

Study of the Role of Identity in Lifestyle and Consumption

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ABSTRACT

Lifestyle and consumption have always been under attention by the sociologists due to the relation between these phenomena and social and cultural structures. Also in every culture, lifestyle is of high importance and for this reason the main topic of this article is to explain the role of social identity as one of the effective social factors on lifestyle and consumption model. Considering the topic of article and its characteristics, historical-library method using the review of documents and internet to collect information was used. The conducted studies show that selection of commodities for consumption is formed under the effect of environmental factors, social and cultural structure and lifestyle of individuals. Among the effective factors on consumption models, social structure and lifestyle have the most determining effect. Considering the fact that consumption and lifestyle are inseparable in the current modern society, the factor of consumption is of fundamental importance to analyze lifestyles. Consumption shows the individuals' identity by its symbolic functioning. Demonstrative performance of consumption results from this reality in the modern world that consumption direction is not just resulting from the necessity of removing biological needs, but is a selection that clarifies a distinct identity. The more important point is that individuals do not consume based on their ethnic identity, classes of society or gender, but use shopping to express the identity that they like to have.

KEYWORDS: Culture, Social structure, identity, lifestyle, consumption, demonstrative consumption.

INTRODUCTION

Technology has made fundamental changes to the life, feeling, thoughts, lifestyle and culture of the human being of today. Development of urban life together with increased importance of distinctive and identifying issues has made lifestyle more important than in the past. Human being living in urban environment uses lifestyles to try to show their social dignity to others and this is something which was not necessary to be done in small communities. When the social world changes, we need new concepts to understand it.

Lifestyle is one of the concepts which are often used in the world of today. Study of the lifestyle has a higher ability to know the behaviors more precisely and to predict them. Study of the actual behaviors with the approach to discover the integrity and with the systematic specification is in other words study of the lifestyle and can replace study of the notions and values properly (Fazeli, 2007).

Consumption is based on understanding and the method of evaluation and that is why it is an optional thing that originates from notions, values and tastes. Consumption is a symbol of characteristics through which the individual is judged and lifestyle is a combination of total social situations over the grounds of the same personal choices. The principle of selection originates from equal opportunities in the modern world. Lifestyle is one of the concepts which is highly used in different social, economic and cultural texts. This concept is less than a century old and was born from modernity. Thus the concept of lifestyle has no place in the traditional society because in that environment, homogeneity and having the same form in the method of living do not allow distinction to be born. In the modern society whose characteristic is variety and diversity of goods and individual freedom to consume, different lifestyles will come to existence (Majdi, 2010).

Lifestyle can be interpreted as a set of behaviors that are used by the individual because they not only meet his current needs, but also embody the special story that he has selected for his personal identity before others (Giddenz, 2003).

Lifestyle is a relatively integrated set of all behaviors and activities of one certain individual (Giddenz, 2003). The necessity and importance to study the concept of lifestyle originates from the point that study of the lifestyle of the people of one society makes the necessary understanding of part of the culture of that society possible.

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Thus many cultural developments can be analyzed and explained using the concept of lifestyle. Some of these developments consist of forming the culture of consumption among certain classes of the society in order to create distinction and exclusiveness o/r taking position against the consumption-oriented culture is a cultural and social thing due to the importance of the religious, revolutionary and ideological values.

This study is aimed at identifying the sociological aspects of consumption model by referring to the effective and important factors on forming and developing them.

The main subject of this article is to describe the role of social identity as one of the cultural and effective factors on lifestyle and consumption model. In other words, the raised issue in this article is that it determines the type of individuals' lifestyle and as a result the type of goods consumption in the societies of today and not the known necessary needs, but the social variables such as social identity.

Theoretical grounds of research

Meaning of consumption: Consumption in economics means 'monetary value of goods and services that is purchased or procured by individuals' (Akhavi, 2001). Some other say to define consumption: "Wealth is the source of income and net income is income less depreciation and it is used for two purposes: A part of it deals with accumulation of wealth and saving and another part is engaged with enjoying. The part of income which is spent on gaining joy is called consumption (Qadiri Asl, 2000).

Bourdieu has written in the book called 'Distinction' that 'the new economy calls for a social world where people attach importance to the capacity of consumption the same way they do to the capacity of production, and the modern economy rejects the honest morale of production and accumulation in favor of morale seeking joyful consumption. Consumption is the main element of the social modern world and depends on economic factors (Bourdieu, 2001).

Veblen finds 'consumption for show off' in the current societies an indication of the lifestyle and a factor to distinguish the individuals. Bourdieu has written in the definition of 'consumption for show off' that in every society and particularly in the wealthy societies, higher classes and then other classes if they have the financial ability are inclined to use some commodities not for making the best of them to resolve their problems, but for show off against others. In fact they think that the application of the certain commodities helps them to be promoted and increases their credibility against the viewers.

Merton R.k. believes that consumption for show off of relatively expensive goods is a symbol of being wealthy and is sufficient for the costs. In fact wealth is considered as a means of pride by itself. Consumption for show off is reflected by the inclination to imitate and has different aspects to show off. The reasons of this phenomenon are variant and it could be complicated as far as the ideas and values existing in one society regarding wealth, credibility, social class as well as insight toward welfare are concerned (Bourdieu, 2001).

In other words, consumption is using something to meet one or several inherent needs. Thus knowing the methods of correct consumption and observing it and getting familiar with the correct ways to use capital and working tools and life equipment is of very high importance.

The concept of lifestyle – this term was initially used by the German psychologist, Alfred Adler and it was later used commonly by others. The meaning of lifestyle structure is given in different lexicons as follows:

- A. Method of the lifestyle of an individual, a group or a culture (Webster, 2004, quoted by Mahdavi Kani, 2007), special method of life of one person or group (Oxford, 1990 quoted by Mahdavi Kani, 2007).
- B. Lifestyle or style of living reflects the inclinations, values, tastes, ethical criteria, economic level, etc. of an individual or group so that they altogether form the lifestyle of an individual or group (Randomhouse, 1987, quoted by Mahdavi Kani, 2007).

Bruce Quen in a book called principles of sociology writes: "Every social class is a set of beliefs and acceptable views. Beliefs and views of social classes determine the lifestyle of that class (Quen, 2005).

"Living condition is a set of economic and social factors that indicate the characteristics of life of a special group of humans on earth taking the geographical, climate, political, economic, social, cultural and environmental conditions of the environment where they live into consideration. Living conditions are the methods to obtain assets and its amount (level of life) and how to spend the life (lifestyle) are also included (Bourdieu, 2001).

If we use a modern definition, lifestyle is a set of meaningful activities of one individual, communications and ordinary and common works of an individual. In a broad and public definition, the issue of study can be the individual or group (Pladis, 1982).

The lifestyle is an extract of values, approaches, individual's moods and behaviors of an individual that specifies behavioral and normal models taking the effective factors on it into consideration and this in social aspect forms the culture of a society.

Fazeli, classifying the definitions believes in existence of two mental and objective aspects for lifestyle and on this basis, classifies them into two groups:

The first group is a set of definitions that find lifestyle as part of behavior and take values, approaches and mental orientations of individuals away from the circle of this concept. This approach means that it is not important how the lifestyle has formed, but it is more important for the researcher to know the lifestyle by distinguishing some of the behaviors (by special characteristics). The second approach finds values and approaches as part of lifestyle (Fazeli, 2003).

He classifies the definitions about the behavioral aspect into two general categories: "definitions based on general organization of life" and "definitions based on consumption model".

For example, Giddens' definitions provide a definition of this kind in the book called 'prestige: society and personal identity in new era'. According to him, lifestyle is a set of relatively integrated behaviors and activities of a certain individual during routine life (Giddens, 2003).

One of the other definitions can be pointed as Sabel F. definition (definition of lifestyle according to purchase of goods model). He believes that lifestyle indicates a distinct method of life for the society or the social group. It is a method through which the buyer purchases and a method by which the bought goods are consumed. It reflects lifestyle of the consumer in the society. He also stressed that consumption model is the most observed and best index of lifestyle (Sobel, 1981) quoted by Fazeli, 2007.

Theories

Weber and dignity groups: Among the classical scholars of social sciences in the review of the first known lifestyle that comes to one's mind, German Max Weber raised the issue of dignity. Weber criticized and refuted Marx ideas and defining the one-way relation between position of economic classes and thoughts and life methods clarified that all the reactions of the society cannot be only understood relying on economic concepts because even in assessment of the economic resources, the thoughts of the micro-cultures and lifestyles are effective (Bendix, 2006). He presented a more complex analysis of society and classifications and rifts without denying the economic conditions. In his analyses cultural factors were raised not just like dependent variables but as independent ones. Weber raised the issue that economic definitions cannot explain the conditions of forming social groups on their own and that is why he presented the concept of dignity to explain how the influence of ideas affect the formation of groups (Bendix, 2006). Social understanding of credibility and dignity of socially active people identifies their social status and this status is effective on appreciation of social individuals or groups. Dignity group consists of individuals who have similar credibility in dignity system and dignity groups are a type of collective group against classes (Weber, 1995).

