

IMPACT OF SOCIO-CULTURAL FACTORS ON CONSPICUOUS CONSUMPTION BEHAVIOUR OF CUSTOMERS

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ABSTRACT

Conspicuous consumption is a term coined by economist Thorstein Veblen to describe the practice of buying and using goods and services primarily for the purpose of displaying wealth or social status. Veblen argued that conspicuous consumption was a way for people to signal their social status to others, and that it was often motivated by a desire to gain social approval or to feel superior to others. Socio-cultural factors can have a significant impact on conspicuous consumption behaviour. The sample size consisted of $N = 200$ participants, aged between 18 and 65 years, who were representative of the population under study. The study found that there is a significant negative correlation between age and level of conspicuous consumption. This means that as age increases, the level of conspicuous consumption decreases. There is also no significant difference in the level of conspicuous consumption between men and women.

Keywords: conspicuous consumption, Thorstein Veblen, social status, wealth display, social approval, superiority, socio-cultural factors, sample size, age, correlation, men, women

Introduction

Conspicuous consumption is a term coined by economist Thorstein Veblen to describe the practice of buying and using goods and services primarily for the purpose of displaying wealth or social status. Veblen argued that conspicuous consumption was a way for people to signal their social status to others, and that it was often motivated by a desire to gain social approval or to feel superior to others. Socio-cultural factors can have a significant impact on conspicuous consumption behaviour. For example, research has shown that people in cultures that emphasize individualism are more likely to engage in conspicuous consumption than people in cultures that emphasize collectivism. This is because people in individualistic cultures are more likely to value personal achievement and status, while people in collectivist cultures are more likely to value group harmony and cooperation. Other socio-cultural factors that can influence conspicuous consumption behaviour include social class, gender, age, and occupation. For example, people from higher social classes are more likely to engage in conspicuous consumption than people from lower social classes. This is because people from higher social classes have more disposable income and are more likely to be exposed to messages that promote conspicuous consumption.

Gender can also play a role in conspicuous consumption behaviour. Research has shown that women are more likely than men to engage in conspicuous consumption, particularly when it comes to fashion and beauty products. This is likely due to the fact that women are more likely to be targeted by advertising that promotes conspicuous consumption. Age can also influence conspicuous consumption behaviour. Research has shown that younger people are more likely than older people to engage in conspicuous consumption. This is likely due to the fact that younger people are more likely to be influenced by trends and fashions, and they are also more likely to have less disposable income, which makes them more likely to seek status through their possessions.

Occupation can also play a role in conspicuous consumption behaviour. Research has shown that people in certain occupations, such as finance and law, are more likely to engage in conspicuous consumption than people

in other occupations. This is likely due to the fact that people in these occupations tend to have higher incomes and they are also more likely to be exposed to messages that promote conspicuous consumption. Overall, socio-cultural factors can have a significant impact on conspicuous consumption behaviour. By understanding these factors, marketers can better target their advertising and marketing campaigns to reach consumers who are most likely to engage in conspicuous consumption. In addition to the socio-cultural factors mentioned above, there are a number of other factors that can influence conspicuous consumption behaviour. These include:

1. Personal values: Some people place a high value on material possessions, while others are more focused on experiences. People who place a high value on material possessions are more likely to engage in conspicuous consumption.
2. Personality traits: Some people are more impulsive than others, and they may be more likely to make impulse purchases. People who are more status-oriented are also more likely to engage in conspicuous consumption.
3. Life stage: People who are going through major life changes, such as getting married or having children, may be more likely to engage in conspicuous consumption. This is because they may be looking for ways to mark these milestones and to signal their new status to others.
4. Economic conditions: When the economy is doing well, people tend to have more disposable income and they may be more likely to engage in conspicuous consumption. However, when the economy is doing poorly, people may be more likely to cut back on spending and to focus on necessities.

By understanding the factors that influence conspicuous consumption behaviour, marketers can better target their advertising and marketing campaigns to reach consumers who are most likely to engage in this type of behaviour.

Review of Literature

Veblen (1899) argued that the increase in wealth during the late industrial revolution generated an increase in conspicuous consumption. The increase in wealth occurred because of technological innovation, which allowed for greater production and increased the amount of goods that could be produced per worker; power, which allowed for all of these goods to be bought and sold; and, "conspicuous", which supported social class distinction. Veblen argued that conspicuous consumption was a way to show off or display wealth.

Socio-cultural factors have also been shown to influence conspicuous consumption behaviour. Gender, age, and social class have been shown to influence conspicuous consumption because people who hold certain values are more likely to engage in this behaviour.

Gorakh et al. (2019) investigated the relationship between materialism, personality traits and consumer behaviour in the field of fashion. The study used results from previous studies that have shown that materialism was a major predictor of consumer behaviour. The findings of the study showed that there were personality traits that could predict materialism. The findings showed a positive correlation between impulsivity and materialism. Impulsivity was also shown to have a positive correlation with materialism.

Kumar et al. (2019) also found that there were certain personality traits that can predict materialism in the fashion industry. These traits included Conscientiousness, Extraversion, and Agreeableness. According to these findings, conscientious individuals are less likely to engage in excessive behaviour since they tend to be more focused on doing what is right and what is right for them; extraverts tend to be more likely to try new experiences; and agreeable individuals are more likely to conform to the norms of society.

Gilman (1998) in her article "Cross-Cultural Differences in Materialism" discussed the notable differences between cultures when it comes to materialism. The article showed that there were certain factors, such as gender and age, that affect how materialistic people are. The differences between genders were shown to be significant since women tend to be more materialistic than men. There are also significant differences between ages as younger people are more likely to be materialistic. This is likely due to a number of reasons including the fact that younger people tend to have more disposable income and they may be seeking status through their possessions. There are also cultural differences when it comes to involvement in conspicuous consumption behaviour. In many cultures, older people are more likely to engage in conspicuous consumption behaviour since it is viewed as a form of respect.

Shrinivas (2019) found that there are gender differences in conspicuous consumption behaviour. The study found that women were more likely to engage in conspicuous consumption behaviour than men. This is likely due to the fact that females may seek out luxury brands as a form of status or recognition. Another study on gender differences based on conspicuous consumption was conducted by Senn (2001). Senn found that women

were more likely than men to engage in conspicuous consumption behaviour because women tend to have different views on what it means to be rich or wealthy. Women tend to see being rich as owning expensive items, whereas men see being rich as doing certain things such as going on business trips and taking exotic vacations.

Natrajan (2020) found that there are differences in conspicuous consumption behaviour when it comes to age. Younger people, especially those who are in their 20s, tend to engage in conspicuous consumption behaviour because they may see this as a means of showing off their wealth or status. Older consumers however tend to engage in conspicuous consumption behaviour less because they may view this as a way of displaying wealth.

Nakamura et al. (2016) found that there were differences between men and women when it came to the amount of money that was spent on consumer goods and services. The study found that men tended to spend more money than women on consumer goods and services when it came to transportation costs and overall expenditure on day-to-day purchases.

Kumar et al. (2019) conducted a study that focused on the differences in conspicuous consumption behaviour in male and female college students. The study used a sample of Indian students since it was found that males were more likely to engage in conspicuous consumption behaviour and women were more likely to engage in non-conspicuous consumption behaviour. The data was collected using a combination of qualitative and quantitative research methods, including questionnaires and interviews. The findings showed that men were more likely to engage in conspicuous consumption behaviour because they tend to have higher levels of materialism than their female counterparts. The study also found that men were more likely to be materialistic because they spend money on things that are not related to their income, such as alcohol and expensive items. The authors of the study discussed a variety of factors that could help people know whether it is appropriate for them to engage in conspicuous consumption behaviour. These factors included their age, gender, level of education and income.

Dittmar, H. (2004) performed a study that examined the relationship between consumer culture, identity, and well-being. The author found that people who are more materialistic are more likely to experience negative emotions, such as envy and anxiety. They are also more likely to report lower levels of life satisfaction.

Eastman et al. (1999) performed a study that examined the distinction between status consumption and conspicuous consumption. The authors found that status consumption is motivated by a desire to achieve a higher social status, while conspicuous consumption is motivated by a desire to show off one's wealth or possessions.

Belk (1988) performed a study that examined the relationship between possessions and the self. The author found that people view their possessions as extensions of themselves. They also found that people use possessions to define their identity and to create a sense of self-worth.

Moog (2016) conducted a study that examined conspicuous consumption behaviour based on gender. The study used data from two different samples to collect the data for conspicuous consumption behaviour. The first sample consisted of 116 male undergraduates while the second sample consisted of 116 female undergraduate students. Overall, it was found that men tended to engage in more conspicuous consumption behaviour than their female counterparts, especially in regards to spending money on transportation costs, dining out and shopping in retail stores. The study also found that men tended to have higher levels of materialism than women. The authors of the study discussed a variety of factors that could help people know whether it is appropriate for them to engage in conspicuous consumption behaviour. These factors included their age, level of income, gender and level of education.

Fernandez et al. (2015) found that there are differences in conspicuous consumption behaviour among males as compared to females. The study used data from 50-year-old adults in the United States who were currently enrolled in higher education. The data was collected using a combination of qualitative and quantitative research methods, including questionnaires and interviews. The findings showed that men tended to engage in more conspicuous consumption behaviour than women because they have a higher level of materialism than their female counterparts. This study is significant because it is the first to look at gender roles and how they relate to conspicuous consumption behaviour among adults who are over 50 years old.

Shapiro (2021) found that there were differences in conspicuous consumption behaviour between genders. The study found that men tended to engage in more conspicuous consumption behaviour than women. This is likely because men still are seen as the dominant gender in some backward cultures, being the ones who make the decisions and perform most of the work. Women tend to be more aware of gender roles and what it means to be

a certain type of person according to gender roles, but men tend not to think about these things as much because they can easily find other things that they personally enjoy doing which are different from gender roles.

Nektari (2010) conducted a study on gender differences in conspicuous consumption behaviour based on age. The study used data from 1,202 students who participated in a survey at a university. The data was collected using a combination of qualitative and quantitative research methods, including questionnaires and interviews. The findings showed that the amount of money that men spent on consumer goods and services were significantly more than women whereas the amount of money that women spent on consumer goods and services were not significantly different from men. The researchers noted a variety of factors that could help people know whether it is appropriate for them to engage in conspicuous consumption behaviour. These factors included their age, gender, level of education and income.

Objectives of the study

1. Understand the impact of socio-cultural factors on conspicuous consumption behaviour.
2. Identify the specific socio-cultural factors that are most likely to influence conspicuous consumption behaviour.

Hypotheses

H1: Men will be more likely to engage in conspicuous consumption than women.

H2: Younger people will be more likely to engage in conspicuous consumption than older people.

Method

- a. Sample Selection:
 - A random sampling method was employed to select participants from various socio-cultural backgrounds.
 - The sample size consisted of N = 200 participants, aged between 18 and 65 years, who were representative of the population under study.
- b. Data Collection:
 - A structured questionnaire was developed based on previous research and theory related to conspicuous consumption.
 - The questionnaire consisted of demographic questions, statements related to socio-cultural factors, and statements regarding conspicuous consumption behaviour.
 - The participants were instructed to rate their agreement or disagreement on a Likert scale (e.g., 1 = strongly disagree, 5 = strongly agree).
 - The questionnaires were distributed electronically via online survey platforms to ensure ease of data collection.
- c. Data Analysis:
 - Descriptive statistics were used to summarize the demographic characteristics of the participants.
 - The obtained data were subjected to quantitative analysis using appropriate statistical techniques, including frequency analysis and T tests.
- d. Ethical Considerations:
 - The study adhered to ethical guidelines for research involving human participants.
 - Informed consent was obtained from all participants before their participation in the study.
 - Participant anonymity and confidentiality were maintained throughout the study.

Data Analysis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	49	24.5	24.5	24.5
	26-35 years	51	25.5	25.5	50.0
	36-45 years	50	25.0	25.0	75.0
	46-55 years	26	13.0	13.0	88.0
	56-65 years	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

Table 1. Age

The table provided represents the frequency distribution of participants' age groups in the study. A total of 200 participants were included in the analysis. The age groups are categorized as follows: 18-25 years, 26-35 years, 36-45 years, 46-55 years, and 56-65 years.

Out of the total sample, the largest age group was 26-35 years, with 51 participants, accounting for 25.5% of the sample. The second-largest group was 36-45 years, comprising 50 participants, or 25% of the sample. The age group of 18-25 years had 49 participants, representing 24.5% of the total sample. Furthermore, the age group of 46-55 years had 26 participants, accounting for 13% of the sample, while the age group of 56-65 years had 24 participants, making up 12% of the total sample. In summary, the study included participants across a range of age groups, with a relatively balanced distribution between the age groups of 18-25, 26-35, and 36-45 years. The older age groups of 46-55 and 56-65 years were comparatively smaller in terms of the number of participants.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	50.0	50.0	50.0
	Female	100	50.0	50.0	100.0
	Total	200	100.0	100.0	

Table 2. Gender

The provided table displays the frequency distribution of gender among the participants in the study. The data consists of a total of 200 participants, and the gender categories include "Male" and "Female". The table reveals that there was an equal distribution of male and female participants in the study, with each gender representing 50% of the total sample. Specifically, there were 100 male participants, accounting for 50% of the sample, while an equal number of 100 female participants also comprised 50% of the sample. This balanced representation of gender within the study sample ensures that both male and female perspectives are adequately captured and analysed when examining the impact of socio-cultural factors on conspicuous consumption behaviour. In summary, the study included an equal number of male and female participants, reflecting a gender-balanced approach in exploring the research objectives related to conspicuous consumption behaviour and its association with socio-cultural factors.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	10	5.0	5.0	5.0
	Disagree	15	7.5	7.5	12.5
	Neutral	45	22.5	22.5	35.0
	Agree	16	8.0	8.0	43.0
	Firmly Agree	114	57.0	57.0	100.0
	Total	200	100.0	100.0	

Table 3. I believe that societal norms and expectations influence my purchasing decisions.

The table represents the responses of 200 individuals regarding the influence of societal norms and expectations on their purchasing decisions. The respondents were asked to rate their level of agreement or disagreement with the statement, and their answers were divided into five categories: "Firmly Disagree," "Disagree," "Neutral," "Agree," and "Firmly Agree." Looking at the results, we can observe that the largest proportion of respondents, accounting for 57% of the total, firmly agreed that societal norms and expectations do influence their purchasing decisions. This suggests that a significant number of individuals consider external factors, such as societal expectations and norms, when making choices about what to purchase. Furthermore, 22.5% of respondents expressed a neutral stance, indicating that they neither agreed nor disagreed with the statement. This group might have mixed feelings or uncertainty about the extent to which societal norms impact their buying behavior. On the other hand, 15% of respondents disagreed or firmly disagreed that societal norms and expectations influence their purchasing decisions. These individuals likely believe that their buying choices are driven by personal preferences and internal factors rather than external influences. It's also worth noting that 8% of respondents agreed that societal norms and expectations play a role in their purchasing decisions, but they did not strongly endorse this viewpoint. This suggests a relatively moderate belief in the influence of societal norms on their consumer behavior. In conclusion, the majority of respondents in this survey acknowledged the influence of societal norms and expectations on their purchasing decisions, indicating that these external factors hold significant sway over their consumer behavior. However, a smaller percentage disagreed or expressed a neutral stance, reflecting a range of perspectives on the extent of this influence.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	6	3.0	3.0	3.0
	Disagree	19	9.5	9.5	12.5
	Neutral	6	3.0	3.0	15.5
	Agree	56	28.0	28.0	43.5
	Firmly Agree	113	56.5	56.5	100.0
	Total	200	100.0	100.0	

Table 4. I feel pressure to conform to the consumption habits of others in my social circle.

Analyzing the results, we can see that a significant proportion of respondents, accounting for 56.5% of the total, firmly agreed that they feel pressure to conform to the consumption habits of others in their social circle. This indicates that a substantial number of individuals perceive a strong influence from their peers or social group when it comes to their consumption choices. They likely feel compelled to align their purchasing decisions with what their friends or acquaintances are doing. Additionally, 28% of respondents agreed that they feel this pressure to conform, suggesting that while they might not feel it as strongly as those who firmly agreed, they still acknowledge the influence of their social circle on their consumption habits to some degree. On the other hand, 9.5% of respondents disagreed or firmly disagreed with feeling pressure to conform to the consumption habits of others in their social circle. These individuals likely prioritize their own preferences and values over the influence of their peers. They may feel more confident in making independent choices and resist external pressures when it comes to their consumption decisions. Moreover, a small percentage of respondents (3%) expressed a neutral stance, indicating that they neither agreed nor disagreed with the statement. This group might not be particularly aware of the influence or pressure from their social circle when it comes to their consumption habits or they may feel ambivalent about its impact. To summarize, a significant majority of respondents in this survey acknowledged feeling pressure to conform to the consumption habits of others in their social circle. This suggests that social influence plays a considerable role in shaping their buying behavior. However, a smaller percentage disagreed with this notion, indicating a sense of autonomy in their decision-making process. The neutral responses also highlight the diversity of perspectives and experiences among individuals in relation to the influence of their social circle on their consumption choices.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	10	5.0	5.0	5.0
	Disagree	11	5.5	5.5	10.5
	Neutral	6	3.0	3.0	13.5
	Agree	64	32.0	32.0	45.5
	Firmly Agree	109	54.5	54.5	100.0
	Total	200	100.0	100.0	

Table 5. I consider the opinions and perceptions of others when making conspicuous consumption choices.

Upon examining the results, we can observe that a significant majority of respondents, representing 54.5% of the total, firmly agreed that they consider the opinions and perceptions of others when making conspicuous consumption choices. This suggests that a large proportion of individuals place importance on how their consumption decisions are viewed by others and are conscious of the social judgments associated with conspicuous consumption. Furthermore, 32% of respondents agreed that they consider the opinions and perceptions of others in their conspicuous consumption choices, indicating that they also recognize the influence of external perspectives to some extent. These individuals likely take into account the potential social signaling and status implications associated with their consumption decisions. On the other hand, a smaller percentage of respondents, 5.5%, disagreed or firmly disagreed with considering the opinions and perceptions of others. These individuals may prioritize their own preferences and values above societal judgments and may not feel compelled to seek external validation in their conspicuous consumption choices. Additionally, 3% of respondents expressed a neutral stance, implying that they neither agreed nor disagreed with the statement. This group might have mixed feelings or be unsure about the extent to which they consider others' opinions in their conspicuous consumption decisions. In conclusion, a substantial majority of respondents in this survey indicated that they consider the opinions and perceptions of others when making conspicuous consumption choices. This suggests that the influence of social judgment plays a significant role in shaping their decisions. However, a smaller proportion disagreed with this notion, highlighting a sense of independence or a reduced concern for external validation. The neutral responses further indicate the diversity of perspectives and experiences among individuals when it comes to considering others' opinions in conspicuous consumption choices.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	14	7.0	7.0	7.0
	Disagree	7	3.5	3.5	10.5
	Neutral	6	3.0	3.0	13.5
	Agree	49	24.5	24.5	38.0
	Firmly Agree	124	62.0	62.0	100.0
	Total	200	100.0	100.0	

Table 6. I believe that my social status is influenced by the brands and products I consume.

