this corridor (Nusretoğlu, 2022).

Due to the increase in Russia's problems with the West following the Ukrainian war, the search for a middle ground in the South Caucasus has begun to come to the fore more frequently. Azerbaijan and Turkey are among the countries that support the opening of new roads (transportation arteries) in Eurasia and play a role in these projects. It is said that "one day we will leave Istanbul and go all the way to Baku".

Reaching the Azerbaijan Bilasuvar border gate from Gürbulak border gate via Iran makes the journey longer and transportation may be delayed due to problems encountered. This situation makes the Nakhchivan corridor necessary. It is thought that transportation to Baku will be economical as it will be 25% shorter instead of approximately 819 kilometres (Tütünsatar, 2022).

The importance of the Zangezur corridor in terms of international transportation and logistics has been discussed in detail in the relevant publication (Kocalar & Dilaver, 2024).

Another Example of Rural Settlements

It is said that there are many villages in the region. Reconstruction activities have started in the rayons and are progressing rapidly. One of these will be given as an example due to the importance of rural architecture and planning. An airport is also planned in Zengilan for the revival of Karabakh.

Agilen Village in Zengilan District

Agilen village in Zengilan district is gradually becoming a smart village. If it is seen to be successful in the region, it can be referred to as a model village. The village is described as an oasis in the desert. 66 families and 365 people returned to the village and now live in this village. It is already clear that similar villages will be able to be established in these lands over time because the region is in a very suitable situation for agriculture and animal husbandry. There are plain areas with lands that have not been subject to cultivation and planting for years. The works conducted in this region will resemble modern rural architecture. Planning efforts are also on the way to establishing modern villages in this direction.

However, it is understood that the Armenian side also made some provocations that would disrupt the agreement reached. The reason for this is that there are roads, bridges, etc. that run without interruption on the Azerbaijan side. It may be that the infrastructure works are continuing successfully, and the returns may start again, at least these are the claims on the Azerbaijan side.

Central Asian Corridors - The Importance of the Nakhchivan Corridor

The Silk Road and Spice Routes, which were the lifeblood of Asia, the Middle East and Europe in history, can only be opened today by realizing the corridors. Therefore, regionally balanced solutions remain valid under today's conditions and in shaping our common future. The international importance of the Nakhchivan corridor can be seen from the figure below (Figure 12).



Figure 12. *The international importance of the Nakhchivan corridor*

Source: (Çubukçu, 2022) Transferred by (NTV, 2022).

This road connecting Nakhchivan (Figure 13) is a 30-year plan and a road that Russia has put its stamp on. Because it states that neither Independent Republic, Autonomous Province nor any other definition can be used for the northern part of Karabakh, which Azerbaijan cannot control (Güneş, 2020).

Results

The importance of sustainable transportation policies and their effects on regional development are discussed in their different dimensions today. The study emphasizes the importance of the Lachin and Nakhchivan corridors in planning activities, which were also prominent during field trips as an example of the role of logistics networks in regional development.

The study integrates scenario forecasting and SWOT analysis, which helped in identifying plausible policy paths. A SWOT Analysis is presented as a result at below.

SWOT Analysis: Lachin and Nakhchivan Logistics Corridors

A comprehensive SWOT analysis was employed to critically assess the Lachin and Nakhchivan logistics corridors within the framework of sustainable regional development and post-conflict reconstruction. The key strengths identified include the corridors' geostrategic location, enabling connectivity between the South Caucasus, Central Asia, and broader Eurasian trade routes. Their potential integration into multilateral infrastructure platforms—such as the Belt and Road Initiative (BRI) and TRACECA—further enhances their relevance.

Nonetheless, major weaknesses persist, particularly the lack of standardized infrastructure, unresolved border demarcations, and limited institutional capacity for corridor governance. The opportunities lie in cross-border cooperation, green infrastructure investment, and regional economic diversification. Conversely, the threats encompass renewed geopolitical tensions, fragile ecological conditions (especially in mountainous zones), and climate-related vulnerabilities.

These findings underscore the urgent need for interstate coordination mechanisms, ecological impact assessments, and resilience-based transport planning to ensure the long-term viability and peacebuilding potential of these corridors.



The analysis highlights the need for coordinated policy efforts to ensure environmentally resilient and politically sustainable development of these corridors. SWOT Analysis (Lachin and Nakhchivan Logistics Corridors) is at below (Table 2).

Table 2. *SWOT Analysis (Lachin and Nakhchivan Logistics Corridors)*

Strengths	Weaknesses
- Strategic geopolitical location connecting South Caucasus to Central Asia - Potential to revive historic Silk Road routes - Shorter and more direct routes for regional trade - Support from regional powers (e.g., Türkiye, Azerbaijan)	- Underdeveloped infrastructure in some sections - Ongoing political tensions and unresolved border issues - Limited local economic capacity to support logistics hubs - Environmental fragility in mountainous zones
Opportunities	Threats
- Integration with international transport networks (e.g., TRACECA, BRI) - Increased investment in sustainable infrastructure - Cross-border cooperation for economic development - Urban regeneration and tourism development potential	- Possible resurgence of conflict or geopolitical instability - External political interference or shifting alliances - Risk of environmental degradation if not properly managed - Climate risks impacting transport resilience (e.g., flooding, landslides)

Source: (Kocalar, 2025).

Table 3. There is a scenario-based spatial forecasting at below.

Scenario	Key Features	Implications
Scenario A: Status Quo	Minimal integration; ad hoc repairs and security-based checkpoints dominate.	Fragmented networks, unreliable trade flow, limited regional confidence.
Scenario B: Moderate Integration	Gradual development of logistics hubs, partial regulatory alignment, selective cross-border projects.	Improved but uneven development; potential for regional asymmetries and fragile peace dividends.
Scenario C: Full Connectivity	Comprehensive corridor integration under TRACECA/BRI umbrella, robust peace frameworks, green infrastructure adoption.	High impact on regional peacebuilding, economic growth, and climate-aligned transport transition.

Source: (Kocalar, 2025).

Sustainable Transportation Planning

The transportation sector accounts for a substantial portion of global environmental externalities, contributing nearly 60% to air pollution and consuming over 30% of commercial energy



sources (Sterman et al., 1986; Statista, 2023). This unsustainable trend has been exacerbated by the rapid motorization observed in developing regions, leading to increased urban congestion, land-use inefficiencies, and escalating public health concerns. In response, **sustainable transportation planning** has emerged as a multidimensional framework that aligns mobility needs with environmental, social, and economic equity.

In post-conflict and transitional geographies such as the South Caucasus, transitioning from car-dependent infrastructure to rail-based, low-carbon, and regionally adaptive systems is not only an environmental necessity but also a means of fostering territorial cohesion and reconciliation. As emphasized in recent studies (Banister, 2023; Zhou & Mullaney, 2023), integrating modal shifts, emissions monitoring, and ecosystem-sensitive design into corridor planning is crucial for achieving SDG targets and long-term resilience.

Transportation activities have begun to change rapidly in the last half-century, and world cities have encountered problems. The emerging global challenges have also brought the concept of "sustainability" to the agenda and increased awareness.

The use of maritime routes in international transportation, which is given priority by imperial powers, also affects greenhouse gas emissions. Instead of maritime traffic, which is far from the region and sometimes has heavy crossings, railways that are close to local points and increase and develop regional opportunities can be gradually used. Countries must consider and plan the choice of railway in sustainable transportation.

The Role of Logistics Networks in Regional Development - The Importance of the Lachin and the Nakhchivan Corridors

Logistics corridors are increasingly seen not only as transportation channels but also as strategic instruments for regional transformation, especially in post-conflict contexts (Akhmedov, 2020; Osmanov & Yusupov, 2023). In the context of the South Caucasus, the Lachin and Nakhchivan corridors can be interpreted as strategic enablers of territorial reintegration, economic diversification, and infrastructural diplomacy. Their significance transcends national boundaries, offering the potential to re-anchor the South Caucasus within Eurasian trade and mobility systems. By facilitating shorter, more direct transit between Turkey, Azerbaijan, and Central Asia, these corridors not only reduce logistical costs but also provide spatial platforms for urban regeneration, agricultural export, and resilient rural supply chains. When embedded in a regional planning strategy grounded in inclusive governance and climate-sensitive design, logistics networks become agents of sustainable peace and development.

The international importance of the Nakhchivan corridor is hidden in the shortening of the route by 25% (Tütünsatar, 2022), the economy it will create and its capacity to provide fluidity. The development impact and importance it will bring to the region has long been understood.

It is expected that the approaches that pose an obstacle to this development will be overcome through cultural and public diplomacy.

Especially when the Nakhchivan corridor is opened, it will become an important corridor of a wide transition geography affecting Eurasia. Ensuring lasting and functional peace in the Karabakh region, located near the Caspian Sea, is essential for aligning regional reconstruction efforts with Sustainable Development Goals (SDGs), particularly those related to infrastructure, climate resilience, and inclusive growth.

The Lachin corridor will also be of value, especially in terms of ensuring that Armenia and the Armenian villages and communities in the Karabakh region live in peace beyond humanitarian aid.



As a result of sustainable transportation planning between cities, countries and continents, regional peace will be established, and the sustainable development of the region and countries will be achieved through transportation corridors.

In this study, which included travel, face-to-face interviews, and on-site observations on the Azerbaijan side, the observations of the Armenian side were incomplete. Future research should prioritize comprehensive fieldwork on the Armenian side, including spatial analysis of transport nodes, stakeholder interviews, and local development perceptions, in order to provide a more balanced understanding of corridor dynamics and regional interdependencies. Historical observations and interpretations of the side of the study that was expected to be conducted with Armenia were not included in the scope of the study. Strong ties also need to be established through cultural diplomacy.

For this purpose, media scans can be performed as in the source below. “Political powers use the media as the main tool for constructing its ideological hegemony. Because media provides an optimal environment to dictate and impose ideologies prescribed by the dominant discourse” (Umunç, 2014).

Peace in the region has come with increasing regional reconciliation processes, and it should now progress on a more reassuring path with sustainable transportation policies for the future. Regional development can only be achieved this way.

Approaches of Imperial Powers

From the perspective of U.S. foreign policy, post-Cold War strategies such as the Greater Middle East Initiative have emphasized geopolitical restructuring and the fragmentation of conflict zones as instruments of influence. In this study, the Laçhin and Nakhchivan corridors are discussed and the importance of the corridors to be opened to establish peace in a transition geography where hot conflicts are left behind. Therefore, the focus is on the basic needs of the region and its neighbourhoods.

China's Silk Road and spice routes were important transportation axes of Asia, the Middle East and Europe in the past. Nowadays, these roads should be discussed in an interdisciplinary context, in the form of corridors. However, as imperial interests come to the fore, regional balances are ignored.

The attitude of the imperial powers towards the Nakhchivan corridor and the negative regional effects it will create in the Karabakh region is left for future studies. Particularly the different approaches of China and the USA also attract attention. This may be the subject of other studies.

In addition, maritime routes increase their importance and density in international transportation, but they also increase greenhouse gas emissions. On the other hand, solutions should be produced within the region, near it. Railways that have contact with local points and increase regional development opportunities should be preferred. Countries should turn to railways for sustainable transportation. Studies on these issues can also be increased.

We hope that the future in the region will continue with peaceful and vibrant settlements...

Discussion and Conclusion

This study has investigated the strategic role of the Lachin and Nakhchivan corridors in advancing sustainable development, promoting spatial reintegration, and enabling post-conflict reconstruction in the South Caucasus. The integrated methodological approach—combining spatial analysis, scenario forecasting, and SWOT—enabled the study to generate context-specific insights, linking empirical field observations with theoretical models of sustainable reconstruction in post-conflict geographies.

Based on fieldwork carried out in Azerbaijan in November 2023, the research offered



observations from urban and rural areas directly impacted by current and potential transport corridor developments. While data from the Armenian side could not be included due to political and logistical constraints, its future integration offers significant potential for comparative regional diplomacy and cross-border planning research.

By integrating scenario-based spatial forecasting and SWOT analysis into the methodological framework, the study demonstrates how qualitative tools can effectively guide policy planning in conflict-affected geographies characterized by uncertainty and limited data availability.

The scenario-based forecasting and SWOT analysis revealed that while political risks and infrastructure gaps remain critical weaknesses, the corridors offer substantial strengths—particularly in reconnecting fragmented regions and fostering cross-border cooperation. Opportunities such as integration into the Belt and Road Initiative (BRI) or TRACECA platforms could help transform these routes into resilient logistics backbones that contribute to long-term spatial and economic sustainability.

However, the geopolitical landscape remains fragile. Competing global interests—particularly those of China, the United States, and Russia—may shape the direction of corridor development. The different attitudes of these powers toward regional connectivity warrant further investigation. Additionally, the growing prominence of maritime trade brings environmental consequences, highlighting the urgency of investing in rail-based, low-emission, regionally connected infrastructure.

In conclusion, the Lachin and Nakhchivan corridors must be understood not solely as logistical routes but as strategic infrastructures that facilitate spatial reconciliation, regional transformation, and peace-oriented development. Their strategic utility lies in reconnecting fragmented geographies, facilitating inclusive regional development, and anchoring peacebuilding efforts in concrete, built environments. For these routes to fulfill their developmental and diplomatic potential, to unlock the full potential of these corridors, policymakers must establish multi-scalar coordination mechanisms, prioritize long-term investments in green infrastructure, and align planning processes with internationally recognized sustainability frameworks, such as the SDGs and regional transport accords. Moreover, the study underscores the importance of embedding local participation and environmental resilience within corridor planning. Accordingly, the Lachin and Nakhchivan corridors may serve as replicable models of adaptive post-conflict reconstruction that integrate environmental resilience, local participation, and multiscalar diplomacy—offering insights not only for the South Caucasus but also for other fragile regions navigating transition.

Ethical Declaration

This study adheres to established ethical guidelines and academic integrity principles throughout its design, fieldwork, and reporting phases. All data collection followed informed consent protocols, and no part of the research was submitted elsewhere for evaluation.

Declaration of Conflict

There is no potential conflict of interest in the study.

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The Effect of Social Media Influencers and Advertising on the Online Shopping Behavior of Different Generations

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Abstract

This study investigates the effect of social media influencers and online advertisements on the online shopping behavior of different generations-namely Baby Boomers, Generation X, Generation Y and Generation Z-in Kahramanmaraş, Turkey. The aim is to examine whether there are significant generational differences in responses to digital marketing tools, which is a gap often overlooked in existing literature. A face-to-face survey was conducted with 384 participants selected using proportional sampling, based on demographic data, between December 2019 and July 2020. Data were analyzed using the Chi-square test. The results revealed statistically significant differences in online shopping behavior influenced by celebrities/influencers in terms of generation, marital status, education level, credit card usage and time spent on social media. Similarly, significant relationships were found between online shopping behavior influenced by online advertisements and variables such as education level, monthly income, credit card usage and time spent on social media. These findings highlight the need for generation-specific education and awareness programs focused on safe online shopping and responsible social media use.

Keywords

Online Shopping, Generations, Social Media, Influencer, Internet Advertisements

Introduction

Communication is defined as the transfer of emotions and thoughts between individuals. Advances in internet and information technologies have enabled individuals and organizations to access information universally and rapidly. Access to information, following current events, interaction, content creation, banking, shopping, and other daily activities can be carried out practically through the internet and social media, which also offer advantages such as socializing and broadcasting, thus forming the foundation of the information society (Çakmak and Müezzini, 2018; Kırık, 2017; Theocharidis et al., 2019; Yıldırım and İpek, 2020). These developments have paved the way for the rapid increase in social media usage worldwide.

As of January 2024, there are 57.5 million social media users in Türkiye, which corresponds to 66.8 percent of the total population. 47.1 percent of social media users are female and 52.9 percent are male (We Are Social, 2024). Due to this extensive usage, almost every consumer brand maintains a presence on social media platforms, and advertisers and marketers integrate social media into their

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digital strategies (Ashley and Tuten, 2015). The advantages offered by social media have also led to significant changes in advertising. Traditional advertisements (TV, newspapers, etc.) require lengthy preparation to reach audiences, whereas internet advertising can reach consumers quickly (Gürün, 2020; Gürün and İkikat Tümer, 2021). Internet advertising offers benefits such as faster transactions, lower costs, and the ability to reach large audiences simultaneously.

With the diversification of internet advertising and technological advancements, digital marketing methods have also evolved. Banner ads, one of the earliest forms of internet advertising, remain actively used today. Mobile marketing segments consumer groups based more on behavioral characteristics than demographic features. Online advertisements are often personalized according to consumers' or potential consumers' interests based on observed online behaviors (Shankar, 2016; Devam, 2019; Bal and Okkay, 2022).

These developments have increased the importance of social media influencers and strengthened their impact on consumer behavior. With the rise of digital marketing, social media celebrities, micro-celebrities, or influencers have emerged, who share lifestyle content or specific information to reach large audiences and gain high follower counts. These influencers regularly produce content, endorse brands, and can affect online shopping behaviors of consumers from different generations (Dhanesh and Duthler, 2019; Ki et al., 2020; Öztekin et al., 2021; Oktay and Korkmaz, 2022; Veirman et al., 2017).

Evaluating the characteristics of generations and their interactions with technology is critical for understanding these effects. Sociologist Karl Mannheim developed the theory of generations in 1923. According to chronological classification, individuals born between 1946-1964 are called Baby Boomers, those born 1965-1976 belong to Generation X, 1977-1994 are Generation Y, and 1995-2009 are Generation Z. The digitalization process has sparked discussions about individuals' relationships with technology based on generational demographic characteristics. Significant differences are observed among generations in purchasing behaviors (Castellano, 2014; Codrington, 2008; Chen and Chou, 2019; Choudhary, 2014; Crumpacker and Crumpacker, 2007; Hawkins and Motherbaugh, 2010; Goh and Lee, 2018; Lancaster and Stillman, 2002; Levickaite, 2010; McCrindle and Wolfinger, 2009; Pilcher, 1994; Peltekoğlu, 2012; Subramanian, 2017; Şahin and İtil, 2019; Williams and Page, 2011).

Within this context, many studies have investigated the differences between generations in social media and digital marketing fields. The literature includes research on social media's impact on Generation Y's purchasing behaviors (Baycan, 2017; Budiman, 2021; Davidaviciene et al., 2019; Şener and Yücel, 2020), purchases of products or services advertised on social media by Generations Y and Z (Akdere and Karamaz, 2023; Kara, 2022; Kara and Varan, 2023), and the influence of social media influencers or celebrities on consumers' purchasing decisions (Anbarlı, 2022; Bayraktar, 2020; Çopuroğlu, 2022; Geng et al., 2020; Kahraman and Çakır, 2021; Karataş and Eti, 2022; Köprülü and Turhan, 2023; Ku et al., 2019; Lisichkova and Othman, 2017; Młodkowska, 2019; Tanrikulu, 2022). However, regional studies encompassing all generations and comparing these effects remain limited. Research conducted in Kahramanmaraş also exhibits gaps in this regard.

Methodology

The sample size was calculated using the Proportional Sampling method (Newbold, 1995) with a 95% confidence level and 5% margin of error, resulting in 384 participants. The formula used is:

$$n = \frac{N * p * (1 - p)}{(N - 1) * \sigma_p^2 + p * (1 - p)}$$

In the formula;

n : Size of the sample,



N : Number of households in the population (969370),

σ^2_p : Variance of the ratio,

p : Shows the proportion of households in the population that shop online (5%).

