

PRINT: ISSN 0971-8923 ONLINE: ISSN 2456-6756

JOURNAL OF SOCIAL SCIENCES

Interdisciplinary Reflection of Contemporary Society



J Soc Sci, 53(3): 128-136 (2017)
DOI: 10.1080/09718923.2018.1429058

Young South African Consumers' Conspicuous Consumption Patterns and their Status-Brand-Shopping Behaviour

Job Dubihlela¹ and Dorah Dubihlela²

Cape Peninsula University of Technology, Cape Town, South Africa
Telephone: ¹<0736186086>, ²<0777185070>

KEYWORDS Conspicuous Consumption. Shopping Motives. Status Brands. Veblen Effect

ABSTRACT Study employed quantitative survey to test the conspicuous consumption patterns of young South Africans. Paper borrows from consumer behaviour knowledge, essential for understanding consumption patterns. Study sought to uncover consumptive motives of young South Africans and investigated what drives shopping motives and conspicuous consumption patterns. Level of education, skills, policies, resources, social feed-back, values, beliefs, knowledge and attitude factors were analysed to establish if conspicuous consumption lifestyle is the new standard of achievement among young South Africans. Results provide strong support for the existence of status-consumption exhibiting bling lifestyle. Findings suggest that young South Africans buy popular brands that give them status among their peers. Consistent with existing findings, study found negative relationship between income dispersion and conspicuous consumption. Further, findings show evidence that income distribution has precisely nothing to do with the group's motives to spend on visible goods. Implications for future studies are also provided.

JEL Classification: M30, M31, M37, M38, M39