

DİJİTAL ORTAMDA LÜKS TÜKETİM: KÜLTÜREL FARKLILIKLARIN VE ONLINE ALIŞVERİŞ SIKLIĞININ SATIN ALMA PRATİKLERİ ÜZERİNDEKİ ETKİSİ

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ÖZET

Dijitalleşmenin hızla yayılması ve lüks markaların çevrimiçi platformlarda daha etkin hale gelmesi, tüketici davranışlarında önemli değişimlere yol açmıştır. Lüks tüketim, bireylerin temel ihtiyaçlarını karşılamaktan öte, sosyal statü ve prestij göstergesi olarak algıladıkları ürün ve hizmetlere yönelmelerini ifade ederken; dijital satın alma, bireylerin internet aracılığıyla zamandan ve mekândan bağımsız olarak ürün ve hizmetlere ulaşmalarını sağlayan alternatif bir alışveriş biçimi olarak ortaya çıkmıştır. Dijitalleşme ile birlikte dijital satın alma olanaklarının ve kanallarının artması, bu ortamlarda sunulan ürün ve hizmet çeşitliliğinin de çoğalmasına neden olmuş, böylece lüks tüketim ürünlerinin dijital mecralardan tedarik edilmesi yaygınlaşmıştır. Hem lüks tüketim eğilimleri hem de dijital satın alma davranışları, kültürel farklılıkların etkisiyle şekillenen kavramlar olup, bu bağlamda değerlendirilmesi gereken önemli unsurlardır. Bu çalışmada, kültürel bağlamların lüks ürünlerin dijital ortamda satın alınma biçimlerini nasıl şekillendirdiği ve lüks tüketim eğilimi ile dijital satın alma davranışı arasındaki ilişki incelenmiştir. Anket aracılığıyla veri toplanan araştırma, Karabük ilinde yaşayan ulusal ve uluslararası öğrenciler üzerinde yürütülmüş; anket lüks tüketim eğilimleri ile dijital satın alma davranışlarının kültürel farklılıklar açısından farklılık gösterip göstermediği analiz edilmiştir. Yapılan analizler sonucunda, lüks tüketime yönelik eğilim ile dijital satın alma davranışı arasında pozitif yönlü bir ilişki tespit edilmiş; lüks tüketime eğilimi yüksek bireylerin dijital platformlar üzerinden daha sık alışveriş yaptığı belirlenmiştir. Ayrıca, çevrimiçi alışveriş sıklığının hem lüks tüketim eğilimini hem de dijital satın alma davranışını anlamlı düzeyde etkilediği ortaya konmuştur. Araştırma bulguları, lüks tüketimin dijital platformlar aracılığıyla yeni bir boyut kazandığını, bireylerin tüketim tercihlerinin dijitalleşmeyle birlikte yeniden şekillendiğini ve tüketim kalıplarının dijital dönüşüm ve değişen dünya koşullarına uyum sağladığını göstermektedir.

Anahtar Kelimeler: Lüks Tüketim, Dijital Satın Alma, Online Satın Alma, Kültürel Farklılıklar, Tüketici Davranışı

Jel Kodları: M30, M31, M39.

LUXURY CONSUMPTION IN THE DIGITAL ENVIRONMENT: THE IMPACT OF CULTURAL DIFFERENCES AND ONLINE SHOPPING FREQUENCY ON PURCHASING PRACTICES

ABSTRACT

The rapid spread of digitalization and luxury brands becoming more active on online platforms have led to significant changes in consumer behavior. While luxury consumption refers to individuals' orientation towards products and services that they perceive as indicators of social status and prestige beyond meeting their basic needs, digital purchasing has emerged as an alternative form of shopping that enables individuals to access products and services independently of time and space via the internet. The increase in digital purchasing opportunities and channels with digitalization has led to an increase in the variety of products and services offered in these environments, and thus the procurement of luxury consumption products through digital channels has become widespread. Both luxury consumption trends and digital purchasing behaviors are concepts that are shaped by cultural differences and are important elements that should be evaluated in this context. This study examines how cultural contexts shape the way luxury products are purchased digitally and the relationship between luxury consumption tendency and digital purchasing behavior. The research, which was conducted on national and international students living in Karabük province, analyzed whether luxury consumption tendencies and digital purchasing behaviors differ in terms of cultural differences. As a result of the analysis, a positive relationship was found between the tendency towards luxury consumption and digital purchasing behavior; it was determined that individuals with a high tendency towards luxury consumption shop more frequently on digital platforms. In addition, it has been revealed that online shopping frequency significantly affects both luxury consumption tendency and digital purchasing behavior. Research findings show that luxury consumption has gained a new dimension through digital platforms, individuals' consumption preferences have been reshaped with digitalization, and consumption patterns have adapted to digital transformation and changing world conditions.

Keywords: Luxury Consumption, Digital Purchasing, Online Purchasing, Cultural Differences, Consumer Behavior

Jel Codes: M30, M31, M39.

1. INTRODUCTION

Although human beings are productive by nature, they have become increasingly consumption-oriented in today's world. In the capitalist world, the culture of consumption has turned into an obsession for people striving to meet their never-ending needs. Rapidly advancing technology, economic, and social changes are unconsciously steering societies toward a consumption-oriented lifestyle, taking consumption beyond merely meeting basic needs (Köse and Çakır, 2016, p. 28). Driven by the desire to be social and to be part of a larger structure, humans shape their decisions and behaviors in this direction. They engage in consumption that represents the group to which they feel they belong, whether for religious, political, social, or economic reasons. In this process, they turn to luxury consumption as one of the ways to express themselves. Luxury consumption is a phenomenon that has persisted throughout history and is constantly evolving (Aydın, 2022, p. 33).

