

# Factors affecting women's visual consumption in Salah al-Din Governorate ((Case Study))

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**Abstract:** This research tackles the subject of conspicuous consumption, which is the image of the modern society with regard to the extension of its range and predominance over the subject interests. The aims of the research are summarized as follows:

The acquaintance to the conspicuous consumption according to each field and explaining its each nature according to each factor. The acquaintance to the most prominent factors, which head persons to Conspicuous consumption. The researcher adopted the method of the social survey through the device of the sample. The sample consisted of 200 subjects from Salah al-Din City. Questioning, observation, and interviewing were used away of collecting data and information about the subject of the research. The results of the research showed that the multiplicity of the fields of Conspicuous consumption do not unify its nature; each field has its specific Category. The form of conspicuous consumptions in the fields of banquets and Desire differs from that of the fields of feasts and presents in distinctive

Orders. As for the most prominent factors, which lead persons to conspicuous Consumption, it was the social factor. It was shown that conspicuous consumption differs according to the Change of the factors affecting it. The form of conspicuous consumption Differs from its nature in to the security factor.

**Keywords:** factors, affecting, women's visual, consumption.

## Introduction

In all human societies, we glimpse the aspects of the exchange process between individuals in the field of satisfying living needs in various forms, and although they differ in their features, they are indicative of a consumption act that satisfies the individual's needs and fulfills his desires in accordance with the standards of socially acceptable behavior.

We also find that the variation in the forms of the consumption process results from the importance and severity of the need among individuals on the one hand, and the nature of the social environment in place and time, by which the method of interaction in the consumer field is determined on the other hand, as that method ranges from barter to cash currency, which represents

the basic tool in the process. Economic reciprocity in modern society. Thus, the monetary value has become an expression of the valuable characteristics of the thing, and despite the pluralism in the names of the monetary currency, it, in its entirety, provides social life with a special dynamism.

The social economic process is an essential component of the social system, and apparent consumption plays an important role in the sustainability and continuity of this process.

The conspicuous consumption industry indicates the nature of economic activities in society in a way that is compatible with the need for profit, in a way that this type of consumption is an essential feature of the social behavior of the individual in modern society. In this context, we find that interest in and spending on appearance things varies in scope depending on the different areas of life, and the factors affecting it also vary.

### **Research Importance:**

The importance of the research is as follows:

The scarcity of studies and research that addressed the issue of appearance consumption from an economic, psychological and social perspective.

There is no research or study on visual consumption in Salah al-Din Governorate that addresses the issue from an economic, psychological and social perspective.

The importance of the research also seems clear in its treatment of the topic of visual consumption in light of the economic, cultural and political changes that our society is going through.

### **Research Aims:**

1- The research objectives emerge in its attempt to answer the following questions:

Does apparent consumption differ depending on its fields?

What are the most important factors that drive individuals to visual consumption?

Does apparent consumption differ depending on its factors?

2- Develop some suggestions and recommendations according to the research results.

### **The first section: the theoretical aspect**

#### **First: The theoretical framework of visual consumption**

The creations of the human mind have formal features with broad functional implications, and these features are coupled with the advantages of the psychological and social entity. Scientific and technological progress has expanded the circle of individual needs and interests, and conspicuous consumption has become, in its range, a new method of consumption that approaches typical consumption. The individual's appearance behavior is linked to a general intellectual consensus that the image of the other in our minds is nothing but a reflection of the nature of his material possessions, which determines a general form of his identity. Accordingly, consumption

The appearance in general derives the components of its existence from the importance of others to the individual. This importance, which is linked to multiple needs, takes symbolic forms that are coordinated within an organized framework in which the general meaning of the symbol is elevated.

The connotations of visual consumption have not varied across the borders of time except in their breadth and adaptation to human behavior in accordance with the obligations of the modern era, which has created new interests whose intensity may be proportional to the importance of their topics and fields in the social environment, and vary according to the factors influencing them. Hence, the

topic of research was determined to identify apparent consumption in Salah al-Din Governorate according to its fields and factors affecting it.

Here it can be defined as follows:

**Consumption:** It is the use of services or material goods to satisfy human desires, and it also means the use of goods and services for productive purposes (1).

**Conspicuous Consumption:** As Thorstein Veblen defined it, it is wasting money to buy expensive and rare necessities that the individual does not use in his daily life, but these necessities have an intrinsic value that helps their owner to appear and show off and gives him a prestigious social position. So that people consider him a member of the luxurious aristocracy, and this is what brings him happiness and satisfaction (2).

Our definition of conspicuous consumption is spending money on things that others see, and it fluctuates between necessity and lack thereof, and it may earn the individual a degree of boasting. There are two types:

1- Ordinary appearance consumption: it is reasonable and customary spending in accordance with prevailing standards of appearance behavior.

In the community.

2- Extravagant appearance consumption: It is unusual and exaggerated spending in quantity and quality according to the standards of appearance behavior prevailing in society.

**Conspicuous behavior:** It is all the actions, signals, and activities that an individual performs in relation to the way he wishes to appear in front of others. It is represented by the manner of clothing, food, furniture, etc., and these behaviors reflect an aspect of his personality.

**Social Status:** means the position occupied by a person or group of people within their society. This status is determined as a result of a series of factors such as age, gender, occupation, income, etc. Max Weber points out that the hierarchy of status refers to the status in relation to the distribution of prestige and honor (3).

Second: The ideas of scientists and researchers regarding what is related to visual consumption:

Despite the scarcity of writings specifically in the field of visual consumption, many scholars and researchers have had diverse ideas on the topic of consumption and have touched on the field of visual consumption in a somewhat implicit way.