Surveys were conducted face-to-face in Kahramanmaraş between December 2019 and July 2020. Participants were categorized into Baby Boomers (58), Generation X (77), Generation Y (130), and Generation Z (119) based on Turkey's 2019 population age distribution (TUIK, 2019) and generational definitions introduced earlier. The larger number of Generation Y respondents reflects the population structure of Kahramanmaraş.

The questionnaire assessed the influence of social media influencers and online advertisements on internet shopping behavior. Data analysis included descriptive statistics and Chi-square tests, which are suitable for nominal data to test group differences (McHugh, 2013).

In the study conducted in Kahramanmaraş province, the survey was mostly conducted with Y generation individuals with 33.9%. In this study, which included individuals using the Internet, the ages of the consumers ranged between 15 and 70, and the average age was found to be 35.8 years (Table 1).

Table 1. *Age Classification and Distribution of Generations in Kahramanmaraş Province*

Age range	Generations	N	%
55-70	Baby boom	58	15.0
43-54	Generation X	77	20.1
25-42	Generation Y	130	33.9
15-24	Generation Z	119	31.0
Mean (35.8 years)	Total	384	100.0

218 (56.8%) of the consumers are women and 166 (43.2%) are men. It was determined that 14.2% of female consumers are baby boomers, 23.4% are Generation X, 29.4% are Generation Y and 30.0% are Generation Z. 16.3% of men are in the Baby Boom generation, 15.6% are in the X generation, 39.8% are in the Y generation and 28.3% are in the Z generation. It was determined that 175 (45.6%) of the participants were single and 209 (54.4%) were married. 36.8% of those who are married are Generation Y and 62.5% of those who are single are Generation Z. In the study, the average number of household members was calculated as 4.52 people. It was determined that 207 (53.9%) of the participants had a household with 5 or more individuals. 40.7% of Generation Y have 4 or fewer people living in their households, while 38.2% of Generation Z have 5 or more people living in their households. It was calculated that 117 (30.5%) of the consumers' households had a monthly income of 3400 TL or less, 161 (41.9%) had a monthly income of 3401-5000 TL, and 106 (27.6%) had a monthly income of 5001 TL or more. The average total monthly income of the household was determined as 4600.78 TL. Generation Y individuals constitute 36.8% of consumers with a total monthly income of 5001 TL or more (Table 2). In his study, Çil (2021) determined that 559.3 of the generations doing online shopping in Karaman province are female individuals and 59.0% of the participants in the study are Generation Y, and the majority of them are people with an income of 2000 TL or less.

Table 2. *Socio-Demographic and Economic Characteristics of Generations*

		Baby boom		Generation X		Generation Y		Generation Z		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Female	31	14.2	51	23.4	64	29.4	72	33.0	218	100.0
	Male	27	16.3	26	15.6	66	39.8	47	28.3	166	100.0
	Total	58	15.0	77	20.1	130	33.9	119	31.0	384	100.0



Marital status	Single	3	1.7	9	5.1	53	30.7	110	62.5	175	100.0
	Married	55	26.3	68	32.6	77	36.8	9	4.3	209	100.0
	Total	58	15.0	77	20.1	130	33.9	119	31.0	384	100.0
Number of family members (persons) (mean 4.52)	≤4	30	16.9	35	19.8	72	40.7	40	22.6	177	100.0
	≥5	28	13.5	42	20.3	58	28.0	79	38.2	207	100.0
	Total	58	15.0	77	20.1	130	33.9	119	31.0	384	100.0
Income (mean 4600.78 TL/ Month)	≤3400	16	13.7	21	17.9	39	33.3	41	35.0	117	100.0
	3401-5000	24	14.9	30	18.6	52	32.3	55	34.2	161	100.0
	≥5001	18	17.0	26	24.5	39	36.8	23	21.7	106	100.0
	Total	58	15.0	77	20.1	130	33.9	119	31.0	384	100.0

142 (37.0%) of the survey participants are high school graduates and 130 (33.9%) are university graduates. Generation Z constitutes 46.4% of high school graduates, and Generation Y (63.2%) constitutes the majority of consumers with postgraduate education. It was determined that the education levels of 310 (80%) of the individuals participating in this study were high school, university and graduate (Table 3). In a research conducted throughout Türkiye, it was determined that 29.2% of the individuals participating in the survey had high school education, 44.7% had undergraduate education and 15.6% had postgraduate education (Koçer ve Aysel, 2019).