The concept of luxury has historically been linked to wealth, autonomy, and power. The increase in consumers' spending power and the impact of globalization have supported the spread of luxury goods. Furthermore, as consumer culture has become widespread across all segments of society, luxury has now become accessible even to ordinary individuals (Brun and Castelli, 2013).

Luxury consumption typically relies on the symbolic meanings of products rather than their tangible benefits. In other words, while the basic material or utility value of luxury products takes a backseat, the spiritual image and prestige they offer come to the forefront. Luxury brands are perceived not so much as a means of physiological or economic benefit, but rather as a tool for enhancing social status, and are chosen for this reason (Tıǧlı & Akyazgan, 2003, p. 22). Indeed, today's consumers have expanded the concept of need beyond its basic and fundamental meaning, prioritizing needs imbued with various meanings—such as image, status, ostentation, and message-conveying—rather than needs focused on basic utility (Sayın and Terzi, 2023, p. 159–160). From this perspective, individuals have shifted their preferences for

products and services away from functional or economic features toward those with luxury features that convey a message.

Digitalization and technological advancements have accelerated the transformation of the luxury goods market, making it easier for consumers to access luxury products through digital purchasing platforms. Luxury consumption trends, combined with the growing popularity of digital shopping, are enabling consumers to access luxury products more quickly and easily. Digital shopping is a form of retail that allows consumers to compare products and seek opinions from other shoppers without the hassle of visiting stores, and without getting tired or bored. Compared to traditional shopping, it offers easier and faster access to information, a wider range of products, and savings in both time and money. The expansion of these opportunities has necessitated extensive research to understand the effects of digital shopping on consumer behavior (Armağan and Turan, 2012, p. 17–18).

While the COVID-19 pandemic negatively impacted many sectors, the e-commerce sector saw a significant increase. Factors such as people's tendency to reduce physical contact and restrictions on going out brought traditional retail activities to a standstill. The retail sector, in particular, has been one of the sectors most severely impacted by the pandemic due to lockdowns and disruptions in the supply chain. This process has accelerated the shift from physical stores to digital platforms (Ticimax, 2024).

Moving beyond the immediate crisis period, empirical evidence from the 2024–2025 period confirms that the shift toward digital channels has fundamentally altered consumer psychology, transforming what were once temporary pandemic-driven coping mechanisms into permanent, structurally embedded shopping habits. Recent longitudinal analyses demonstrate that post-pandemic consumers continue to prefer online platforms not merely for convenience, but due to a permanent cognitive recalibration regarding digital trust, transaction efficiency, and expanded product assortments, which effectively prevents a return to pre-pandemic traditional retail paradigms (Kim & Park, 2024; Smith & Zhao, 2025).

Based on this, the study aims to examine the relationship between luxury consumption trends and digital purchasing behaviors. The focus of the research is to understand the relationship between luxury consumption trends and digital purchasing behaviors among Turkish and international students living in Karabük province. The study addresses the impact of culture on luxury consumption trends and digital purchasing, as well as the relationship between luxury consumption and digital shopping variables.

2. LUXURY AND LUXURY CONSUMPTION

The word “luxury” has Latin roots and entered our language via the French word “luxe.” This term conveys the meanings of a penchant for pleasure and entertainment. The English word “luxury,” the Italian “lusso,” and the Spanish and Portuguese ‘lujo’—all derived from the same root—also stem from the Latin term “luxus.” “Lexus” carries the meanings of excess and ostentation in Latin, which forms the basis of the concept of luxury in all these languages (Dubois, Czellar, and Laurent, 2005, p. 115). Luxury is a concept that encompasses excessive spending in areas such as lifestyle and clothing, involves non-ordinary and expensive pleasures, and includes non-essential, excessive expenditures (Turkish Language Association, 2024).

The concept of luxury is examined from various perspectives across different disciplines such as economics, sociology, and psychology. From an economic perspective, luxury is defined by specific price points, while from a sociological perspective, luxury goods are viewed as items consumed to validate and display individuals’ social status. In the field of psychology, the motivational sources behind the consumption of luxury goods are examined to understand individuals’ internal and external motivations (De Barnier, Falcy, and Valette-Florence, 2012, p. 3)

In the 20th century, the rise in demand for luxury in European societies, driven by cultural transformations, income growth, and the increasing prominence of status, led to the concept of luxury consumption becoming more distinct. According to Dubois and Duquesne (1993), one of the primary functions of luxury consumption is

to make the social class to which an individual belongs visible and to reinforce a sense of superiority over lower-status classes. Bocock (2009), however, states that much deeper meanings are attributed to the objects consumed and that these objects are used as a means of reflecting the consumer's identity.

Botton and Armstrong (2013) approach the concept of luxury consumption from a different perspective, defining luxury as a product that is widely appreciated by the masses and transformed into a necessity through appropriate presentation. According to Botton and Armstrong, for example, a silk shirt is not merely an expensive textile product but is presented as an element that reinforces personal value perceptions through its soft texture, elegant appearance, and the connotation of "exclusivity" derived from the past. Similarly, a luxury automobile is not merely a means of transportation but appeals to an individual's desire for self-realization through its technological superiority, status symbolism, and aesthetic design.

According to Veblen (2022), luxury consumption is based on two main motivations: the individual's desire to demonstrate their status within their social class and the desire to develop a sense of superiority over those in a lower social position (Yıldız, 2018, p. 17).

According to Odabaşı and Barış, luxury consumption must be analyzed in two stages based on concrete and hedonic benefits. Concrete benefits—such as food, clothing, and tools like cars, computers, and cell phones—functionally satisfy the individual's physiological needs. Psychological benefits, where aesthetic and pleasure-seeking elements take center stage, are categorized as hedonic benefits. There are many products and services that offer hedonistic benefits in addition to their performance (Odabaşı and Barış, 2011, p. 107).

For products and services categorized as "new luxury" —which embody higher levels of quality, appeal, and desirability compared to other product categories but are more reasonably accessible—there exists a consumer base willing to pay a premium price (Silverstein, Fiske, and Butman, 2008, p. 21). In the past, for a product or service to be classified as "luxury," key criteria included the product's rarity and accessibility

only to a limited segment of the population. However, as luxury has become increasingly accessible to broader audiences today, this traditional definition has lost its validity. This democratization of luxury has caused the concept to acquire subjective and variable content. To such an extent that while a product may be perceived as “luxury” by one generation, it may be considered accessible by the next; and by the subsequent generation, it may be evaluated as an indispensable element of daily life (Yazıcı, 2018, p. 110). This situation demonstrates that luxury consumption has been reshaped over time by socio-cultural transformations and that consumer perception exhibits a dynamic structure.

3. DIGITAL PURCHASING

In today’s business world, the pace of digital transformation is astonishingly rapid. One of the most noticeable effects of this transformation is the changes occurring in procurement processes. The widespread adoption of digital technologies has fundamentally transformed how businesses manage procurement and has breathed new life into traditional methods. In this context, the concept of digital procurement is gaining prominence.

The Internet functions as a communication network accessible to everyone on a global scale; it is considered a highly effective tool in the processes of accessing information, organizing, and interacting (Peterson, Balasubramanian, and Bronnenberg, 1997, p. 335). In addition to providing consumers with a vast repository of information, the Internet enables them to utilize a new method of shopping from the comfort of their own homes (Forsythe and Shi, 2003, p. 868). The Internet has not only personalized the shopping experience but also provided the opportunity to browse numerous websites without physical effort, thereby saving time (Enginkaya, 2006, p. 11). The increased use of the Internet in many economic sectors contributes to improving the quality of social life. The increasing use of the Internet is significantly changing consumers’ habits and shopping patterns (Kayabaşı, 2010, p. 23).

Digital purchasing not only enables consumers to access more information but also facilitates their access to products with limited time and cost. Additionally, digital shopping has reduced the costs businesses incur for research and made it easier for them to deliver the products and services customers demand (Turan, 2011, p. 130).

The digitalization process, which gained momentum due to the impact of COVID-19, is still ongoing and is leading to permanent changes in consumer habits. According to Gedik and Pirol, the COVID-19 pandemic has deeply affected consumers' purchasing behaviors. During the pandemic, consumers were observed to exhibit panic-buying tendencies, stockpiling essential goods. While sales of clothing and accessories declined during this period, demand for food and cleaning products increased. It is anticipated that permanent changes in consumption habits may occur as the effects of the pandemic subside. However, while it is believed that COVID-19 has led to structural changes in consumer society, digital transformation has sustained this society, and individuals have not been removed from the simulated world (Gedik and Pirol, 2022, pp. 155–156).

There are numerous studies in literature on the impact of luxury consumption and purchasing. In one such study, Coşkun (2019) demonstrated that traditional marketing methods have been profoundly affected by the influence of globalization and digitalization, thereby deeply impacting luxury consumption habits. In particular, the widespread adoption of the internet and the rapid rise of e-commerce have led to significant changes in luxury consumption. However, consumption preferences are shaped by individual and socio-economic factors. Therefore, luxury consumption behaviors may vary from person to person. Although a cautious approach is often taken in luxury product preferences, digital shopping plays a decisive role in the consumption process. The primary factors influencing this process are individuals' personal and socio-economic characteristics.

According to Kurnaz (2016), functional, personal, and social values influence purchase intent. Furthermore, it is emphasized that these effects may vary depending on Türkiye's socio-economic and geographical differences; in particular, it is observed

that the perception of luxury is more decisive in major cities, such as Istanbul and Izmir.

According to Yıldız (2018), while physical stores are known to dominate general retail, online platforms are gaining prominence in the preferences of luxury consumers. This shift reflects a trend that emphasizes the experiential dimension of luxury shopping. Luxury consumers seek to have experience before purchasing a product, and this experience is often available on online platforms as well. Therefore, luxury brands offering special services and interactive experiences on online platforms encourage consumers to prefer online shopping. This situation demonstrates luxury consumers' experience-oriented shopping tendencies.

In a study conducted by Gül Soncu and Çelik (2022), the reflections of conspicuous consumption behaviors in digital media environments were examined. In the study, Instagram users' consumption practices were evaluated within the framework of Veblen's theory of conspicuous consumption, and it was determined that users frequently highlighted luxury brands, prestigious locations, and hard-to-obtain products in their posts. The findings reveal that digital platforms are used not merely as communication tools but also as means for displaying social status and constructing identity. This contributes significantly to literature in understanding the effects of digitalization on consumer behavior.

In the study conducted by Meydan and Tunca (2024), the effects of luxury consumption motivation on e-WOM and purchasing behavior were analyzed. The study emphasized that luxury consumption, which carries experiential, symbolic, and emotional meanings, is associated with individuals' pursuit of status and prestige in social life. According to the research findings, it was determined that luxury consumption motivation has partial effects on the online guidance, opinion leadership, and opinion-seeking dimensions of e-WOM; however, the mediating role of electronic e-WOM in the effect of this variable on purchasing behavior was not statistically significant. Additionally, it was concluded that luxury consumption is driven by

individuals seeking symbolic and social benefits, and that reviews and information obtained in the digital environment shape purchasing behavior. These findings once again highlight the importance of consumer psychology and social influences in digital interactive marketing processes.