The scholar Ibn Khaldun had ideas in this field, as he said in his introduction, "In Egypt, which is very urbanized, its luxury increases, and the needs of its inhabitants increase for the sake of luxury. The bowl that is placed on the markets))(4). This is an indication of the individual's pursuit of the fact that a luxurious life requires being surrounded by all apparent things.

As for the scientist Thorstein Veblen, his name was associated with apparent consumption, as the first use of this term was by him in his book entitled "The Theory of the Luxurious Class" in 1899. In it, he analyzes the nature of appearance consumption and its relationship to the social class. Appearance consumption makes the individual feel proud and ostentatious and gives him a prestigious social position, so people consider him a member of the aristocratic class. He believes that there are a number of individuals from the poor classes who aspire to belong to the upper classes, and this can only be achieved by entering the arena of appearance consumption. 5).

He believes that apparent consumption, which is represented by the consumption of some types of goods such as diamonds and some women's clothes, is a consumption whose commodities

are not valued according to their exchange value according to their intrinsic qualities as much as they are valued according to what is represented in them of aristocratic pride and high price. Accordingly, the law of demand, which includes the inverse relationship between the quantity demanded Of a commodity and its price does not apply to such commodities that express boasting, as the higher the prices of these commodities, the greater the quantities required of them, and the lower their prices, the fewer the quantities required of them. For this reason, such a direct relationship between the required quantity of the commodity and its price, which is the relationship revealed by the phenomenon of conspicuous consumption, is considered an exception to the general rule of demand (6).

In general, Veblen focused on studying the psychological effects of social class on the effectiveness of consumption (7).

William Penn says in his writings about consumption that what we spend on false adornments is enough to clothe all the naked people in the world. He also says that if our actions are represented by thrift and good management, then we can get rid of the extremes of overspending and want (8).

Charles Carter believes that those who spend their money on buying an expensive coat are those who feel deep within themselves that they have sufficient security or confidence in their ability to reach a special status.

If the desire is strong to reach a high social status, then the happiness conferred by an amount of income is not related to the amount of income, but rather to its effect on spending in a way that ensures the continuation of this status. There are those who exhaust themselves in continuous attempts to maintain the outward appearance of their social status, and the level of satisfaction may be low despite their high income.

People repeatedly complain that they do not know how the money was spent despite the improvement in income, and this is related to the attempt to adjust the status with each increase, so that the expenses resulting from the new status become prior in the date of their occurrence to the date on which the increase in income occurred (9).

He adds that every season during Christmas, desires are created without any satisfaction accompanying them. For example, "Mrs. Jones" is wealthy and her material desires are satisfied, so we have to find a suitable gift that she does not have another, and thus the production of unnecessary goods flourishes (10).

He believes that some goods have strange characteristics, which is that the amount of pleasure decreases and increases over time, such as well-made furniture. There are those who inherited Victorian furniture, but they did not feel pleasure, but now it has regained its position, so the value of some goods increases as the desire to acquire it increases (11).

((Doz Nebri)) identifies the social dimension of consumption, which is represented by the consumer's quest to obtain higher quality goods and services. Usually, members of the socially privileged classes in consumption patterns want to improve their living, so the consumption of higher quality goods becomes the manifestation of behavior and not the consumption of larger quantities of the same goods, and so on. The strength of the motivation to consume depends on the frequency with which an individual is exposed to better goods (11).

Other researchers believe that when consumption exceeds point (A), that is, when the commodity provides the greatest possible satisfaction, it is considered essentially wasteful, because

there is no real need for this commodity. Any consumption that exceeds point (B) is considered wasteful, as this point exceeds the amount sufficient to meet the lost need.

Consumption that does not achieve the previous two points is usually ostentatious consumption for the purposes of showing off and not to meet a real need.

As for the consumption fever, several reasons have been identified for its increase, most notably the following (9):

**Increasing population numbers:** The annual population increase rate in Arab and Islamic countries is considered one of the highest rates in the world, reaching 3% annually, and this increase results in a similar increase in the demand for food and other basic and luxury goods and services.

**The revolution of ambitions and aspirations:** In the twentieth century, humanity achieved great achievements that mankind had not known in previous centuries, which led to a revolution in people's perceptions and aspirations. In light of the massive media revolution, the poor and destitute man was able to see what the richest and most luxurious men in the world enjoyed through... The television screen, and thus he began to look forward and dream of achieving what had never occurred to him, what his imaginations had not reached, and which exceeded his abilities and capabilities. People have mastered the culture of consumption and now they show off in choosing the types and shapes of mobile devices, satellite phones and cars.

**Changing consumption patterns:** Thanks to the media revolution, the common man began to aspire to progress and obtain new products, tools, services, goods, and new foods. Due to the spread of global foods, drinks, and goods, it was possible to overcome many of the eating, drinking, and clothing customs of each people.

**Imitation and Subordination:** The phenomenon of the defeated imitating the victor and being fascinated by it is an instinctive phenomenon that Ibn Khaldun referred to in his introduction and was found among many peoples. Many Muslim children were afflicted with defeat and fascination with the West, so they turned to pleasures and desires and to everything new that comes from the West in order to try to catch up with other countries. Advanced and achieving some of the luxury and enjoyment achieved by the people of the West.

**Culture of borrowing:** The ethics of lending and borrowing have spread at the present time. As long as there are banks that lend and guarantors who guarantee, there is no problem. Thus, many people borrow and consumption increases.

From the above, we find that the analysis of visual consumption has not enjoyed some independence in the research field. Rather, few researchers use it, and if it is used, it is directly linked to luxury goods. Even the scientist Veblen, who was considered the first to use this concept, reduced its meaning to the realm of extravagance only when he said that it meant wasting money on goods such as diamonds and some luxurious clothes for women.

The second topic: the field aspect

First: Field research procedures

The research sample:

The researcher chose a cross-sectional sample of (200) individuals.

