Conspicuous consumption: an integration of drivers (2 Students)  
(Victor Schliwa)

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. There are several contributions to this strand of research proposing a number of drivers of conspicuous consumption, notably power, status seeking (locus of control), and need for conformism or to fit in (non-exhaustive list!). The goal of this seminar paper is to identify the most promising drivers from existing research and conceptually relate them to one another and test the resulting hypotheses empirically.

Introductory literature:


