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## **Cultural dimensions and Consumption: A Sociological Vision and Future Prospective**

**Mona El Sayed Hafez**

### **Abstract**

This paper seeks to discuss the relationship between culture and consumption through exposing a collection of basic concepts and issues. Which it arouses, thinking, and studying. Our current topic is to be based upon two fundamental hypotheses; first, that the cultural dimensions which are connected to play a major role in considering it, because of the increasing moral and materialistic aspects forming these cultural dimensions. Second, we are witnessing consumption globalization in addition to the impact of mass media, publicity, and advertisement on individuals, culture,

Based on the two previous hypotheses, some cultural dimensions are theoretically discussed in terms of the basic concepts and issues, tackling as well as their most important various dimensions and mechanisms. Regarding the third section, it includes observation of the nature of consumption culture and its absorption determinants. As for the last section, it exposes the most important results reported by Arabic researches and studies in the culture consumption field. In the conclusion, the paper proposes a conclusion and a prospective vision.

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**Cultural Dimension**

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Laws Arts Believes Knowledge  
Values Customs Habits Ethics  
Motives Attitudes Behaviors  
Motions Sense Efforts  
.Desires

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**:Consumption (1)**

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## Sub Concepts

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**:Culture of Consumption (2)**

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**: Standards of Consumption (3)**

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Social Needs  
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**:Patterns of Consumption (4)**  
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Durable Goods  
Luxurious Non-durable Goods  
Necessary Goods Goods  
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**:Consumerism (5)**

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Popular

Mass Culture

.Culture

**:Cultural Change (6)**

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Pierre Bourdieu<sup>(25)</sup>

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**:Socio-Cultural Distinction**

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M. Featherstone

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**:Imitation & Simulation (2)**

.Demonstration (37)

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M.Featherstone

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Michael Eisner \*

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**:Mcdonaldization (2)**

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Calvin Klein Louis Vuitlon Koda  
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The : Bourdieu Featherstone  
consumption Society, Consumer Culture and Postmernisms, The  
Distinction.

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Just for fun

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\*Curt Roy Ston

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Bourdieu

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Pierre Bourdieu

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\*Faye Wong

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Sales

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<b>Materialist</b>	-1
Super Shopping Center	:
	<sup>(88)</sup> Markets
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	<sup>(89)</sup>
<sup>(90)</sup> Voyeuristic Consumption	
<b>Stylistic</b>	-3
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<sup>(91)</sup> Super Woman	.Barbie " "
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<sup>(92)</sup>	.
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	<sup>(93)</sup>
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<b>Emulation</b>	



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: Projective Tests -1

Incomplete  
Role

Word Association

Sentences  
Playing

Observation

.Deep Interview

**Attitude Measurement :** -2

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**Likert Scale**

.Summated Scale

**Semantic Differential** (5)

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**Rank-Order Scales** (6)

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**:Field Observation** -3

## Participant-Observer

**:Content Analysis - 4**

**:Value Measurement Instruments -5**

Rokeach Value Survey <sup>(108)</sup>

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.Terminal Value ( ) (7)

.Instrumental Values (8)

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**:Questionnaire -6**

**-7 Personal Interview**

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