4. METHOD

In this study, data were collected using the survey technique, one of the quantitative research methods. The online survey form used two scales to measure luxury consumption and digital purchasing behavior. To measure luxury consumption, the Luxury Consumption Propensity Scale, consisting of 18 items and developed by Doğan, Özkara, and Doğan (2020), was used. In the original study, the scale consists of five subscales: uniqueness (items 1–4), high cost (items 5–8), symbolic meaning (items 9–12), discretionary desire (items 13–15), and belonging to an exclusive minority (items 16–18). Analyses can be conducted based on the dimensions as well as on the total scale mean. In this context, the reliability coefficient of the scale was determined to be 89% in the original study. In our study, the reliability coefficient of the Luxury Consumption Tendencies Scale was found to be 84%. A 5-point Likert-type scale (1: Strongly Disagree – 5: Strongly Agree) was used as the response format for the scale items.

To measure digital purchasing behavior, the digital purchasing scale developed by Hasan (2010) and Zhou et al. (2007) and used by Özgüven (2011) was employed. In that study, the reliability coefficient of the scale was measured as 0.78. In our study, the reliability coefficient of the digital purchasing scale was measured as 0.81. A 5-point Likert-type scale (1: Strongly Disagree – 5: Strongly Agree) was used as the response format for the scale items. The survey form includes questions aimed at determining digital purchasing behaviors, such as internet usage frequency, categories of products purchased digital, thoughts on shopping, and payment methods, in addition to demographic information such as gender, age, and monthly income.

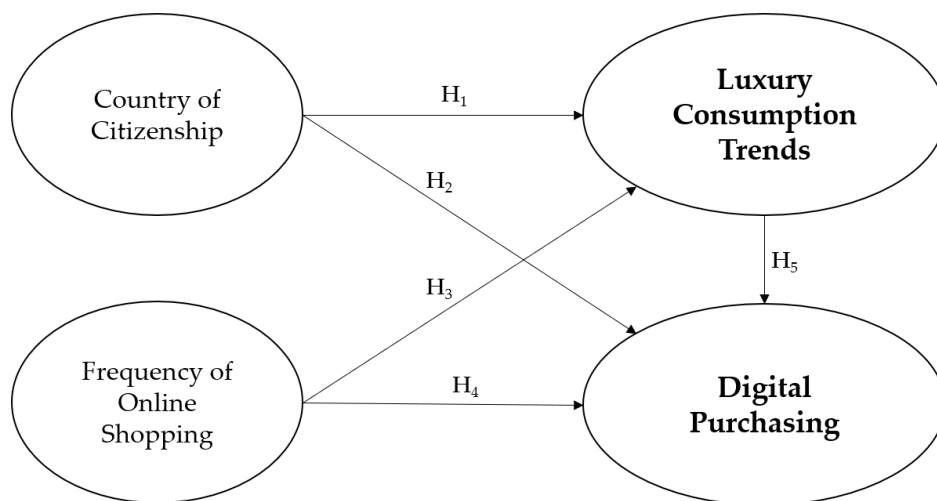
4.1 Ethics Statements and Working Group

Data for this study were collected using an online survey form. Prior to data collection, an application was submitted to the Karabük University Ethics Committee for Social and Human Sciences Research on April 18, 2024, for the study's ethical review. The Committee's decision dated May 6, 2024, No. 2024/05(47) (Document No.: E-78977401-050.04-338425), the ethical compliance of this study titled "An Examination of the Relationship Between Luxury Consumption and Digital Purchasing Behaviors: A Cross-Cultural Comparison" was unanimously approved. Participants for the survey questions were selected through convenience sampling from among national and international students enrolled at Karabük University between May 7 and 31, 2024, on a voluntary basis.

4.2 Research Model and Hypotheses

The study examined the relationship between luxury consumption tendencies and digital purchasing behavior and sought to determine whether there are differences in luxury consumption tendencies and digital purchasing behavior across country groups. The research model developed and the hypotheses formulated for this purpose are as follows:

Figure 1: Research Model



Based on the research model outlined above, the hypotheses formulated in this study are as follows;

H1: Consumers' luxury spending trends show significant differences depending on the country groups to which they belong.

Trends in luxury consumption are shaped by individuals' socio-cultural environments, value systems, and consumption philosophies. These trends can be influenced by factors such as the cultural norms, economic structure, and perceptions of social status of the country in which the individual resides. These structural and cultural differences between countries lead to significant changes in individuals' perspectives on luxury consumption and their behaviors in this area. In this context, the differentiating effect of culture on luxury consumption has been demonstrated in various studies. Stathopoulou and Balabanis (2019) examine the values individuals attribute to luxury products and their propensity for luxury consumption within the framework of cultural value orientations, concluding that the propensity for luxury consumption varies significantly based on cultural foundations. Tafani et al. (2024), on the other hand, emphasize that societies with different cultural values exhibit significant differences in their perceptions of luxury consumption. In the study, the behaviors of individuals from Western (France and the U.S.) and Eastern (UAE and China) cultures were examined within the framework of the luxury values model, and significant differences were found across cultures.

H2: Consumers' digital purchasing behaviors vary significantly depending on the country groups to which they belong.