Table 3. Education Levels of Generations

	Baby boom		Generation X		Generation Y		Generation Z		Total	
	N	%	N	%	N	%	N	%	N	%
Illiterate	1	50.0	1	50.0	-	-	-	-	2	100.0
Literate	4	36.4	5	45.4	2	18.2	-	-	11	100.0
Elementary	6	26.1	8	34.8	7	30.4	2	8.7	23	100.0
Secondary	12	31.6	13	34.2	10	26.3	3	7.9	38	100.0
High school	21	14.8	19	13.4	36	25.4	66	46.4	142	100.0
Bachelor	12	9.2	25	19.2	51	39.2	42	32.2	130	100.0
Master- PhD	2	5.2	6	15.8	24	63.2	6	15.8	38	100.0
Total	58	15.0	77	20.0	130	34.0	119	31.0	384	100.0

It was determined that 353 (91.9%) of the individuals in the research area had a social media account, 152 (43.1%) of those who used social media spent between 2 and 3 hours a day, and 73.9% of Generation Z spent 4 hours or more on social media. It was determined that 59.0% of Generation Z individuals were influenced by advertisements promoted by celebrities/social media influencers (Table 4). Sarıtaş and Barutçu (2016) examined that 39.0% of individuals in Turkey spend 1-2 hours a day on social media.

Table 4. Generations' Social Media Usage and Influence of Celebrities and Influencer

	Baby boom		Generation X		Generation Y		Generation Z		Total	
	N	%	N	%	N	%	N	%	N	%



Social media use	No	23	74.2	3	9.7	1	3.2	4	12.9	31	100.0
	Yes	35	9.9	74	21.0	129	36.5	115	32.6	353	100.0
	Total	58	15.0	77	20.1	130	33.9	119	31.0	384	100.0
Time	≤1	28	24.8	52	46.0	22	19.5	11	9.7	113	100.0
	2-3	7	4.6	21	13.8	85	55.9	39	25.7	152	100.0
	≥4	-	-	1	1.1	22	25.0	65	73.9	88	100.0
	Total	35	9.9	74	21.0	129	36.5	115	32.6	353	100.0
Celebrity-Influencer effect	No	56	22.4	69	27.6	85	34.0	40	16.0	250	100.0
	Yes	2	1.5	8	6.0	45	33.5	79	59.0	134	100.0
	Total	58	15.0	77	20.1	130	33.9	119	31.0	384	100.0

Findings

It was determined that 61 (15.9%) of the participants in the study always examined internet advertisements, and 152 (39.6%) examined internet advertisements if they were related to the product they were interested in. It was determined that 39.7% of Generation Y and 39.3% of Generation Z found social network (Facebook-Youtube-Instagram) advertisements reliable. It was determined that 250 (65.1%) of the consumers were not influenced by influential/famous people recommending products or brands on social media, while 134 (34.9%) were influenced. It was determined that there were 171 (44.5%) consumers who ignored internet advertisements. It has been determined that 15.8% of baby boomers ignore e-advertisements, 23.0% of Generation X. It was determined that 147 (38.3%) of the consumers were influenced by internet advertisements and made e-commerce expenditures (Table 5). Şişman (2022) found that generation Y is attracted to and generation Z is influenced by advertisements with original content and shows purchasing behavior on social media.

Table 5. Examining Consumers' Attitudes Towards Advertisements

		Baby boom		Generation X		Generation Y		Generation Z		Total	
		N	%	N	%	N	%	N	%	N	%
Internet ad review status	Always	8	13.1	14	23.0	24	39.3	15	24.6	61	100.0
	The product I am interested in is	23	15.1	28	18.4	52	34.2	49	32.3	152	100.0
	I ignore	27	15.8	35	20.5	54	31.5	55	32.2	171	100.0
	Total	58	15.0	77	20.1	130	33.9	119	31.0	384	100.0
Trust in social network ads	No	43	26.9	45	28.1	41	25.6	31	19.4	160	100.0
	Yes	15	6.7	32	14.3	89	39.7	88	39.3	224	100.0
	Total	58	15.0	77	20.1	130	33.9	119	31.0	384	100.0
shopping status	No	40	16.9	50	21.1	71	30.0	76	32.0	237	100.0
	Yes	18	12.2	27	18.4	59	40.1	43	29.3	147	100.0
	Total	58	15.0	77	20.1	130	33.9	119	31.0	384	100.0

The relationship between online shopping due to celebrity influence and generations ($p<0.01$), marital status ($p<0.01$), education ($p<0.10$), using credit card ($p<0.05$), time spent on social media ($p<0.01$). To explore the differences, chi-square analysis was applied, and a meaningful statistical variation was observed between the groups. 96.6% of those who do not shop online due to the influence of celebrities are Baby Boomers, and 66.4% of those who shop online due to this influence are Generation Z individuals. 85.6% of those who do not shop under the influence of celebrities are married. It has been determined that 69.0% of individuals with a high school education level or less, and 60.1% of those with a university education level or above, are not influenced by the famous influencer in internet shopping. 67.2% of individuals using credit cards do not shop under the influence of celebrities. The findings indicate that 85.8% of participants who spend one hour or less on



social media per day do not engage in online shopping under the influence of celebrities or influencers. In contrast, 62.5% of those with a daily social media usage of four hours or more reported being influenced by such figures in their online purchasing behavior (Table 6).

