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FREEGANISM IN CONSUMPTION SOCIETY: A NETNOGRAPHIC RESEARCH STUDY

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ABSTRACT

Today, the natural resources that are vital for human life have become scarcer, and even some of these resources are about to reach the point of depletion. Within the scope of green marketing, environment and nature are concepts directly related to Freeganism. One of the main reasons for this outcome is the excessive consumption caused by consumerism worldwide. A few communities against this consumption frenzy exist, mainly in North America and Europe. A leading one among these communities is freegans who employ anti-consumerist strategies within the freeganism movement. In this context, the aim of the study is those freegan consumers who are against excessive consumption in line with constantly changing consumer behaviours; To determine the perspectives on the concepts of consumption, excessive consumption and Freeganism. It is also to determine whether the structure and dynamics of the Freeganism virtual community affect in-community behaviours and to define the role of the interactive world and other studies in this community. For this purpose, qualitative data analysis was carried out through Nvivo using netnography research on a freeganism group with the most Facebook members between 01.03.2019 and 01.03.2021. In conclusion, it was found that Freegans, who are known for their opposition to excessive consumption, perform dumpster diving or waste food collection under six different themes: *financial inadequacy, lifestyle, thinking of recycling, feeling of socialization, benevolence, work and profession.*

Keywords: Anti-Consumption, Dumpster Diving, Freegan, Freeganism, Society, Green Marketing.