

Maria Ushakova

Narcissism and Conspicuous Consumption of Adolescents in Russia

Master's Thesis

YOUR KNOWLEDGE HAS VALUE



- We will publish your bachelor's and master's thesis, essays and papers
- Your own eBook and book - sold worldwide in all relevant shops
- Earn money with each sale

Upload your text at www.GRIN.com
and publish for free



Bibliographic information published by the German National Library:

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

This book is copyright material and must not be copied, reproduced, transferred, distributed, leased, licensed or publicly performed or used in any way except as specifically permitted in writing by the publishers, as allowed under the terms and conditions under which it was purchased or as strictly permitted by applicable copyright law. Any unauthorized distribution or use of this text may be a direct infringement of the author s and publisher s rights and those responsible may be liable in law accordingly.

Imprint:

Copyright © 2017 GRIN Verlag
ISBN: 9783668560154

This book at GRIN:

<https://www.grin.com/document/379169>

Maria Ushakova

Narcissism and Conspicuous Consumption of Adolescents in Russia

GRIN - Your knowledge has value

Since its foundation in 1998, GRIN has specialized in publishing academic texts by students, college teachers and other academics as e-book and printed book. The website www.grin.com is an ideal platform for presenting term papers, final papers, scientific essays, dissertations and specialist books.

Visit us on the internet:

<http://www.grin.com/>

<http://www.facebook.com/grincom>

http://www.twitter.com/grin_com

Master Thesis

**Correlation study examining relationship between
narcissism and conspicuous consumption
of adolescents in Russia**

Submitted by: Mariia Ushakova

Kassel (Germany), January 2017

ABSTRACT

TITLE: Correlation study examining relationship between narcissism and conspicuous consumption of adolescents in Russia.

The phenomenon of Narcissism has been viewed here as a normally distributed personality trait, not as a pathological disorder. Conspicuous consumption in the particular research refers not only to the demonstration of wealth through buying luxury goods, but also, and mostly, represents all the scope of consuming for not utilitarian, so-called, demonstrative purposes. By young people were meant young generation from age of 16 to 24 years old.

KEYWORDS: narcissism, conspicuous consumption, demonstration, young generation, consumer behavior, Russia.

BACKGROUND: The purchasing of goods to demonstrate the wealth and power for the further purpose of the status maintenance is not a new tendency for Russia nowadays. Conspicuous consumption is frequently linked with the post-communist countries, consumers of those are the worldwide famous for their love to luxury goods. Thus, historically the term refers to the upper class people, who purchase expensive brand products in a pursuit of prestige and honor. However, with the time and many political, economical and social media influences, the phenomenon itself has developed - goods-demonstrators, main players and the initial purposes have been shifted significantly. As one of the main change, the self-related motives became one of the most important group of drivers of the purchasing decision, what is especially interesting to see among the non-mature consumer segment of the country, young generation. Being grown in modern consumer societies and spoiled by wide variety of choices, ironically young people tend to consume goods to feed their self-love. Having been purchased a novelty of the season, a modern youngster hurries to make “selfie” and post it in social network to get some approvals and/or admiration, measuring in “likes”. Many scientists worldwide claim that such habit may root in much deeper reason than just the age of technology, and even assign it to the personal complexes. Deriving from the childhood, those complexes cause in the chronic narcissism, which is dramatically increasing in people of modern society.

PURPOSE: Therefore, the general idea of this Master Thesis is to investigate the phenomenon of conspicuous consumption in Russia from the totally new perspective – the perspective of young generation of consumers with set of motivation. Thus, the aim of this research is to examine the interdependence between narcissism and conspicuous consumption in young generation of Russian consumers.

METHODOLOGY: The primary data was collected through a self-conducted questionnaire including three parts: psychological to measure narcissism of personality, demonstrative consumption patterns and, finally, a perception of conspicuous behavior part. In order to reach the target group directly and avoid bias and misunderstandings while answering, the questionnaire have been spread personally in schools and universities of four cities in Russia. Afterwards, the data have been translated from Russian into English, then manually coded and filled in database. For advanced statistical analysis and manipulating variables is used software as Stata and SPSS Statistics; for less complicated analysis and visual reports is used Microsoft Excel.