Table 6. *Examining the Effect of Celebrity/Influencer on Generations' Internet Shopping (%)*

	Famous- Those who do not shop with the influence of the influencer	Famous- Shoppers with the influence of the influencer	Total	Chi-square value (P value)
Generations				
Baby boom	96.6	3.4	100.00	97.550*** (0.000)
Generation X	89.6	10.4	100.00	
Generation Y	65.4	64.6	100.00	
Generation Z	33.6	66.4	100.00	
Total	65.1	34.9	100.00	
Marital status				
Single	40.6	59.4	100.00	85.179*** (0.000)
Married	85.6	14.4	100.00	
Total	65.1	34.9	100.00	
Education				
≤ High school	69.0	31.0	100.00	3.267* (0.071)
≥ Bachelor	60.1	39.9	100.00	
Total	65.1	34.9	100.00	
Using credit card				
No	52.7	47.3	100.00	4.329** (0.037)
Yes	67.2	32.8	100.00	
Total	65.1	34.9	100.00	
Spent on social media time (hour/day)				
≤1hour	85.8	14.2	100.00	50.237*** (0.000)
2-3 hour	59.9	40.1	100.00	
≥4 hour	37.5	62.5	100.00	
Total	62.6	37.4	100.00	

*** (0.01), ** (0.05), * (0.10)

The relationship between online shopping influenced by social media advertisements and variables such as education, income level, credit card usage ($p < 0.01$), and time spent on social media ($p < 0.05$) was examined using the chi-square test, revealing statistically significant associations. Specifically, 52.4% of individuals with a university degree or higher reported shopping influenced by internet advertisements. Conversely, 76.1% of those with a low monthly income were not affected by such advertisements. Additionally, 41.6% of credit card users shopped under the influence of internet advertisements, while 81.8% of non-users did not. Among individuals who use social media for 2-3 hours daily, 48.7% made purchases influenced by internet advertisements (Table 7).

Table 7. *Examining the Effect of Social Network Advertisements on Generations' Internet Shopping (%)*

	Those who do not shop due to the influence of internet advertisements	Shoppers influenced by internet advertisements	Total	Chi-square value (P value)
Education				
≤ High school	72.7	27.3	100.00	25.131*** (0.000)
≥ Bachelor	47.6	52.4	100.00	
Total	61.7	38.3	100.00	
Income				
low level	76.1	23.9	100.00	27.196*** (0.000)
intermediate	64.0	36.0	100.00	
high level	42.5	57.5	100.00	
Total	61.7	38.3	100.00	



Using credit card				
No	81.8	18.2	100.00	10.976*** (0.001)
Yes	58.4	41.6	100.00	
Total	61.7	38.3	100.00	
Spent on social media time (hour/day)				
≤1 hour	65.5	34.5	100.00	7.991** (0.018)
2-3 hour	51.3	48.7	100.00	
≥4 hour	67.0	33.0	100.00	
Total	59.8	40.2	100.00	

*** (0.01), ** (0.05)

Conclusion

This study examined the influence of celebrities/influencers and social media advertisements on online shopping behavior across different generations in Kahramanmaraş. The findings indicate that Generations Y and Z are more inclined to engage in online shopping influenced by social media ads and influencers compared to Baby Boomers and Generation X. Generation Y tends to review online advertisements more when interested in products; however, the tendency to ignore online ads is high across all generations. Nevertheless, Generations Y and Z perceive social media advertisements as more trustworthy than other generations.

Chi-square test results revealed significant associations between online shopping behavior influenced by celebrity/influencer effects and variables such as generation, marital status, education level, credit card usage, and time spent on social media. Similarly, online shopping behavior influenced by social media advertisements showed significant differences in terms of education level, monthly income, credit card use and social media usage time.

To promote conscious and safe online shopping, it is recommended to increase information dissemination and educational activities tailored to the characteristics of each generation regarding social media use and secure online purchasing.

Ethical Declaration

During the writing process of the study “*The Effect of Social Media Influencers and Advertising on the Online Shopping Behavior of Different Generations*” scientific rules, ethical and citation rules were followed. No falsification was made on the collected data and this study was not sent to any other academic publication medium for evaluation.

Statement of Contribution Rate of Researchers

The contribution rates of the authors in the study are equal.

Declaration of Conflict

There is no potential conflict of interest in the study.

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The Right to be Lazy

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Absract

The book “The Right to be Lazy” was written by Paul Lafargue and was first published in 1883. Paul Lafargue was born in Cuba in 1842 and is a French thinker, economist and journalist. Lafargue married Karl Marx's daughter, Laura, and his views were influenced by Marxist ideas. The book titled The Right to be Lazy presents the working spirit, social morality and order of its period to the readers with a descriptive narrative. The author conveys his ideas to the reader with examples and humorous expression. In fact, the author is not against working, but rebels against working hours being far above human conditions. In this book, the author criticizes the sanctification of work and presents a discourse against the Christian morality, economists and free thought ethics of the period.