Analysing the results, it is evident that a significant majority of respondents, accounting for 62% of the total, firmly agreed that their social status is influenced by the brands and products they consume. This indicates that a large proportion of individuals perceive a strong association between the brands they choose and their social standing. They believe that the brands and products they consume have an impact on how they are perceived by others and contribute to their overall social status. Furthermore, 24.5% of respondents agreed that their social status is influenced by the brands and products they consume, suggesting that they also recognize a connection between their consumption choices and social standing. These individuals acknowledge that the brands they select can potentially affect how they are perceived by others, although they may not hold this belief as strongly as those who firmly agreed. Conversely, a smaller percentage of respondents, 3.5%, disagreed or firmly disagreed that their social status is influenced by the brands and products they consume. These individuals likely do not attribute their social standing to the brands they choose and may prioritize other factors, such as personal values or achievements, in defining their social status. Additionally, 3% of respondents expressed a neutral stance, indicating that they neither agreed nor disagreed with the statement. This group may have mixed views or be uncertain about the extent to which brands and products impact their social status. To summarize, a significant majority of respondents in this survey firmly agreed that their social status is influenced by the brands and products they consume. This suggests that they perceive a strong correlation between their consumption choices and how they are perceived by others. However, a smaller proportion disagreed or expressed a neutral stance, emphasizing the diversity of perspectives and experiences regarding the influence of brands on social status.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	12	6.0	6.0	6.0
	Disagree	10	5.0	5.0	11.0
	Neutral	8	4.0	4.0	15.0
	Agree	52	26.0	26.0	41.0
	Firmly Agree	118	59.0	59.0	100.0
	Total	200	100.0	100.0	

Table 7. I think that advertising and media play a significant role in shaping my conspicuous consumption behaviour.

Upon analyzing the results, it becomes evident that a significant majority of respondents, representing 59% of the total, firmly agreed that advertising and media play a significant role in shaping their conspicuous consumption behavior. This suggests that a large proportion of individuals believe that advertising and media have a substantial influence on the way they make conspicuous consumption choices. They perceive that these external forces shape their desires, preferences, and decisions when it comes to buying and displaying goods or services that signify status or wealth. Furthermore, 26% of respondents agreed that advertising and media play a role in shaping their conspicuous consumption behavior, indicating that they also acknowledge the impact of these influences to some extent. These individuals recognize that advertising and media can shape their desires and attitudes, although they may not perceive the influence as strongly as those who firmly agreed. On the other hand, a smaller percentage of respondents, 5% and 6% respectively, disagreed or firmly disagreed with the statement. These individuals likely believe that advertising and media have a limited or negligible impact on their conspicuous consumption behavior. They may feel more autonomous in their decision-making process and believe that their choices are driven by personal preferences and internal factors. Additionally, 4% of respondents expressed a neutral stance, suggesting that they neither agreed nor disagreed with the statement. This group may have mixed views or be unsure about the extent of the influence of advertising and media on their conspicuous consumption behavior. In summary, a substantial majority of respondents in this survey agreed or firmly agreed that advertising and media play a significant role in shaping their conspicuous consumption behavior. This indicates that they perceive a strong influence from external sources in their decision-making process. However, a smaller proportion disagreed or expressed a neutral stance, highlighting the diversity of

perspectives and experiences regarding the impact of advertising and media on conspicuous consumption behavior.

There are a number of reasons why advertising and media might influence conspicuous consumption behavior. First, advertising and media can create a desire for products that people may not have otherwise considered. Second, advertising and media can make products seem more desirable by associating them with positive images and emotions. Third, advertising and media can make people feel like they need to keep up with the Joneses by buying the latest and greatest products. It is important to note that not everyone is equally susceptible to the influence of advertising and media. Some people are more likely to be influenced by advertising and media than others. This is likely due to a number of factors, including personality, age, and socioeconomic status. Overall, the table suggests that advertising and media play a significant role in shaping conspicuous consumption behavior. However, it is important to note that not everyone is equally susceptible to the influence of advertising and media.

Testing of Hypotheses

		Age	Gender
Level of conspicuous consumption	Pearson Correlation	-.401**	-.005
	Sig. (2-tailed)	.000	.943
	N	200	200

Table 8. Correlations

The table shows that there is a significant negative correlation between age and level of conspicuous consumption. This means that as age increases, the level of conspicuous consumption decreases. The correlation is statistically significant, which means that it is unlikely to be due to chance. There are a number of possible explanations for this finding. One possibility is that older people are more likely to have a different set of values and priorities than younger people. Older people may be more focused on saving money and building wealth, while younger people may be more focused on spending money and enjoying life. Another possibility is that older people have a different understanding of the value of material possessions. Older people may be more likely to see material possessions as a means to an end, rather than an end in themselves. They may be more likely to value experiences over possessions. Finally, it is also possible that older people are simply less susceptible to the influence of advertising and media. Older people may be more likely to be aware of the manipulative techniques used by advertisers, and they may be more likely to resist these techniques. Overall, the table suggests that there is a significant negative correlation between age and level of conspicuous consumption. This means that as age increases, the level of conspicuous consumption decreases. There are a number of possible explanations for this finding, including differences in values, priorities, and understanding of the value of material possessions.

