



## **University Students' Attitudes towards Conspicuous Consumption: The Case of Fırat University**

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### **Abstract**

This study aims to understand university students' views on conspicuous consumption. The research was conducted at Fırat University, and the study group consisted of 17 associate degree students. The research data was collected using the in-depth interview technique of qualitative research method. Codes and themes were extracted from the collected data and the research data was analyzed thematically. The research revealed that conspicuous consumption refers to spending beyond one's income, unnecessary and excessive spending, and wastefulness. Additionally, the main factors driving conspicuous consumption were identified as envying others, the desire to belong to a group, being able to share on social media, attracting attention, and looking different and superior to others. It has also been found out that social media and the social environment have a greater influence on conspicuous consumption than family. Another finding of the study is that key indicators of conspicuous consumption include buying brand-name products, using high-quality accessories, using expensive makeup products, spending beyond one's income, buying non-essential products, sharing visited places and purchased products on social media, and mentioning expenditures in social settings.

### **Keywords**

Conspicuous Consumption, Leisure Class, Brand-name Products, Belonging, Social Media

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