Digital purchasing behaviors are influenced by various factors, such as individuals' levels of technology adoption, cultural values, and consumption habits. These behavioral patterns may vary across countries depending on differences in socioeconomic structure, digital infrastructure, and cultural norms. The country of citizenship is a key variable shaping individuals' tendencies to purchase products and services in the digital environment. In their study conducted with 350 Alibaba users from Europe and Asia, Pratesi and colleagues (2021) examined the impact of cultural differences on digital purchasing behavior. The model, developed within the framework of Hofstede's cultural dimensions theory and the theory of planned

behavior, revealed the effects of national culture on website usability, trust, and perceived risk. The results indicate that culture significantly influences digital purchase intention and behavior through these factors. In a study conducted by Gedik and Pirol (2022), the effects of the COVID-19 pandemic on digital purchasing behaviors were examined, and it was emphasized that consumer behaviors differed significantly both in Türkiye and on a global scale. The study noted that during the pandemic, the ways in which individuals turned to digital shopping varied according to age, generation, social class, and, in particular, national infrastructure and cultural values. It was revealed that consumers in Türkiye exhibited a more cautious and trust-oriented purchasing tendency, while in European and Asian countries, product categories and the frequency of digital shopping varied by country. In this context, the study concluded that digital purchasing behavior is shaped not only by individual preferences but also by the economic and cultural structures of the groups of countries in which individuals reside.

H₃: Consumers' luxury consumption trends vary significantly depending on their frequency of online shopping.

Luxury consumption is an important form of consumption that reflects individuals' tendencies toward symbolic values such as status, prestige, and self-expression. With the rise of digitalization, this trend has begun to shift from traditional shopping toward online shopping. Online shopping frequency is an important indicator reflecting individuals' consumption behaviors in the digital environment. In this context, it is anticipated that individuals' tendencies toward luxury consumption may exhibit significant differences based on their frequency of online shopping. The relationship between luxury consumption and online shopping frequency is another topic examined in the literature. Jain (2024) investigates the effect of luxury consumption tendencies on digital shopping intentions. The study reveals that luxury consumption tendencies are significantly associated with online shopping frequency and that this relationship exhibits statistically significant differences. Similar studies

indicate that online shopping frequency influences luxury consumption tendencies (Liu et al., 2013; Klaus, 2020).

H4: Consumers' digital purchasing behaviors vary significantly depending on the frequency of their online shopping.

Driven by digitalization, digital shopping—which is becoming increasingly widespread—is leading consumers to exhibit digital purchasing behaviors in different ways. While some consumers use digital platforms solely to gather information, others prefer to complete the entire shopping process online. This suggests that significant differences in digital purchasing behavior may emerge among individuals grouped by online shopping frequency. Indeed, in their study, Koçarslan and Kılınç (2019) found that 91.6% of participants shopped online and that shopping frequency was associated with digital purchasing behavior. In another study, digital and traditional shopping behaviors among individuals living in the same household were compared, and it was found that there were significant differences among consumers grouped by online shopping frequency (Chu et al., 2010).

H5: Luxury consumption trends are having a positive and significant impact on consumers' digital purchasing behavior.

Today, the widespread adoption of digital technologies has led to fundamental changes in consumers' purchasing behavior. In particular, trends in luxury consumption are shifting from the traditional in-store experience toward digital platforms. Consumers can now access luxury brands more easily through digital channels, and this is reshaping perceptions and behaviors regarding luxury consumption. In this context, it is argued that there is a meaningful and positive relationship between individuals' tendencies toward luxury consumption and their digital purchasing behaviors. A study examining how digital platforms influence luxury purchasing behavior in India concluded that digital media is effective at every stage of the luxury consumer's purchasing process and that digital platforms have a positive relationship with luxury consumption trends (Jain and Schultz, 2019). In another study, Meydan and Tunca (2024) found that the motivation for luxury

consumption has a statistically significant effect on purchase intention. According to the research findings, particularly the dimensions of “awareness” and “attention-seeking” positively influence digital purchasing behavior.

5. DATA ANALYSIS AND FINDINGS

The population of the study consists of students enrolled at Karabük University. Data was collected from a total of 325 individuals within this population via a survey. Following an examination of the data, which involved removing missing and erroneous data points as well as discarding outliers, the analyses were conducted on a sample of 317 individuals. The analyses were performed using the SPSS statistical analysis software. The analyses included descriptive statistical analyses, followed by tests of normality, reliability tests, correlation analysis, and regression analysis. All analyses were conducted at a 95% confidence interval, and a significance level of $p < 0.05$ was used to determine statistical significance.

Before proceeding with the analyses, the countries of the individuals participating in the study (excluding Türkiye) were grouped according to the “Countries and Market Information” classification found in the “Countries” section of the official website of the Ministry of Trade of the Republic of Türkiye (Ministry of Trade, 2025). In this context, the countries of the individuals included in the survey were Türkiye, Africa (Djibouti, Chad, Morocco, Egypt, Mauritania, Senegal, Somalia, Sudan), Central Asia (Azerbaijan, Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan), and the Middle East and Gulf (Iraq, Syria, Saudi Arabia, Jordan, Yemen). Analyses regarding differences between regions were conducted based on this classification.

The study aimed to examine the relationship between luxury consumption trends and digital purchasing, as well as the influence of different country groups on this variable. To this end, data was collected using a survey technique from individuals in various countries with distinct cultural characteristics. The demographic characteristics of the non-working participants are presented in Table 1.

Table 1: Demographic Characteristics of Participants

Gender			Marital Status		
	F(N=317)	%		F(N=317)	%
Female	150	47,3	Married	41	12,9
Male	167	52,7	Single	276	87,1
Age			Education Status		
22 and below	104	32,8	High School	114	36
23 – 24	108	34,1	Associate's/ bachelor's degree	179	56,5
25-27	71	22,4	Graduate (Master/Ph.D.)	24	7,6
28 and above	34	10,7			
Monthly personal income - Pocket money*			Country of Citizenship		
2.000 TRY and below	59	18,6	Türkiye	119	37,5
2.001 - 4.000 TRY	90	28,4	Africa	57	18
4.001 - 6.000 TRY	66	20,8	Central Asia	50	15,8
6.001 - 8.000 TRY	36	11,4	Middle East and the Gulf	91	28,7
8.001 TRY and above	66	20,8			
Total	317		Total	317	

* At the time of data collection, 1 USD $\approx$ 31 TRY, 1 EUR = 33.5 TRY

According to Table 1, the gender distribution of participants is nearly equal, with 47% being female and 52.7% male. Since the study sample consists of students, 87.1% of participants are single, and approximately 67% are 24 years old or younger. The majority of participants held an associate or bachelor's degree; the most common monthly personal income - pocket money range was 4,001–6,000 TRY (approx. 130–195 USD / 120–180 EUR). In response to the survey question "What country are you a citizen of?", 37.5% of participants (119 people) identified as Turkish, 18% (57 people) as African, 15.8% (50 people) from Central Asia, and 28.7% (91 people) from countries in the Middle East and Gulf regions. A total of 317 participants provided data for this study.

In addition to questions designed to gather demographic information, the survey form also included questions regarding the frequency of online shopping, shopping categories, and the reasons for preferring online shopping. The responses to these questions are presented in Tables 2, 3, and 4.

Table 2: Frequency of Online Shopping Among Participants

Frequency of Online Shopping	Frequency	%
I never do that	11	3,5
I rarely do that	74	23,3
I do it every now and then	131	41,3
I do this at least once a month	89	28,1
I do it every day	12	3,8

When asked, “How often do you shop online?” 41% of participants said they do so occasionally, while 28% said they do so at least once a month. Twelve people reported shopping online every day, while only 11 said they never shop online.

Table 3: Categories Participants Prefer to Purchase Online

Product Category	Frequency	%
Electronics and Tech Devices	96	30,28
Clothing and Fashion	224	70,66
Books	124	39,12
Food and beverages	68	21,45
Cosmetics and Personal Care Products	90	28,39
Automotive and Accessories	28	8,83
Furniture and Decor	39	12,30

** Multiple Response Analysis*

When asked which category is most frequently chosen for online purchases, the top responses from participants were, in order: the Clothing and Fashion category at 70.66%, Books at 39.12%, Electronics and Tech Devices at 30.28%, and Cosmetics and Personal Care Products at 28.39%.

Table 4: Participants' Reasons for Preferring Online Shopping

Reasons for Choosing	Frequency	%
I don't have enough time for traditional shopping	88	27,76
The wide range of options available online	175	55,21
Products being discounted and affordably priced online	174	54,89
The internet's ability to facilitate bulk purchasing	70	22,08
Easier access to a wider variety of styles and sizes online	92	29,02

** Multiple Response Analysis*

Participants cited the wide variety of options available online as the primary reason for preferring to shop via online sites and mobile apps. They subsequently listed, in order, the availability of discounted and affordable products online, the ease of finding specific styles and sizes, a lack of time for traditional shopping, and the ability to make bulk purchases online.

Before analyzing the relationship between variables, the reliability of the dataset and whether the data followed a normal distribution were examined, and the correlation between variables was tested using Pearson correlation analysis. The results of these analyses are presented in Table 5.

Table 5: Reliability Coefficients, Skewness/Kurtosis Values, and Results of Pearson Correlation Analysis for the Variables Included in the Study

Variables	n	Mean	ss	α	Skewness	Kurtosis	1	2
Luxury Consumption (1)	317	2,81	0,65	0,84	-0,001	1,176	-	0,32*
Digital Purchasing (2)		3,33	0,80	0,81	-0,271	0,008	0,32*	-

**p<,05*

A prerequisite for the use of parametric analyses is that the variables follow a normal distribution. Whether the data follow a normal distribution can be determined by calculating the values of kurtosis and skewness (Coşkun etc. 2019, pp. 194–195). According to the results of the analyses conducted in this context (Table 5), the kurtosis and skewness values for the variables satisfy the normality assumption at the $p < 0.05$

significance level. According to Tabachnick, Fidell, and Ullman (2013), data are considered normally distributed when the skewness and kurtosis values fall between -1.5 and +1.5. Based on the normal distribution of the data for the variables, it was concluded that parametric tests could be applied.

The reliability levels of the data were determined by calculating Cronbach's Alpha values. The reliability coefficient for the luxury consumption scale was measured at 0.84, and for the digital purchasing scale at 0.81, leading to the conclusion that the scales are reliable. Furthermore, correlation analysis conducted to determine the level of relationship between the variables revealed a statistically significant and positive relationship between luxury consumption and digital purchasing. Considering the correlation coefficient value ($r = 0.32$), it was concluded that there is a moderate relationship between luxury consumption and digital purchasing (Hair, Bush, & Ortinau, 2003, p. 568; Büyüköztürk, 2020, p. 32).

After determining that the variables were normally distributed and showed a statistically significant correlation, regression analyses were conducted to test the established hypotheses. The results of the regression analysis conducted to determine the relationship between luxury consumption tendencies and the groups of countries of citizenship are presented below.