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Level of conspicuous consumption	Male	100	4.4200	.95537	.09554
	Female	100	4.4100	1.03568	.10357

Table 9. Group Statistics

The table shows that there is no significant difference in the level of conspicuous consumption between men and women. The mean level of conspicuous consumption is 4.42 for both men and women. The standard deviation is slightly higher for men (.95537) than for women (1.03568), but this difference is not statistically significant. This suggests that there is no clear difference in the way that men and women engage in conspicuous consumption. Both men and women are equally likely to buy expensive or luxury items in order to show off their wealth or status. However, it is important to note that the sample size in this study is relatively small (200 participants). It is possible that a larger sample size would reveal a significant difference between the levels of conspicuous consumption between men and women. Overall, the table suggests that there is no significant difference in the level of conspicuous consumption between men and women. However, it is important to note that the sample size in this study is relatively small, and a larger sample size may reveal a significant difference.

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper

Level of conspicuous consumption	Equal variances assumed	.277	.600	.071	198	.943	.01000	.14090	-.26786	.28786
	Equal variances not assumed			.071	196.724	.943	.01000	.14090	-.26787	.28787

Table 10. Independent Samples Test

The table shows the results of a t-test to compare the levels of conspicuous consumption between men and women. The Levene's test for equality of variances was conducted to determine whether the variances of the two groups were equal. The results of the Levene's test show that the variances of the two groups are not significantly different ($p = .600$). This means that the assumption of equal variances is met, and the t-test can proceed. The results of the t-test show that there is no significant difference in the levels of conspicuous consumption between men and women ($p = .943$). This means that the mean level of conspicuous consumption is the same for both men and women. The 95% confidence interval for the difference in means is $-.26786$ to $.28786$. This means that we can be 95% confident that the true difference in means is between $-.26786$ and $.28786$. Since the confidence interval includes 0, we cannot conclude that there is a significant difference in the levels of conspicuous consumption between men and women. Overall, the table suggests that there is no significant difference in the level of conspicuous consumption between men and women. The assumption of equal variances is met, and the t-test does not find a significant difference in the means.

Conclusions

The study found that there is a significant negative correlation between age and level of conspicuous consumption. This means that as age increases, the level of conspicuous consumption decreases. The correlation is statistically significant, which means that it is unlikely to be due to chance. There are a number of possible explanations for this finding. One possibility is that older people are more likely to have a different set of values and priorities than younger people. Older people may be more focused on saving money and building wealth, while younger people may be more focused on spending money and enjoying life. Another possibility is that older people have a different understanding of the value of material possessions. Older people may be more likely to see material possessions as a means to an end, rather than an end in themselves. They may be more likely to value experiences over possessions.

Finally, it is also possible that older people are simply less susceptible to the influence of advertising and media. Older people may be more likely to be aware of the manipulative techniques used by advertisers, and they may be more likely to resist these techniques. The study also found that there is no significant difference in the level of conspicuous consumption between men and women. The mean level of conspicuous consumption is 4.42 for both men and women. The standard deviation is slightly higher for men (.95537) than for women (1.03568), but this difference is not statistically significant. This suggests that there is no clear difference in the way that men and women engage in conspicuous consumption. Both men and women are equally likely to buy expensive or luxury items in order to show off their wealth or status. However, it is important to note that the sample size in this study is relatively small (200 participants). It is possible that a larger sample size would reveal a significant difference between the levels of conspicuous consumption between men and women. Overall, the study found that there is a significant negative correlation between age and level of conspicuous consumption. There is also no significant difference in the level of conspicuous consumption between men and women.

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