Keywords: Right, Lazy, Lafargue, Book

Introduction

The author emphasizes that the ideal working time should be limited to three hours and argues that people should rest and have fun in the remaining spare time. While defending the right to lazy, the author actually defended the right to leisure. But capitalists' production and consumption idea is never satisfied. They constantly try to attract consumption by finding new markets, and The consumption activates production process. The working class is literally trapped in this wheel of production. According to the book, the proletariat continues to work outside humane conditions but without much reaction. But They are not aware that the more they work, the poorer they become. The proletariat has never even thought of wearing the wonderful fabrics they produce or drinking the delicious drinks they produce. They literally produce happiness for those around them, but they themselves are in pitiful misery. Even the machines used in production could not provide freedom to the proletariat, because the proletariat literally competes with the machines and tries to surpass the machines in performance.

The book titled The Right to be Lazy consists of 4 chapters. The author begins the first chapter with the motto "Let's be lazy in everything except loving, drinking and being lazy." In this chapter, the author mentions that nations living under the influence of capitalist civilization work to the extent of negatively affecting the life of the working class and make this a desire. The author criticized clergy, economists and ethicists for sanctifying work. Lafargue expects clergy, economists and ethicists to criticize the hard work of the workers. The author stated that the proletariat class, for which he had great expectations, disappointed him and worked hard, without reaction, by adapting to the capitalist system network.

The author started the second chapter with the title "The blessings of work." In the second chapter, the author argues that the period they lived in was called the century of work, but in fact this century was the century of pain and sorrow. In this chapter, the author mentions that the work has reached terrible

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dimensions. In that days, women who bring happiness to their families are not forced to work in their homes but in factories that are modern prisons, under humane conditions, women were weaned, and children lost their joy and color and were literally tortured. In that days, women who bring happiness to their families are not forced to work in their homes but in factories that are modern prisons, under humane conditions, women were weaned, and children lost their joy and color and were literally tortured. The author mentions that even children were forced to work under inhumane conditions. The author criticized the proletariat for remaining silent and dragging their families into this terrible order. Women were separated from their families and forced to work in mines. Poor children were forced to work 12-hour days before they could live their childhood. For eighteenth-century moralists, the ideal work day was 12 hours. The author depicted the lives of the people of his time in his book. The author suggested that the proletariat rebel and demand to work three hours a day and spend the rest of their time resting and having fun.

The author has introduced the third chapter of the book with the title "consequences of overproduction". In this chapter, the author mentions that humans compete with machines in work. The author gave the following example in his book: "While a well-employed woman can knit only five nets in a minute with needles, a knitting machine knits 30,000 nets in the same time. In other words, one minute of machinery is equal to one hundred hours of a working woman's time, or one minute of working time of the machine gives the working woman ten days of rest. What is true for the knitting industry is also true for almost all industrial facilities operating with modern machines." But then the author stated that instead of using this leisure granted by the machines, the workers started to work more by competing with the machines. The author states that capitalists' entertainment and rest times are actually sacrificing production, suffering and leisure for the proletariat. Because the proletariat would work and produce so that the capitalists can consume and live their glorious lives. The author then mentioned that capitalists were no longer able to consume surplus products, so they started looking for new markets to consume what they produced. According to book, the new problem of capitalists is no longer finding workers, but finding new consumers. Capitalists must search for new consumers and create searches and needs that will whet the appetites of new consumers.

The author introduces the fourth chapter of the book with the title New Songs for New Music. The motto of this chapter is "O laziness, have mercy on us with our long troubles and sorrows! O laziness, mother of arts and noble virtues, be a mercy to the sufferings of humanity!" It is in the form. In this chapter, the author punished the capitalists with the metaphors he created and made them look funny in the eyes of the reader. In his metaphors, the author may have sometimes made the capitalists, blinded by their ambitions, empathize by placing them in derogatory stereotypes such as bald, fat, vagabond, dull-faced

Discussion and Conclusion

Paul Lafargue presented the period he lived in his work *The Right to Lazy* very effectively like a theatre piece. The main action that Paul Lafargue criticises is the sanctification of work and placing it at the centre of the purpose of human life. In his work, Lafargue emphasised that people violate each other's rights in order to work more. Lafargue argues that work should only be planned to make leisure productive. Lafargue believed that people could work less and have more time for themselves, especially with technological advances. While Lafargue defended the right to leisure, he also advised people to spend their leisure productively. He advised people to spend their leisure with creative and self-developing activities. The laziness described by Lafargue in his book does not actually mean sitting around doing nothing.

Ethical Declaration

During the writing process of the study "*The Right to be Lazy*" scientific rules, ethical and citation rules were followed. No falsification was made on the collected data and this study was not sent to any other academic publication medium for evaluation.

Declaration of Conflict

There is no potential conflict of interest in the study.



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