Field research tools:

**Questionnaire:** The researcher relied on the questionnaire as a primary means of collecting information and data related to the research topic. The form included a set of questions related to primary data and others related to social data.

**Interview:** The researcher's interview with a number of respondents when distributing the questionnaire in its initial form helped in gathering a lot of information related to the research topic.

**Observation:** The researcher observed the individuals' behaviors and way of thinking regarding the research topic as a member of the research community.

**Field research areas:**

**The human field:** The human field of research is represented by the population of Salah al-Din Governorate.

**Spatial field:** Saladin Governorate represents a spatial field for research.

**Temporal scope:** The period from 1/1/2023 to 7/30/2023 is a time frame for conducting the research.

**Second:** Presentation and analysis of the research results of the primary data:

**In terms of gender:**

Table (1) Distribution of respondents by gender

Gender	Number	Percentage
Males	111	55.5%
Female	89	44.5%
Total	200	100%

It is clear from the data in Table (1) that 55.5% of the respondents were male, while the percentage of females was 44.5%.

**In terms of age:**

Table (2) Distribution of respondents according to age

Age	Number	Percentage
15-19	22	11%
20-24	28	14%
25-29	34	17%
30-34	33	16.5%
35-39	25	12.5%
40-44	9	4.5%
45-49	17	8.5%
50-54	20	10%
55-59	7	3.5%
60-64	3	1.5%
65-69	2	1%
the total	200	100%

It is clear from Table (2) that 11% of the respondents are between the ages of 15-19 years, 14% of them are between the ages of 20-24 years, and 17% are between the ages of 25-29 years, and the percentage of the respondents are between the ages of 30- 34 years: 16.5% and 12.5% are between the ages of 35-39 years, while the percentage of respondents between the ages of 40-44 years reached 4.5%, and 8.5% were for the ages of 45-49 years, and 10% were for the ages of 50-54. Years, the percentage of respondents between the ages of 55-59 years was 3.5%, the percentage of respondents between the ages of 60-64 years was 1.5%, while the percentage of respondents between the ages of 65-69 years was 1%. The arithmetic mean of the ages of the respondents was 43.9, with a standard deviation of 12.74.

**In terms of social status:**

Table (3) Distribution of respondents according to marital status

Marital status	Number	Percentage
bachelor	87	43.5%
married	106	53%
absolute	5	2.5%
Widower	2	1%
the total	200	100%

Table (3) indicates that the percentage of single people in the sample was 43.5%, while the percentage of married people was 53%, the percentage of divorced people was 2.5%, and the percentage of widows was 1%.

**In terms of educational level:**

Table 4: Distribution of respondents according to academic level

Educational level	number	percentage
Without a certificate	---	---
Reads and writes	10	5%
Primary	21	10.5%
Average	41	20.5%
Preparatory	29	14.5%
University and above	99	49.5%
Total	200	100%

It is clear from Table (4) that the percentage of respondents whose educational level was university or higher was 49.5%, and 14.5% of them were from the middle school level, 20.5% of

them were from the middle school level, and 10.5% were from the primary school level, while 5% of them were Reads and writes.

**In terms of profession:**

Table (5): Distribution of respondents by profession

Occupation	Number	Percentage
University Professor	14	7%
administrative employee	42	21%
Teacher	20	10%
retired	5	2.5%
Housewife	22	11%
Winner	46	23%
student	51	25.5%
the total	200	100%

It is clear from Table (5) that 25.5% of the respondents were students, 23% were workers in self-employed professions, while the percentage of employees was 21%, 11% were housewives, 10% of them were teachers, while 7% of them were university professors. Retirees constituted 2.5% of the respondents.

**Residential area:**

Table (6): Distribution of respondents according to residential area

Residential area	number	percentage
Upscale	80	40%
Medium	54	27%
Popularity	66	33%
Total	200	100%

Table (6) shows that 40% of the respondents are from upscale residential areas, 27% are from medium residential areas, while 33% are from popular residential areas.

**Housing ownership:**

Table (7) Distribution of respondents according to housing ownership

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Housing ownership	number	percentage
King	167	83.5%
Rent	33	16.5%
Total	200	100%

Table 7 shows that 83.5% of the respondents live in a private house and 16.5% of them live in rent.

#### Original country:

Table (8) Distribution of respondents according to place of origin

Original country	number	percentage
Reef	12	6%
Attended	188	94%
Total	200	100%

Table (8) indicates that 94% of the respondents are of urban origin and 6% are of rural origin.

#### Display and analysis of data (phenotypic consumption by fields):

Table (9): Respondents' desire to spend a large portion of their income on appearance things

Willingness to spend	the total		females		males	
	Percentage	Number	Percentage	Number	Percentage	Number
YES	59.5	119	67.4	60	53.1	59
NO	40.5	81	32.6	29	46.9	52
Total	100%	200	100%	89	100%	111

It is clear from Table (9) that 59.5% have a desire to spend a large portion of their income on appearance things, and 40.5% of them do not want to do so.

The psychological and social entity of the individual imposes the coexistence of various desires and needs. Some of them go beyond mental perceptions of the time frame in which they are achieved and of the material capabilities that they require. These are represented by extreme necessities that impose und deferred satisfaction, while other desires and needs, such as the desire to spend on external things, remain part of the psychological and social entity, even if they are governed by many factors and have different dimensions. However, they are In its first symbolic episode, it refers to the instinctive desire for possession.

It was also shown in Table (9) that the percentage of males who want to spend a large portion of their income on appearance things reached 53.1%, while 46.9% do not want to do so. The

percentage of females who wanted to spend a large portion of their income on appearance things was 67.4%, while 32.4% did not want to do so.