Table 6: Results of the ANOVA Analysis on Luxury Consumption and Digital Purchasing Behavior by Country of Citizenship

Variables	Türkiye (1)		Africa (2)		Orta Asya (3)		Middle East and the Gulf		F	Difference (Tukey)
	ort	ss	ort	ss	ort	ss	ort	ss		
Luxury Consumption	2,67	0,56	2,77	0,75	3,04	0,61	2,88	0,67	4,49*	3>1
Digital Purchasing	3,45	0,79	3,14	0,90	3,42	0,65	3,25	0,79	2,47	Fark yok

* $p < .05$

A one-way analysis of variance (ANOVA) was conducted to evaluate whether consumers' luxury consumption tendencies and digital purchasing behaviors

significantly differ based on their country of citizenship. The ANOVA results revealed a statistically significant difference in luxury consumption tendencies across the country groups, $F(3, 313) = 4.49, p < .05, \eta^2 = .041$. Post hoc comparisons utilizing the Tukey HSD test indicated that the mean score for participants from Central Asian countries ($M = 3.04, SD = 0.61$) was significantly higher than that of Turkish citizens ($M = 2.67, SD = 0.56$). No statistically significant differences were observed among the other country groups. Conversely, digital purchasing behavior did not differ significantly as a function of the country of citizenship, $F(3, 313) = 2.47, p > .05$.

Table 7: Results of the ANOVA Analysis on Luxury Consumption and Digital Purchasing Behavior by Frequency of Online Shopping

Variables	Never does that (1)		Rarely (2)		Occasionally (3)		At least once a month (4)		Daily (5)		F	Diff. (Tukey)
	ort	ss	ort	ss	ort	ss	ort	ss	ort	ss		
Luxury Consumption	2,11	0,89	2,73	0,74	2,81	0,62	2,93	0,53	2,86	0,31	4,42*	2,3,4,5>1
Digital Purchasing	2,67	0,80	3,00	0,78	3,37	0,70	3,63	0,77	3,39	1,02	9,26*	3,4>1,2

* $p < .05$

A one-way ANOVA was performed to assess the impact of online shopping frequency on individuals' luxury consumption tendencies and digital purchasing behaviors. The analysis indicated significant group differences for both luxury consumption tendencies, $F(4, 312) = 4.42, p < .05$, and digital purchasing behaviors, $F(4, 312) = 9.26, p < .05$. Tukey's post hoc tracking for luxury consumption demonstrated that participants who shop online rarely ($M = 2.73, SD = 0.74$), occasionally ($M = 2.81, SD = 0.62$), monthly ($M = 2.93, SD = 0.53$), or daily ($M = 2.86, SD = 0.31$) exhibited significantly higher propensities compared to those who never shop online ($M = 2.11, SD = 0.89$). Regarding digital purchasing behavior, the means for occasional ($M = 3.37, SD = 0.70$) and monthly shoppers ($M = 3.63, SD = 0.77$) were significantly greater than those who never ($M = 2.67, SD = 0.80$) or rarely ($M = 3.00, SD = 0.78$) engage in online shopping. Thus, Hypotheses 3 and 4 were formally supported.

Table 8: Regression Analysis of the Relationship Between Luxury Consumption and Digital Purchasing

Variable	B	SH	β	t	R	R ²	F
Luxury Consumption	0,264	0,043	0,325	6,100	0,32	0,11	37,212*

* $p < .05$

To test Hypothesis 5, a simple linear regression analysis was executed with luxury consumption propensity as the independent variable and digital purchasing behavior as the dependent variable. The regression model proved to be statistically significant, $F(1, 315) = 37.21, p < .05$, indicating a robust linear relationship between the constructs. Luxury consumption trends accounted for approximately 11% of the explained variance in digital purchasing behavior ($R^2 = .11$, Adjusted $R^2 = .10$). The standardized regression coefficient confirmed that luxury consumption tendencies exert a positive and significant effect on consumers' digital purchasing actions ($\beta = .325, t = 6.10, p < .05$). Consequently, individuals with a heightened predisposition toward luxury consumption display an increased probability of executing frequent digital purchases, providing strong empirical support for Hypothesis 5.

6. DISCUSSION AND CONCLUSION

Historically speaking, luxury consumption has long been regarded as a privilege exclusive to the upper classes of society and a symbol of social status. The consumption of rare, high-cost products and services that symbolize a particular lifestyle has served as a means of reinforcing individuals' positions within the social hierarchy. However, with the economic, socio-cultural, and technological transformations of recent years, the concept of luxury has undergone significant change; it has become accessible to broader consumer groups and has taken on a more personalized structure that caters to individual preferences. Luxury is now associated not only with material indicators but also with more subjective elements such as experience-driven consumption, uniqueness, personal satisfaction, and quality of life.

This transformation process has gained further momentum with the digitization of consumption behaviors. In particular, with the widespread adoption of the internet, the development of mobile technologies, and the increasing user-friendliness of digital platforms, the traditional store-based shopping paradigm has given way to digital purchasing practices that occur online and without time or location constraints. This situation has profoundly impacted not only the technical aspects of the purchasing process but also consumer perceptions, motivations, and decision-making mechanisms. Consumers can now easily access luxury products and services through digital platforms; this, in turn, has strengthened the interaction between luxury consumption and digitalization.

In this context, the study examines the relationship between the luxury consumption tendencies and digital purchasing behaviors of national and international students enrolled at Karabük University. Young consumers, having grown up immersed in digital technologies and quickly adapting to changing consumption norms, constitute a significant sample group that reflects the dynamics of contemporary consumption culture. Additionally, by analyzing the effects of cultural differences and demographic characteristics on these behaviors, the study sheds light on the multidimensional nature of luxury consumption and digital purchasing practices. The findings obtained within this framework contribute to understanding current trends in consumer behavior and provide important insights for shaping marketing strategies.