MAIN FINDINGS: The obtained results proved not only the strongest relationship between narcissism and conspicuous consumption, but also the alignments between their types. Although such factors as gender and income size did not show the significant correlations with general level of both phenomenon, it has been proved they have effect of the differences in dominating facets of narcissism and motivation type in conspicuous consumption. As was suggested, results revealed the alignments between such factors as family size and age on the respondents level of studies concepts.

Table of content

ABSTRACT	1
LIST OF FIGURES	5
LIST OF TABLES	7
LIST OF APPENDICES	8
LIST OF ABBREVIATIONS	9
CHAPTER 1 INTRODUCTION	10
1.1. Research background	10
1.2. Problem statement	11
1.3. Purpose of research	13
1.4. Research questions	14
1.5. Structure	14
CHAPTER 2 THEORETICAL FRAMEWORK	16
2.1. Introduction	16
2.2. Conspicuous consumption	17
2.2.1. Motivation types of conspicuous consumption	19
2.2.2. Individual differences	24
2.2.3. Conspicuous consumption in Russia	28
2.3. Narcissism	29
2.3.2. Narcissism types	33
2.4. Reference of both phenomenon to the young generation	34
2.5. Narcissism and conspicuous consumption	36
2.6. Hypotheses formulating	38
CHAPTER 3 PRIMARY DATA RESEARCH METHODOLOGY	41
3.1. Introduction	41
3.2. Research design	41
3.3. Sample decision	43
3.4. Questionnaire design	44
3.5. Data collection methods	45
3.6. Data analyses methods	45
CHAPTER 4 ANALYSIS OF RESULTS AND DISCUSSION	47
4.1. Data screening and cleaning	47
4.2. Descriptive statistics	47
4.2.1. Total sample profile	47
4.3. Effect of factors on narcissism	55
4.4. Effects of factors on conspicuous consumption	57
4.5. Hypotheses testing	59
4.5.1. Correlation between both phenomenon	59
CHAPTER 5 CONCLUSION AND IMPLICATIONS	66
5.1. Summary of research findings	66
5.2. Managerial Implications	67

5.3. Limitations and future research	68
APPENDICES	69
BIBLIOGRAPHY	90
Personal information in lieu of oath	100

LIST OF FIGURES

Figure 1: Structure of the master thesis

Figure 2: The negative correlation between age and narcissism (Foster, Campbell & Twenge, 2003)

Figure 3: Conceptual framework

Figure 4 . The structure for business empirical research.

Figure 5. The structure of data analysis

Figure 6. Gender distribution among total sample (Source: SPSS)

Figure 7. Age distribution among total sample (Source: SPSS)

Figure 8. Distribution of total sample according to family income size (Source: SPSS)

Figure 9. Family size distribution among total sample (Source: SPSS)

Figure 10. Narcissism level by gender distribution of total sample (Source: SPSS)

Figure 11. Conspicuous consumption level by gender distribution of total sample (Source: SPSS)

Figure 12. Narcissism and conspicuous consumption (mean value) level by family size and income size of total sample (Source: SPSS)

Figure 13. Boxplot: Level of narcissism by the sample sub-groups (Source: SPSS)

Figure 14. Boxplot: Level of conspicuous consumption by the sample sub-groups (Source: SPSS)

Figure 15. Narcissism level distribution among total sample (Source: SPSS)

Figure 16. Conspicuous consumption level distribution in the total sample (Source: SPSS)

Figure 17. Gender distribution among narcissism facets

Figure 18. Income size distribution among narcissism facets

Figure 19. Family size distribution among conspicuous consumption types of motivation

Figure 20. Age distribution by conspicuous consumption level

Figure 21. Correlation plot: narcissism and conspicuous consumption.

Figure 22. Linear regression: Narcissism as constant, Conspicuous consumption is dependent variables (Source: Stata)

Figure 23. Paired samples t test: gender and levels of narcissism and conspicuous consumption