Lewis Coser writes to develop the idea of dignity group that classification of humans in dignity groups is mostly based on their consumption models rather than their position in the market or about production. Opposite to social classes that can have social contribution or not, dignity groups are usually the societies that get dependent on each other by the suitable styles of life, respect and social dignity that others attach to them. In addition dignity groups consider restrictions for meetings and contacts of their members with others who are not dependent on this group and expect their members to take distance from the ones who have lower dignity from social aspects (Coser, 2006).

One of the issues that Weber emphasizes on regarding dignity groups is that sociological concept is Weber's social category which is based on the definition that others present for social relations (Coser, 2006). A dignity group can exist when others attach value to the members of the group and separate them from other members and establish the required social distance between 'them' and 'us'.

The other issue that exists regarding dignity groups is that according to Weber, the differences of social bases can be seen in the different methods of living (different lifestyles) (Melvin M. Tumin, 2006).

Weber does not present a precise definition of lifestyle. Using his statements in this regard, different interpretations are presented within the framework of giving a definition. Dennis Wrong in a paper regarding Weber's ideas says that what Weber meant by lifestyle was the common values and traditions that grant a feeling of collective identity to the group. In other words, it is like a method or way of life that creates adaptation to the individual's psychological needs freely (Tavassoli, 1994) quoted by Mahdavi Kani, 2007.

Gorge Zimmel-External sociology and lifestyle: One of the classic scholars in this area is Gorge Zimmel. He has many definitions of lifestyle and its expressions. He presents these interpretations mostly within the framework of discussions regarding the face and style and their contradiction with concept and life. He says somewhere that lifestyle is a manifestation of human attempt to find fundamental values and or an interpretation of a superior self in

his objective culture and tries to get others know about it. In other words, human selects the form (face) of behavior for his concept in question (superior individualism). Zimel calls the ability of such selection as taste and names all these interrelated shapes as lifestyle (George, 1990) quoted by Mahdavi Kani, 2007.

Veblen T. and representative consumption-Veblen T. can be considered as the only classic sociologist who in his mind has allocated a special position to describe the phenomenon of consumption. Although he has not presented a completely clear definition of the concept of lifestyle, it could generally be said that he finds lifestyle a collective phenomenon. It is something that belongs to different classes and has no independent nature (Fazeli, 2003).

Lewis Coser in an analysis of thought by Veblen T. finds Veblen's thought the anatomy of competition in a society. He believes that self-confidence is a social phenomenon and is the reflection of the respect that others pay to human beings. This respect is gained in the process of competition and the person who is not able to compete will suffer from lack of self-confidence (Coser, 2006).

According to Veblen, remarkable consumption, remarkable comfort and the remarkable show of high dignity symbols are the tools by which humans try to look superior in the eyes of their neighbors and meanwhile to consider themselves of higher value.

Veblen refers in his book called the 'theory of affluent class' to consumption of luxury goods and show off. Consumption of luxury goods directly makes the consumer happy and it is a sign of being an owner. Any consumption of these goods by others relies on submission. Consumption of these excellent commodities is a proof of being affluent and is considered as an honorable behavior and the opposite, failing to consume more either from quality or quantity points of view is a sign of poverty and ineligibility. The criterion of luxury and being well-polished is different at different classes and the necessity to show the state of being well-polished continues to the lowest level of life (social layer). Relaxation and excessive consumption of goods both are considered as the two main components of being rich and also the main element of being well-polished (Veblen, 2004).

John Baudrillard- Baudrillard J. is a strong critic of the Marxist system. He reversed Marxism in practice. Baudrillard J. stressed on the structure of society according to symbolic and linguistic meanings instead of the natural need and work of human being as the factor helping the history move. He considered goods as a system of symbols while Marx found the goods as a part of dividing economic work so that it organizes and grants identity and position (such as gender, class or local identity) to human beings and objects of the social world (Seidman, 2007).

His analysis with regard to consumption has a symbolic aspect. In his view the incentives of consumption are highly important. 'Inclination' is his pivotal concept in this regard. Meeting the material needs is not the stimulant of modern consumption. Imagination of consumption and inclination to meet this imagination is considered as the main stimulant of consumption culture (Fazeli, 2003).

Bourdieu is a new attempt for better understanding-Bourdieu is the most famous sociologist who has talked about consumption and lifestyle. The importance of what Bourdieu does in the area of lifestyle is so much that no researcher can be active in this area and indifferent about his work i.e., the book 'Distinction'.

Bourdieu in his book called 'Distinction' studies the aesthetic preferences of the different groups of the society and tries to prove this point that culture can be a suitable topic for a scientific study. He is particularly determined to connect the taste of enjoying delicate products and the taste of enjoying food flavors together (Ritzer, 2006).

Bourdieu in his book called 'Distinction' defines lifestyle as follows: "style and method have the highest ability to express the characteristics which the entire world summarizes its activities in it (Bourdieu, 2001). In his idea, lifestyle is comprised of some systematic activities that emanates from the individual's taste and zeal and is mainly objective and external and at the same time adds identity to the individual symbolically and distinguishes him among different social classes. Meaning or in other words, values of these activities come from the situations in the system of controversies and connections. He (himself) says somewhere else that 'lifestyle is a property through which the occupiers or owners distinguish their different situations aiming at distinguishing it from others.' (Bourdieu, 1984, quoting Mahdavi Kani, 2007). He finds lifestyle the study of assets (luxury goods or cultural goods) in the first place and they are the ones that people collect them such as house, villa, excursion boats, cars, furniture, paintings, books, drinks, cigarettes, perfume, clothes and secondly the activities that people show themselves distinctly by doing so such as doing sports, games, entertainment (jogging or mountain hiking, skiing, riding horse, playing golf or tennis), getting dressed up, dealing with your appearance and the method of using loss and budgeting (the same)

Analysis of lifestyle in Bourdieu's theory has several advantages to other theories due to the power of explanation, taking different factors into consideration and at the same time flexibility with different social conditions that has several advantages including comprehensiveness and absence of dwindling (Shalchi, 2007).

Bourdieu claims that cultural consumption is a method by which different strata become distinct. He claims that dignity enhances and for the same reason, culture is a part of the class policies. Specifically cultural production and consumption is a method through which the different strata of the governing class try to establish and protect

their dominance. They want the tastes, preferences and cultural criteria and lifestyle get themselves reach and dominate the most valuable and appropriate of them (Seidman, 2007).

According to Bourdieu, lifestyle consists of the classified and classifying actions of the individual in areas such as dividing hours of day, type of entertainment and sports, socialization methods, furniture and house and methods of speaking and walking. In fact they are the objective and embodied preferences of individuals. Lifestyles are the methods of consuming the social factors that have different rankings from social dignity to legitimacy. These consumption methods reflect the hierarchical social system, but as Bourdieu shows in his book under the title of 'Distinction' based on the dialectical logic, consumption is not merely a way to show the distinctions, but it is by itself a method to create distinctions (Bakak, 2002). Different aesthetic tastes and preferences create different lifestyles. Thus lifestyle is a systematic product of manner that is understood through a bilateral relation with the manner procedures and it changes to the system of signs which is assessed comprehensively (for example, respectable, shameful, etc.) (Bourdieu, 1984). As Bourdieu also mentioned in the above phrase, consumption is like a system of signs and symbols that has functions such as social distinction and according to Bourdieu, the meaning of it emanates from the same differences and distinctions and nothing else. That is why according to Bourdieu, consumption is not raised as a response to biological needs, but it means to use the system of signs and symbols (Bourdieu, 1984, quoted by Shalchi, 2007) and these signs and symbols are produced through consumption and production process.

Lifestyle is affected by taste and taste is the consequence of manner and manner is the product of individual status in social structures. The position of individual in social structure specifies the degree of his enjoyment of different capitals, forms his manner and manner is also the product of two systems, the first system consists of comprehension and assessment procedures, i.e., tastes and other systems which are the creating procedures and establish the classifiable actions and cause interaction of these two systems of lifestyle.

The link between meaning of lifestyle and meaning of consumption-principally new definitions of lifestyle pay major and special attention to the consumption behaviors. In other words, in the current and modern society, the general meaning of consumption mostly consist of material goods and individual's free time and indicate material aspects so that the type and level of consumption indicates the level of classes of the current society. Generally speaking, it could be said that lifestyle in its common sense means the level of social classes of today. Generally one can say that lifestyle in its common meaning has a close relation with the concept of consumption and how and to what extent people consume.

In the system of a society based on consumption, consumption not only means consuming the economic view, but also economic factors such as level of income, price, quality, etc. in addition to non-economic factors that are involved and this could be looked at from two aspects:

- A. Cultural-social factors effective on consumption culture.
- B. Cultural-social effects of consumption culture.

In the first area, the goal is that lifestyle or the same daily items around the individuals originate from the objective identity of individuals. Human being has thought more than anything else on the following questions: What is the beginning and ending goal of life? How should lifestyle quality be? How to think that lifestyle has a root in individual and social identity? Why is the meaning of identity a spiritual issue and why does it comes from the thinking manner? But its evidences are going on in daily issues of life. Hence the type of look at the life identity will form that method and manner of life. Thus its proofs are currently felt in routine issues of life. That is why the type of look at life identity depends on the pursuance of that method and lifestyle. Therefore this lifestyle is a kind of emergence of objective identity of individuals.

In the second area, what is evident more than anything else is the appearance of consumption culture. From what was said, it is evident that identity has a close relation with lifestyle. In the current lifestyle that has intellectual support, the individual and social identity will be also affected so that it reproduces the individuals' identity through the designed lifestyle and more than that the individual deals with it in his routine life among internalizing a series of behaviors and beliefs and that is how most individuals and groups adopt a behavior systematically after a while and it will be selected even if it is not needed.

From Adler's point of view, lifestyle is the way to access the goal, but others find lifestyle a type of expression, display and a symbol as it is interpreted. According to Zimel, lifestyle is the symbol of 'superior individualism'. According to Veblen, it is the symbol of spiritual mechanism and intellectual habits and according to Weber and some others whose thoughts are affected by Weber, this concept means social status. Baudrillard J., Gidens and latest scholars find lifestyle the symbol of individual and social identity. Eventually it could be perhaps said that identity is a vaster concept and the two distinctions desired by Zimel and Weber are mostly covered by Adler's point of view.

Lifestyle indicates a set of elements that are connected systematically more or less and form a whole. This unity and system makes this whole distinct from other wholes. The existence of definitions for words such as model, order, generality, identity, distinction indicates the same.

The role of identity in lifestyle and consumption-identity is the distinctive side of similarity and distinction of identity that emerges in the individual. The identity in the first look can be divided into individual, social, family and religious aspects. Among the principles of its formation, some categories such as knowing self, goal, society and knowing God have to be noted. From another perspective in consumption and identity building, value is discussed whether in ideological or behavioral aspects. Thus it is a value for human to organize his behavior and ideas and in fact value is one of the spiritual concepts that specifies frameworks in a person's mind and affects the behavior and attitude of an individual. Thus to express the consumption culture and its identity that should not be overlooked, attention to value setting in the society is important and the type of consumption and identity provides a more suitable analysis following value setting.

Considering the fact that consumption and lifestyle are not separable in the current modern society, the factor of consumption is of fundamental importance to analyze lifestyles. Nowadays consumption and need have taken distance and there is a rift between them so that human consumption does not correspond with his needs anymore, but consumption has exceeded needs and the gap is filled by consumption-oriented manner. In fact in the current modern society, the individual's identity depends on the society and on the other hand, lifestyle was defined in a systematic manner so that the individual could decide for himself within the same society. Thus when it is said that goods consumption is symbolic, it is a sign of manner and behavioral style of individual in the society and in fact refers to the dependence of the individual on the ideas of the society. Consumption requires material identity because values are defined according to material purposes, thus individual identity is based on material ideology.

Baudrillard J. in the book of system of objects expresses that consumption on its own does not meet the needs of a group of mortal beings, but guarantees the signs and symbols. He believes that consumption should be considered as a trend where the buyer tries actively to create a feeling of identity by showing the purchased goods. In other words, people create the feeling of identity of who they are through what they consume.

Research Background

Regardless of books and articles that introduce the meaning and theories of lifestyle, a small number of studies were conducted using quality and quantity methods to define and focus on the role of identity.

Abolfazl Akbari, 2006 raised in a study some hypotheses according to economic, psychological, sociological and medical factors relying on theories such as Veblen demonstrative consumption, theory by Fish Bin & Ajzen regarding Bourdieu, Bartez and Zimmel theory.

The results of this study show that there is a significant relation between family income variables, student's imagination of his personality, quality, demonstrative consumption, expectation of usefulness and assessment of usefulness of home-made food, others' important expectations, family background, impact of promotions and preference of home-made and non-home-made foods.

In another study conducted by Mohammad Fazeli, 2003, he wrote about the results of his studies in seven chapters of a book under the title of "lifestyle and consumption". The first chapter of the book reviews the theoretical insights (views given by T Veblen, George Zimmel, Max Weber, Adorno and Hork Heimer, Douglas and Isherwood, Pier Bourdieu, Kolin, Campel and post modern theories) regarding the consumption and lifestyle. The second chapter presents definitions for lifestyle from three behavioral theories and combination of behavior, mentality and symbolic aspects to study the concept of lifestyle and its elements. The third chapter also studies the origin of lifestyle and effective factors on it such as economic factors, values, structural factors (education, age, gender, job and professional culture), cultural and social capital, etc.

The fourth chapter studies the functions and consequences of lifestyle. The fifth chapter is also allocated to methodology of analyzing lifestyle. In the sixth chapter, some applications of analyzing the lifestyle were explained and the seventh chapter is also about theoretical claims about meaning and analysis of lifestyle.

Also Estaji et al, 2006 found lifestyle affected by culture, race, religion, geographical, economic and social factors, beliefs and they referred to the study of lifestyle of 1537 inhabitants of Sabzevar who were between 18 and 65 years old in 2005 and 2006.

Mintel, 1988 conducted a study regarding the trends of family costs during a 10-year period where the costs under attention were the costs of a housing, its furniture, foodstuff, beverages, tobacco, costs of holidays and entertainment, personal expenditures, promotion of health and education, tuition fees, insurance and saving, etc.

Study of lifestyle of the two genders in this research showed that among the youth, women pay more attention to the personal appearance and books more than men and men pay more attention to clothes, music, travel, beverages and sports.

Studying the experimental background, the studies in this area are divided into two general categories:

1. Theoretical and descriptive studies that review the concept of consumption, lifestyle and its elements refer to the theoretical notions in this regard as well as the variable and case study of the lifestyle. In this context, some studies such as Bourdieu's distinct books or the book of lifestyle by Mohammad Fazeli and or the article of studying the meaning of lifestyle in social sciences and the PhD dissertation of Dr Mohammad Saeed Mahdavi Kani could also be named.

2. Experimental and causative plans under the title of 'study of effective factors on lifestyles and its different areas' could be quoted. In this approach issues such as cultural capital, economic capital, media and promotions, religiousness and other variables could also be named.

RESEARCH METHOD

Considering the topic of the paper and its characteristics to collect information, historical-library method using the documents of some papers and internet were used.

Conclusion

Consumption models or lifestyles are simple phenomena and are not merely affected by the interests, demands, abilities and possibilities of individuals, but they are complicated and polyhedron phenomena that have significant relations with factors and variables such as social classes, social strata, type of consumption goods (material or cultural), lifestyle, income, social structure, social values, reference consumption models, background variables and level of the country's development.

Consumption methods are not just dependent on tastes, interests, abilities and possibilities of individuals so that there are consumption methods for each individual or social group, but they are structures and are used as models and their formation depends on economic, social and cultural conditions of a society and their changes take place considering the change of the above conditions. The fact that the consumption model is a model means that selection of consumption goods is material and cultural. Although the individual makes a personal choice and the person selects it directly and based on his own will and demand among consumption goods and also the individual selects it considering his income, financial facilities, purchasing power, price of goods, taste and will as well as the values that he believes in and relies on, the personal choice is affected by social factors and variables such as social variables, demographic variables (age, gender, place of birth, type of job, etc.), lifestyle variables, social structure, social class, social strata and other social variables affecting the method of thinking and the individual's feeling and behavior.

Hence person's choices have social/cultural aspects and in a society and in the context of a culture, personal choices are like models. In a society, there are different types of consumption models that have social aspects and not individual ones and the changes made to the consumption model depend on the changes made to the factors forming and reviving consumption models in that society.

Taking the non-separation of consumption and lifestyle in the current modern society into consideration, the consumption factor is of fundamental importance in the analysis of lifestyle. Consumption shows the individual's identity by its symbolic function. Demonstrative function of consumption results from this reality that in the modern world the direction of consumption only results from the necessity to remove biological needs and it is a choice that clarifies the distinct social identity.

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