In the study, the reliability, normality, and correlation values of the scales were first examined. The reliability analysis concluded that the luxury consumption scale had a reliability of 84%, while the digital purchasing scale had a reliability of 81%. Additionally, the normal distribution of the data—a prerequisite for parametric analyses—was examined through measures of skewness and kurtosis, and it was found to fall within normality limits. The correlation coefficients between variables yielded statistically significant results. ANOVA and regression analyses were conducted to test the hypotheses following these findings.

Based on the data obtained in the study, it was determined that 41% of participants shop online occasionally, 28% shop online at least once a month, and only 11 people have never shopped online. The most preferred product categories were, in order, clothing and fashion, books, electronics, and cosmetics. Among the reasons for preferring digital shopping, the abundance of options and the availability of products at discounted prices ranked first.

When examining participants' tendencies toward luxury consumption according to the groups of countries of which they are citizens, significant differences are observed. In particular, it was found that individuals from Central Asian countries exhibit a higher tendency toward luxury consumption compared to Turkish citizens. This finding is consistent with the studies by Stathopoulou and Balabanis (2019), which demonstrate the influence of individuals' cultural values on luxury consumption within the framework of cultural value orientations, and with Sarsilmaz's (2024) study, which reveals how cultural norms shape luxury consumption behaviors; thus, Hypothesis H₁ has been accepted. On the other hand, unlike the literature (Pratesi et al., 2021; Akıskalı and Kitapçı, 2021; Gedik and Pirol, 2022), our study did not identify a statistically significant difference in digital purchasing behavior across country groups. The reason for this is that the students comprising the study's sample share similar socio-economic levels, and within this young generation of similar ages, internet culture and social media usage are converging; cultural differences are becoming blurred due to the widespread adoption of global brands, leading to the emergence of a common language of consumption. On the other hand, e-commerce sites are standardizing the user experience on a global scale and implementing similar practices worldwide. These circumstances and factors may have led to the development of similar digital purchasing habits even among individuals raised in different countries and cultures. Based on this result, Hypothesis H₂ has been rejected.

When evaluated in terms of digital shopping frequency, significant differences were identified in participants' tendencies toward luxury consumption and their digital purchasing behaviors. It was observed that individuals who shop digital more frequently exhibit higher levels of both luxury consumption tendencies and digital purchasing behaviors. This finding indicates that the consumption behaviors of individuals more integrated into digital platforms have changed significantly, particularly in terms of demand for luxury products. In line with our results, Jain (2024) examined the relationship between luxury consumption and shopping frequency and found a significant association between them. (Chu et al., 2010) compared the digital and traditional shopping behaviors of individuals living in the same household and identified statistically significant differences among consumer groups formed based on online shopping frequency. Similarly, Ata et al. (2022) determined that the perceived quality of e-services in digital shopping behaviors increases hedonistic consumption and the tendency to repurchase. Therefore, the H₃ and H₄ hypotheses tested in this study were accepted. These findings support the results of our study, which indicate that as online shopping frequency increases, consumers are more inclined toward both luxury consumption and digital purchasing behavior.

When examining the relationship between luxury consumption and digital purchasing behavior, a significant and positive relationship between the two variables was identified. The regression analysis revealed that 11% of the variance in digital purchasing is explained by the tendency toward luxury consumption. It is observed that individuals with a high tendency toward luxury consumption are more inclined to shop via digital platforms. This finding is consistent with Coşkun's (2019) study, which demonstrates that luxury consumption habits have undergone changes because of globalization and digitalization, and that the purchase of luxury products digital has increased depending on individual and socio-economic factors. The results obtained in this study support the findings of Jain and Schultz (2019) and Meydan and Tunca (2024), which highlight the relationship between luxury consumption and

digital shopping. Consequently, it is understood that digitalization has made individuals' tendencies toward luxury consumption more visible and accessible, and Hypothesis H₅ has been accepted.

In conclusion, this study has revealed the relationship between luxury consumption tendencies and digital purchasing behavior, demonstrating how these two concepts are shaped by cultural, individual, and digital dynamics. The findings indicate that digitalization adds a new dimension to luxury consumption behaviors and that individuals' consumption patterns adapt to changing global conditions.

Furthermore, the regression analysis demonstrated that luxury consumption propensity accounts for approximately 11% of the total variance in digital purchasing behavior. Although this explanatory power is statistically significant and meaningful given the niche and exclusive nature of luxury consumption, it implies a relatively modest direct effect. This finding indicates that the remaining 89% of the variance in digital purchasing behavior is driven by other structural and psychological dynamics not captured within the scope of the current model. Future research should integrate additional explanatory variables—such as financial literacy, perceived digital risk, platform trust, or logistics and supply chain conveniences—to provide a more comprehensive framework for understanding the multi-faceted nature of online luxury shopping practices.

In future studies, examining different age groups, income levels, and cultural backgrounds with more inclusive samples will contribute to a deeper understanding of luxury consumption and digital purchasing behavior. Additionally, investigating the effects of factors such as social media usage, brand loyalty, and digital marketing strategies on this relationship could provide significant contributions to literature. Despite its significant contributions to the literature, this study has certain limitations that should be acknowledged when interpreting the findings. The primary limitation stems from the composition of the research sample, which is strictly confined to national and international students enrolled at Karabük University. Since the data 25

gathered from a relatively homogeneous and young demographic group representing a specific socioeconomic and age bracket, the findings regarding digital purchasing behaviors and luxury consumption trends may not be fully generalizable to the broader population, older generations, or individuals with distinct socioeconomic profiles. Additionally, the cross-sectional nature of the data limits the ability to observe long-term behavioral changes in digital consumption practices over time.

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