Conspicuous consumption – a revision of measurement approaches and how they relate to one another (2 students)

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Sprache/Language: English or German

Conspicuous consumption, often interchangeably used with the term status consumption describes product purchase and -consumption that is motivated by desired positive reactions of others and the aim to gain social status and acceptance among a desirable social group. A practical example might be the purchase of a fast car to be admired by colleagues and friends. Over the past 15 years numerous approaches have been taken to develop a scale to measure the orientation towards other’s recognition in one’s consumption behavior.

The goal of this seminar/ bachelor thesis is to relate the approaches conceptually to one another and place them in the greater context of approval motivation and social desirability.

Furthermore the goal is to conduct a small pretest to empirically examine the interrelatedness of aforementioned constructs!

In case necessity arises, students must be available to collect data at the Lange Nacht der Wissenschaft on May 21st.

Introductory literature:

