

The Sustainable Consumption Lifestyle: the Mall Experience

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Outline

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- II. Literature on Consumption
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- IV. Findings
- V. Conclusions and Recommendations



The Filipino Mall Experience

- All consumption venues exhibit the same goal: to lure consumers and provide them with goods via the exchange of money.
- Jackson Lears have remarked that consumption patterns are thus based on the simple premise of “lure and excitement” (Miles, 2003).



The Filipino Mall Experience

- There are over 30 malls in Metro Manila offering a wide array of products and services.
- Malls accept credit cards and ATM debit cards and offer currency exchange counters facilitating purchase transactions.



The Filipino Mall Experience

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Consumption Experience

- Malls spend heavily on advertising to promote their goods and services.
- Advertising entices the consumer, but peers, neighbors, and celebrities make products desirable. Advertising manipulates emotions and creates untapped desire.



Why do Filipinos consume?

- Purchasing provides a sense of comfort—almost redemption—for the buyer because it reinforces one's social framework.
- Shopping provides an exploration of desire, and a fulfillment of responsibility; it commodifies our guilt and pride, as well as our successes and failures.



Reasons why Filipinos consume

- Filipinos consume for four main reasons. The first is, of course, necessity. The second reason is the belief that their purchases will fulfill some sort of familial duty. In other words, shopping, or more specifically gift-giving, serves as a vehicle for the expression of love towards one's family members, friends, relatives and colleagues.



Reasons why Filipinos consume

- Filipinos also shop as a way of assessing consumer prices and product variety (i.e., “window shopping”). Most Filipinos purchase goods (especially costly electronic ones) only after having comparison shopped and consulted with “experts.” The fourth, and final, reason why Filipinos shop is out of compulsion.



Research Problem

- Determine youth consumption patterns and shopping motivation of selected students of the University of the Philippines.
- Identify the preferred items the youth consume using their student allowance.



Literature on Consumption

- Kaj Ilmonen - Although commodities are non-human actors, they shape our social life. They mediate everyday activities to one another and they bond us to other people.



Literature on Consumption

- Kaj IImonen - Commodities and human action form a network where humans act and objects react. Meanings associated with objects turn them from raw material of action into social relationships.

Literature on Consumption

- Don Slater (1997) pointed out that the liberalists and utilitarians have regarded the consumer as a hero "to the extent that he was autonomous and self-determined, and that his autonomy depended on his rational capacities, on his ability firstly to know and define his own needs ... and secondly to pursue them rationally ... " (p. 54).



Literature on Consumption

- Consumer owners and brand producers try to soak up cultural ideas and iconography that their consumer brands could reflect by projecting these ideas and images back onto the culture as 'extensions' of their brands" (Klein 2000: 29).

Literature on Consumption

- A person's habitus influences his consumption practices. The habitus is a set of dispositions, reflexes and forms of behavior people acquire through acting in society. It reflects the different positions people have in society, for example, whether they are brought up in a middle-class environment or in a working-class suburb. (Pierre Bordieu)

Literature on Consumption

- Bourdieu (1984a) noted that “different conditions of existence produce different habitus”. Being socialized in different levels of economic, social, and cultural capital, the markers of class, enables the individuals to develop a specific class-based habitus, which is then expressed through a particular lifestyle.



Respondents of the Study

- 150 enrolled students from UP Diliman and UP Manila
- 75 boys, 75 girls
- Ages range from 16 to 21 years old
- Survey questionnaire was administered
- Exploratory Factor Analysis and basic descriptive analysis were applied on the survey data

Findings

- Youth consumers went “mall” approximately 15 times in a one month period, stayed 130 minutes per visit, and spent an average of P250 pesos per shopping visit.
- In terms of ranking, youth consumers patronize the cinema, internet café, pharmaceutical/drug store, clothing shop and supermarket.

Findings

- Exploratory factor analysis showed that there are two main reasons for “mallng”: entertainment and socializing with friends. These reasons explain the relational needs of the youth such as spending time with their friends.

Findings

- Youth consumers tend to be more loyal to foreign brands than to local ones, preferring Samsung/Nokia cellular phones, Nike sportswear, Speedo swimwear and Tag Heuer watches.
- Price and product function constitute important factors influencing student purchases.

Findings

- Youth consumers spend 20% of their allowance for sports activities such as mountaineering, boating, and biking.
- About 85% of the youth consumers see the importance of investing in foreign language training during college.

Findings

- In terms of brand recall, 80 percent of the students prefer Oxygen, Bench, Levi's, Particles, Bayo and Island Souvenirs.
- Cellular phone load expense and internet connection expense make up 13% of a student's budget.

Findings

- Youth consumers demand attractive packaging, durability, environmentally friendly products and product recognizability, which play an integral role in the socialization of consumption in peer groups.
- The youth consumers spent a budgeted amount for foreign language training.

Findings

- The media and the endorsement of their peers have an indelible impact on the consumer choices they made: eighty-eight percent of survey respondents believe that they are influenced by advertising and the personal endorsement of their friends verbally or through blogs.

Conclusions

- Filipino youth consumers prefer products that are durable and environmentally-friendly.
- They are dependent on advertising and word of mouth endorsements from peers.
- They find a need to indulge in sports activities and foreign language training.

Conclusions

- Filipino youth consumers motivation for shopping is focused on entertainment and socialising.
- The media has an impact in shaping their consumer preferences.

Recommendations

- Research on online shopping by Filipino youth consumers.
- Focus on specific brands that are preferred by the environmentally conscious youth consumers.

End of Presentation

- THANK YOU!!

References

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