

# Chapter 10

## THE ROLE OF CONSPICUOUS CONSUMPTION IN COMMUNITIES

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### Introduction

People buy conspicuous goods not only for their functional benefits, but also deliberately show wealth and status to meet their social needs (Nunes, Drèze & Han, 2011). According to the conspicuous consumption, people consume high-observable products to point their property, property and wealth to others (Perez & Truglia, 2013).

The best way to show that it belongs to the upper layer is to consume and exhibit valuable assets possessed by the control power as a demonstration. Those who are tied up in such a strata do not economically spend their time and assets in order to prove statuses (Kıray, 2005).

### Conspicuous Consumption

Work, savings, production was replaced by prominent traditional layout with features such as a new order giving weight to the spending and consumption. The fact that everything exists as an image in post-modern society makes it possible to include and consume commodities, images, desires, delights, cultures and even bodies in social and cultural area (Baudrillard, 2010).

With this type of consumption, it has been revealed that consumers have a significantly different orientation, which means “waste and wasteful consumption” to increase their social prestige. The current situation shows that conspicuous consumption visually appealing brands in order to reflect consumers’ social situations, convey their own image and increase self-esteem (Souiden, M’Saad & Pons, 2011).

In most of the industrialized and pre-industrial societies around the world, conspicuous consumption and related behaviors were observed (Sivanathan & Pettit, 2010).

The term “conspicuous consumption” was first introduced by Thorstein Veblen to describe the display of luxury items, and therefore the exhibition of social status (Huntington, 2013).

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the next stage, the procurement stage, after identifying the product that can provide the most benefit to the person (Blackwell, Miniard & Engel, 2001).

In many cases, the consumer's decision to purchase a commodity cannot be adequately explained by the internal means of consuming it. Instead, it is possible for reason to be found in things that the purchase of the goods means for others. An important example of such behaviors that are examined in seminal studies by Rae (1834) and Veblen (1922) is expressed as the purchase of good goods to promote the wealth of consumers and thus gain greater social insights (Corneo & Jeanne, 1997).

Consumers who demonstrate purchasing action realize more consumption as their display characteristics, as a sign of the rise of social status, or even a change of lifestyle (Özer & Dovganiuc, 2013).

Thus, the symbols of consumption and consumption have become part of the daily lives of the people (Willis, 1991).

By emphasizing the brand's name, identity, awareness, and the main role of loyalty, the first thing that comes to the mind of a luxury customer is probably the «brand» that describes its history, language, and total offer (Pham & Nasir, 2016).

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