In this regard, we find that the female is exposed to organized external suggestion with the intention of creating her desire and motivation to acquire. This suggestion is represented by the type of visual things that we see in the markets or advertised in the media, which show the specifications of the product and its effectiveness, and are united in meaning with one point, which is ((highlighting beauty)). It is embodied in the form of skin-lightening cream, face and chest plumping cream, grease-dissolving cream, hair-styling shampoo, etc., in addition to accessories and clothing that are in harmony with the precision of their craftsmanship and the delicacy of femininity. Thus, it adds beauty and a special sparkle that refines the elements of beauty.

These suggestions about appearance objects range in area from specific ((the shape of the face and body)) to specific to other collectibles ((such as furniture, antiques...)) to represent the most powerful suggestions in influencing the crystallization of the female's desire for appearance things.

Therefore, the appearance of things, including aesthetics, is more necessary for the female to attract attention and obtain a high degree of praise, flattery, and showing off in front of others. All of this fills her psychological being with reassurance and satisfaction".

On the other hand, the female's desire to spend a large portion of her income on appearance things represents a competitive act between her and others, as the female's appearance behavior is closely linked to the tendency to imitate or "jealousy" on the one hand, and the fear that others will obtain a higher degree on the ladder. Social prestige on the other hand. Therefore, she always seeks to confirm her desire at the level of social behavior.

Table (10) Spending large sums of money on cosmetic items

Spending large sums of money on appearance things	total		females		males	
	Percentage	Number	Percentage	Number	Percentage	Number
Yes	18.5	37	Yes	35	1.8	2
No	61.5	123	No	17	95.5	106
Sometimes	20	40	Sometimes	37	2.8	3
Total	100%	200	Total	89	100%	111

It is clear from Table (10) that 18% of the respondents spend large sums of money on appearance things, 61.5% of them do not spend large sums of money on appearance things, and 20% spend large sums of money on appearance things sometimes.

When comparing the results according to the gender variable, it was found that only 1.8% of males spend large sums of money on appearance things, while 95.4% do not spend large sums of money, and 2.8% of them spend large sums of money on appearance things sometimes. The percentage of females who spend large sums of money on appearance things is 39.3%, 19.1% of them do not spend large sums of money, and 41.6% of them sometimes spend large sums of money on appearance things.

The female's appearance considerations refer to appropriate formulations whose desires and actual behavior match in their directions. In this, we find that the female's appearance considerations in general carry a compulsory nature that makes her desire great spending and great actual spending on appearance things.

The obligatory considerations for a female's appearance involve many factors. At the level of appearance behavior, we find that many factors allow this compulsion to appear in this way. From the psychological and social angle, we find that the female's intense desire in this field, which is linked to the variables we mentioned previously, greatly affects the transformation of the desire into actual behavior. The most important aspect in this matter is the nature of economic activity in the family, which in most cases does not oblige the female to provide for her and bear the burdens of living in a proper manner. Therefore, this leads to a reduction in the areas of her spending, so that appearance things emerge as the main aspect of spending her income or the money she has.

Table (11) shows the external things on which the respondents spend large sums of money

Appearance objects	females			males		
	Percentage	Number	Ordinal sequence	Percentage	Number	Ordinal sequence
Clothes	70.5	64	1	57.1	4	1
Furniture	8.7	8	2	42.9	3	2
Accessories and makeup	20.8	19	3	-	-	3

It is clear from the data in Table (11) that clothing ranked first in male answers, and furniture ranked second. As for females, clothing came in first place, accessories and makeup came in second place, and furniture came in third place.

This interest in clothing may be due to the fact that clothing is the most visual thing that is widely displayed among others. In this context, we find that an individual's quest to appear in a socially acceptable way may make him care about clothing and spend large sums of money on it. Also, compared to other cosmetic items, it does not require a large budget, even if the individual spends a large amount within the limits of his budget. Therefore, whatever money the individual has that is not sufficient to acquire expensive cosmetic items, he spends on clothes.

Table (12) Reasons for not spending large sums of money on appearance things

Reasons for non-spending	percentage	number	salary hierarchy
The presence of more necessary supplies	59.5	141	1
Income is low	37.9	90	2
Fear of envy	2.6	6	3
Other things	-	-	4

It is clear from Table (12) that 59.5% of the respondents attribute their lack of spending large sums on appearance items to the presence of more necessary supplies, and 37.9% of them link this to low income, while 2.6% of them attribute the fear of envy to the reason for not spending large sums. On appearance things.

Table (13) shows borrowing from others to spend on cosmetic items

Borrowing from others	Percentage	Number
YES	3.4	4
NO	96.6	115
Total	100	119

The data in Table (13) indicate that when the respondents who care about appearance things were asked about their borrowing from others to spend on appearance things, 96.6% of them answered that they do not borrow from others to spend on appearance things, while 3.4% of the respondents who care about appearance things and want to spend A large portion of their income is that they borrow from others to spend in this area.

From the above, we find that the majority's failure to borrow money to spend on superficial things may be linked to common behavior in this area, such as the individual borrowing from others for very necessary purposes. Therefore, the individual may fear criticism from others if they learn that he has borrowed to buy superficial things. Thus, we find that the culture of debt, which some researchers emphasize as one of the basic factors for the increasing consumption fever at the present time, is absent in the context of this result.

Table (14) shows the desire for others to know about valuable possessions

Desire for others to know about valuable possessions	Percentage	Number
Yes	62.5	125
No	37.5	75
Total	100%	200

It is clear from the data in Table (14) that 62.5% of the respondents want others to know about their valuable possessions, and 37.5% do not want that. This is related to the fact that social hierarchy is usually expressed in terms of valuable possessions, so individuals like to display what they have to confirm their social status.

Table (15) shows the desire for others to know the amount of money

The desire for others to know the amount of money	Number	Percentage
Yes	2	1
No	198	99
Total	200	100%

Table (15) indicates that 99% of the respondents did not want others to know how much money they owned, while only 1% wanted that.

Table (16) shows the reasons for not wanting others to know the amount of money

Reasons for not wanting	Number	For sequential order	Percentage
It is not permissible for others to know our privacy	180	1	82.5
Fear of envy	38	2	17.5

Table (16) indicates that the majority of respondents believe that it is not permissible to inform others about our privacy, and this reason ranked first, while fear of envy was ranked second.

From the above, we find that in this area the issue of showing something to others disappears. There is no appearance aspect, and this is linked to several psychological and social aspects. The psychological aspect indicates that the individual in this field loves suggestion and ambiguity. Insinuating to others the amount of money he owns through his outward behavior. He likes to give open limits to others' perception of the money he owns and ambiguity in defining to others the amount of money he owns. The individual has a tendency toward this state of ambiguity and considers it a peculiarity. As long as money is not visible in front of others, it can be included among the private things that satisfy the self and make the individual feel independent when he does not declare it.

The social environment has instilled these behaviors in the mind of the individual since childhood. In societies in general and religious righteous society in particular, we find this situation. Since the religious righteous society surrounds "the privacy of things" with an aura of sanctification, this idea has therefore been arranged to be in the field of relative constants, or as Ruth Benedict called the central principle that represents the point of gravity around which the elements of culture revolve.

Some of the respondents also indicated that fear of envy is one of the reasons in this regard. Here, the fear of envy is linked to the cultural heritage that unites envy with the quantity of something in one path. Therefore, we do not announce topics in which there is a definition of quantity, especially the quantity of money as it expresses livelihood.

So, we establish a process of communication with others based on the apparent ((undeclared)) signal through which we try to announce the money we possess and brag about it, while we do not rely on the ((announced)) verbal signal that shows the money we possess.

Table (17) shows the respondents' preference for holding parties in a luxurious hall

Preference for party in a luxurious hall	Percentage	Number
Yes	72	144
No	28	56
Total	100%	200

It is clear from the data in Table (17) that the majority of respondents prefer to hold the party in a luxurious hall, as their percentage was 72%, while 28% do not prefer that.

The respondents explained the reasons for their preference in the following table:

Table (18) shows the reasons for preferring to hold the party in a luxurious hall

Reasons for preferring to hold the party in a luxurious hall	percentage	number	hierarchy
To show off	45.1	97	1
To reduce the criticism of others	39.5	85	2
Hospitality	9.3	20	3
Other reasons	6.1	13	4

It is clear from Table (18) that the most important reasons for holding a party in a luxurious hall is showing off, as it ranked first, and minimizing criticism from others came in second place, while some believe that hospitality requires them to hold parties in a luxurious hall, and this came in The third place, while the fourth place, was for other reasons: that the luxurious hall has fairly complete amenities, and that these halls reduce the burden and fatigue on the family.

Table (19) Preference to stand out from others in party arrangements

Preference to stand out from others in party arrangements	total		females		males	
	Percentage	Number	Percentage	Number	Percentage	Number
Yes	65	130	76.4	68	55.8	62

No	35	70	23.6	21	44.2	49
Total	100%	200	100%	89	100%	111

It is clear from the data in Table (19) that 65% of the respondents prefer to stand out from others in party arrangements, while 35% of them do not prefer that.

With a simple contemplation of the course of our daily lives, we notice the faces of competition present in every field for one goal, which is superiority, which in complete synonymy refers to excellence. This continuous effort in social interactions with others leads to the individual feeling satisfied and psychologically satisfied as a result of rising in status. Therefore, we strive for excellence in the external field in order to obtain a high score on social prestige indicators.

When comparing the answers of males and females, we find that 55.8% of males prefer excellence in party arrangements, while 44.2% of them do not prefer that. The percentage of females who preferred excellence in party arrangements was 76.4%, while 23.6% of them did not prefer that.

This disparity between the answers of males and females may be due to the fact that there is a strong relationship of attraction between the female and the shape. The shape represents the harmony of colors and the harmony of the part with the whole, and the female, by her emotional nature, looks at things from the angle of emotional feeling. Since the shape addresses the emotional feeling, therefore the shape is more an expression of the female who is inclined to evaluate and describe shapes. In this, we find that talking about the form of things is associated with the female with a complementary framework, the meaning of which is the evaluation of beauty. This is why the female tries to prove her superiority in aesthetic and taste aspects through her own appearance. Therefore, the issue of excellence in party arrangements falls within her concerns, and her excellence gives her a higher degree than others, and what concerns the female in the field of parties and invitations is ((others and their opinion of her)). Those opinions that combine the names ((chatter, accuracy of observation, desire to comment on things)) into one evaluative framework.

So what is prevalent among females is their talk and comments about parties and invitations, and these topics are surrounded by long conversations. Therefore, the female seeks to be distinctive in presenting a special form for arranging the party. She covers the topics related to her appearance in a somewhat unique way that has psychological, economic, and social connotations.

Table (20) shows the respondents' opinion on the reasons for extravagance in invitations

The respondents' opinion on the reasons for extravagance in invitations	percentage	number	hierarchical order
To show off	45.6	105	1
To reduce the criticism of others	35.2	81	2
Hospitality	19.2	44	3

It is clear from Table (20) that the view of the respondents regarding the reasons for extravagance in invitations is ostentation, which came in first place, while some believe that people are extravagant in invitations to reduce the criticism of others, and this reason came in second place, and generosity of hospitality and what it requires of... Extravagance is in third place.

Table (21) shows the extravagance of the respondents regarding invitations

percentage	number	Extravagance in invitations
27	54	Yes
73	146	No
100%	200	Total

It is clear from Table (21) that 73% of the respondents do not be extravagant with invitations, while 27% of them are extravagant with invitations. This lack of extravagance appears to be linked to people's perceptions of extravagance which refer to something beyond reasonable, while people's behaviors of resolve are merely the correct performance of the social role of the norms of resolve in society.

The individual spends a lot on the intention he undertakes, but what he spends is not considered an extravagance. What he offers to the guests of different types of food and in different quantities does not exceed the limits of what is reasonable and does not turn things to the point of exaggeration. He has in his mental perceptions indicators of extravagance in this area, and if they exceed them, it is extravagance.

As a result, the extravagance in society's standards is ((people's perceptions of extravagance)), and the general standards of extravagance are ((extreme exaggeration)). They are not found in the population under study.

Table (22) shows the respondents' preference for giving expensive gifts to a friend

Respondents' preference to give expensive gifts to a friend	percentage	number
Yes	40.5	81
No	59.5	119
Total	100%	200

Table (22) shows that 59.5% of the respondents do not prefer to give expensive gifts when a friend has an occasion, while 40.5% of them responded with a preference for that.

The interpretation of this result may be related to the culture of society, which has determined the social vision of the gift, which is considered a social duty. Although the gift is one of the indicators of appearance consumption, our appearance behavior in this area does not take the form of

exaggeration, that is, extravagance and extravagance. That is, it is the highest degree of appearance consumption. Which is lavish consumption is absent in this area.

Therefore, our apparent consumption with regard to gifts is an ordinary consumption that carries the connotations of a social duty, the requirements of which within the framework of society's culture do not impose the high price of the gift. This may be due to the fact that people are concerned, in the field of appearance, with what appears to others and what is widely heard about, while an expensive gift is known only to specific people ((the person to whom the gift is given and sometimes a few people)).

Table (23) shows the reasons why respondents prefer to give expensive gifts to a friend

Reasons why respondents prefer to give expensive gifts to a friend	Percentage	Number	Ordinal sequence
To return your gifts	79.6	82	1
To show off	11.7	12	2
Other reasons	8.7	9	3

It is clear from Table (23) that the reasons why the respondents prefer to give expensive gifts when there is an occasion for a friend is that they are trying, through this gift, to repay the gifts given to them by that friend. This reason came in first place, and showing off the gift came in the first place. In second place, and in third place was another reason, which was expressing love and appreciation for a friend.

Table (24): Appearance areas preferred by respondents  
Appearance consumption, in order of importance

Percentage	Number	Ordinal sequence	Appearance areas preferred by respondents Appearance consumption, in order of importance
27	54	1	The exterior appearance of the dwelling
20.5	41	2	Furniture
16.5	33	3	Vehicle type
15.5	31	4	Type of food
9	18	5	Jewelry
7	14	6	Clothes

3.5	7	7	Party format
1	2	8	Antiques
-	-	9	Gift type

It is clear from Table (24) that the first place in terms of the appearance areas preferred by the respondents in appearance consumption was ((for the exterior appearance of the dwelling)) because of its major role in forming impressions of the individual's appearance characteristics and the resulting social privileges. ((Furniture)) was in second place, and it seems that the quality of furniture has psychological benefits in two ways: aesthetic, which comes from the individual seeing beautiful things and the psychological comfort that results from that, and another social, which is that the quality of furniture provides a form of social prestige that gives a gain represented by satisfaction and psychological satisfaction. The third place was for the quality of the car. In this area, we always notice the phrase ((an elegant house and a newer model car)) being used at the level of personal ambitions. The quality of the car represents another form of prestige and luxury, so the individual includes it in his list of preferences, regardless of the circumstances that allow him to actually acquire it. Bale cars may play an important role in these consumer preferences. Bala cars offered a variety of brands and models, which established in people's minds the image of the car as an important form of appearance.

It came in fourth place ((quality of food)) and in this context we find that the pleasure that an individual gets from food, which is the pleasure of taste and satisfaction, is crystallized by psychological, economic and social pleasure represented by the visual pleasure when seeing good types of food. In addition to the social pleasure, which lies in the fact that the quality of food is one of the features of the economic and social face of the individual. As for the fifth place, it was ((for jewelry and gold)). This reflects the aesthetic and economic value of gold, which is characterized by its permanence. Accordingly, its appearance value does not disappear with the passage of time, and this is represented by the common saying ((gold is an adornment and a treasury)).

From the above, we find that the individual's appearance behavior is a calculated behavior that links the psychological, economic, and social benefit obtained from appearance things with the long time period of the benefit. This explains that the first five ranks of the individual's preferences in appearance consumption, with the exception of the quality of food, were goods and things that last or last for a long period of time.

Table (25) shows the respondents' constant striving to change old things

total		females		males		The respondents sought to change old things
Percentage	Number	Percentage	Number	Percentage	Number	
72	144	84.2	75	62.1	69	Yes
28	56	15.8	14	37.9	42	No

100%	200	100%	89	100%	111	Total
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Table (25) indicates that the majority of respondents always seek to change old things they own, such as some necessities and furniture, and their percentage was 72%, while 28% of them did not seek to do so. Their lack of effort may be due to their emotional attachment to old things, which have a symbolic function that does not diminish with the passing of the years. It was also found that 84.2% of females always seek to change the old things they own, and 15.8% of them do not seek to do so. The percentage of males who seek to change old things was 62.1%, and 37.9% of them did not seek to do so.

This discrepancy between the answers of males and females. It may be due to the female's interest in aesthetic and taste aspects, in addition to that her constant presence at home and daily interaction with household things makes her tend to change. The house represents her private world, which she is keen to take care of and contain in an aesthetic sense. A woman's possessions also make her feel feminine, and therefore she is constantly striving to nourish this feeling of renewal and change.

Table (26) Reasons why respondents seek to change each other  
Old things like some widgets and furniture

Percentage	Number	Ordinal sequence	Reasons why the respondents sought to change some Old things
55.1	93	1	The nature of affection requires constant renewal
26.6	45	2	Caring and searching for beautiful things motivates me to change
10.1	17	3	Boredom of old things
8.2	14	4	Other reasons

It is clear from Table (26) that the nature of affection and the constant renewal it imposes came in first place among the reasons why the respondents always strive to change old things, and interest and search for beautiful things came in second place, and boredom with old things was another reason and it ranked second. The third place was ranked fourth for other reasons, represented by the consumption of these items and their unsuitability or malfunction.

From the above, it becomes clear that affection has a regulatory effect, as it unifies the behaviors of individuals in the external field, and thus the person who does not adhere to its contents is blamed. Therefore, affection and commitment to it is considered a standard for correct behavior from an outward aspect. If we do not adhere to it, we will be on the list of deviants from the outward rules.

Also, the individual's interest in and commitment to trends of affection allows him the ability to distinguish himself from others ((members of his class)), which makes him care about appearance things and try to spend on them.

Table (27): Factors that motivate respondents to consume appearance  
((In order of importance))

Percentage	Number	Ordinal sequence	Factors that motivate respondents to consume Appearance
26.5	53	1	Appearance things increase prestige
21.5	43	2	Influenced by others and imitating them
20.5	41	3	In order to stand out from others
19.5	39	4	Interest in beautiful things
9.5	19	5	Boredom of old things
2.5	5	6	A bad psychological state prompts me to spend

It is clear from the data in Table (27) that the first place among the factors that motivate respondents to consume appearance is ((that appearance things increase social prestige)). The cultural particularities in human societies in general are united in a comprehensive framework that places social gains as a fundamental pillar of the goal of social operations. Where the individual establishes social interactions with others that take the form of conflict or competition, the goal of which is often social differentiation, represented by the desire for possessions and wealth and the social prestige that this brings. This is why the individual spends and consumes because, from his point of view, apparent things, based on their quality and rarity, enjoy prestige that is transmitted to individuals, thus raising their social status. In second place was ((being influenced by others and imitating them)). Being influenced by others and imitating them is specifically related to the subject of affection. Many of the outward things that others acquire become a prevalent affection through the individual's influence on others, and so on. The process of being influenced by others refers to what specialists call "competitive imitation." The individual seeks to imitate others, and this imitation is directly accompanied by a quest to distinguish himself from them. As soon as his distinction decreases due to the prevalence of his appearance, he imitates others in new things, and so on. This is why we find that the individual does not reach the degree of total satisfaction in the field of appearance things, because this is linked to the indicators of well-being among others, and if they are high, they will decrease for him. So, appearance consumption is a race... a show... then a boast. "Distinguishing yourself from others" ranked third among the factors that drive respondents to visual consumption. The individual's desire to stand out from others and his striving to achieve this, even if it is a psychological factor, is that his existence ceases with the absence of the group. It is the group that

gives him this feeling, which brings him satisfaction, psychological comfort, and temporary boasting that soon disappears with the influx of new outwardly things acquired by others. “Interest in beautiful things” came in fourth place among the factors that push respondents to visual consumption. Appearance things, with their wide range and the trends they carry of continuous convergence with the frameworks of scientific and technological progress, are some of them that diminish the importance of what the individual possesses. Thus, we find that the individual does not only establish competitive relationships with other individuals, but rather he begins to establish this relationship with new, external things ((and what is new, the individual finds beautiful, or it is actually beautiful, so that it has an inciting role to acquire)).

Visual enjoyment, then, represents another explanation for visual consumption. Interest in beautiful things links the volume of consumption with the visual-psychological benefit in one direction. “Boredom of old things” was ranked fifth among the factors that drive respondents to visual consumption. The pleasure derived from apparent objects decreases not only due to constant comparisons with other people's possessions, but also due to repeated daily interaction with them, represented by seeing and using the objects. This is why new things have a special luster imposed by their novelty. Hence, renewal is of great importance, which is needed by the individual and understood by the manufacturer. Therefore, the process of apparent consumption is based on functional support between the needs of the individual and the manufacturer. What the individual needs is provided by the factory, and what the factory needs is contained by the individual. The manufacturer seeks to create excitement and strangeness as a feature of the new product to form a strong incentive for purchase. Therefore, there is a forced localization in the souls of individuals ((the need for new appearance things)).

“Bad psychological state” came in sixth place among the factors that push respondents to spend on appearance things. In this, we find that the design of appearance consumption may move away from social distinctions that indicate a clear association between appearance things and social arrangements.

The bad psychological state, regardless of its causes, tends to represent its relations with the social environment in the form of purification ((the release of emotional charges)). Wasting money on superficial things represents a waste of psychological pressure. So the issue is nothing more than a compensatory issue through which the individual tries to use a solution from among the available alternatives to achieve a balance for himself that keeps him away from sadness, complaining, or despair, thus visually drowning in the superficial things that the individual buys restores some psychological balance.

So, appearance consumption in general is symbolic consumption, as it symbolizes the nature of the individual's economic level as well as his taste, which results in social and psychological gains, as these symbols are shared between individuals. Here we stand at Herbert Mead's point of view that symbols are the means through which individuals can understand each other, what their responses will be, and what the meanings of those things are.

Table (28): Respondents' opinion on the increase in visual consumption in our society at the present time

The respondents' opinion on the increase in appearance consumption in our society at the present time	Percentage	Number
Yes	97.5	195
No	2.5	5
Total	100%	200

It is clear from Table (28) that the majority of respondents believe that visual consumption is increasing in our society at the present time, and their percentage reached 97.5%, while 2.5% do not see this. The reasons for this increase in visual consumption from the respondents' point of view are clear from the following table.

Table (29): Respondents' opinion on the reasons for the increase in apparent consumption

Percentage	Number	Ordinal sequence	Respondents' opinion on the reasons for the increase in consumption, appearance
49.3	131	1	Improving economic conditions and increasing salaries stimulated interest in appearance things
27.8	74	2	The entry of satellite into our society and the affection it conveys
22.9	61	3	The strangeness and beauty of the artistic innovations that we see in the markets

Table (29) indicates that the first place among the reasons for the increase in appearance consumption, according to the opinion of the respondents, is the improvement of economic conditions and the increase in salaries, which stimulated interest in appearance things and spending on them. The entry of satellites into our society and what it conveys about affection came in second place, while strangeness and aesthetics came in second place. The technical innovations that we see in the markets rank third.

The improvement of economic conditions in society due to the decrease in the prices of some commodities, the multiplicity of imports, the absence of duties on them, and the increase in salaries

has supported the economic movement with a new method of apparent consumption in quantitative terms. The salary increase is related, on the other hand, to the financial deprivation and distress that the employee suffered for a long period due to the unjust siege, that deprivation and distress that made him summarize his needs in wishful thinking. Now, satisfying desires and needs is possible. This sudden change made the employee accept the criteria of purchasing power in the past, because he did not expect to have the financial ability derived from his job to purchase durable goods, new electrical appliances, and new furniture. Also this increase

Finance has increased people's desire to excel in outward consumption, and this desire is a reaction to the past's deprivation and pain. From a social psychological framework, severe material deprivation, which was met with great material openness compared to the past, crystallized this desire to excel and increased the volume of consumption. Whoever buys moves the market, not by acquiring it. But because it will push others to buy, and so on.

On the other hand, the entry of satellite into our society has added an increase in appearance consumption. What we see on satellite channels of strange and exciting programs in their presentation of appearance, and the advertisements and advertisements we see published for the purpose of promotion and increasing profit create a new behavior in the consumer process, as it incites the viewer to buy, so every individual He hopes to reach a high level of luxury, and this level for him consists of acquiring new and exotic things. The strangeness and beauty of the artistic innovations that we see in the markets is an indication of a hidden communication between the producer and the consumer. The producer presents his creations and the consumer receives these creations with a look of satisfaction that encourages acquisition. The producer understands the psychological nature of the individual and realizes that he needs renewal, even if he does not need it urgently. The exciting display creates the incentive for innovation and highlights the need for ownership. On the other hand, the rich in particular have a need for distinction. The exciting stranger distinguishes the individual when he acquires it, thus raising his levels of prestige and status and feeling satisfied and comfortable. Therefore, we say that it is a process of communication that transmits signals and symbols between the consumer and the producer. The producer needs material and moral distinction and therefore searches for innovation, and the consumer is as if he wants to say to the producer ((Give what you have so that I may acquire it).) He is always searching, especially the wealthy, for new and strange things because what he has has become common among others, and therefore the process of competition must be continuous to achieve satisfaction.

Table (30): Respondents' opinion on the impact of unsafe conditions in reducing People's desire to show what they have

The respondents' opinion on the impact of unsafe conditions in reducing... People's desire to show what they have	Percentage	Number
Yes	98	196

No	2	4
Total	100%	200

Table (30) above shows that the majority of respondents believe that unsafe conditions in our society have reduced people's desire to show what they own, and their percentage reached 98%, while 2% were of the opinion that unsafe conditions have not reduced people's desire to show what they own. The following table shows the external things that people fear.

Table (31): Appearance things that respondents fear Due to unsafe conditions

Percentage	Number	Ordinal sequence	Appearance things that the respondents fear
54.2	120	1	Car
43.6	97	2	Gold and jewelry
2.2	5	3	Electrical appliances

Table (31) indicates that the car ranked first among the apparent items that the respondents feared due to unsafe conditions in society, gold and jewelry came in second place, and fear for electrical appliances came in third place.

We find that despite the increasing interest in conspicuous consumption, the deteriorating security situation at the present time has affected this aspect, as people's desire to show off what they own in front of others has decreased, and thus the individual, in the face of the deteriorating security situation, reduces the satisfaction of his desires to the field of displaying possessions, especially in It has to do with valuable possessions within the context of relatives and acquaintances. The absence of security institutions and the large number of robbery and plundering gangs made fear the primary concern in our daily lives, and this affected the acquisition of some cosmetic items. The majority of respondents indicated that the car is the most important thing for which they fear theft. We hear about many people who have sold their luxury cars or decided to use them, as the car is one of the easiest properties that can be stolen. Fear for gold and jewelry is also related to the circumstances we are going through, as they can also be stolen if adorned with them.

### Section Three: Conclusion of the research

#### First: search results

A- Appearance consumption according to its fields

It was found that 59.5% of the respondents want to spend large sums of money on appearance things, while 18.5% of them spend large sums of money on appearance things. This indicates that the respondents' apparent consumption is greater in the intellectual field than in the behavioral field.

It was found that the appearance consumption of the respondents in the field of preference for excellence in party arrangements was 65%, and in the field of preference to hold the party in a luxurious hall, 72%, while in the field of extravagance over invitations, it was 27%, and the appearance consumption in the field of preference to give an expensive gift to a friend was 40.5%.

This indicates that appearance consumption is more in the area of the party and the desire to excel in party arrangements than in the area of preference to give an expensive gift, and in the area of extravagance in invitations. In both areas, apparent consumption is normal consumption and not extravagant.

Thus, we can say that the goal of the research ((Does apparent consumption differ depending on its fields?)) is achieved in this context, as we find that the intensity of consumption differs in every field.

#### B - Appearance consumption according to its factors:

It was found that 58.4% of the respondents are motivated to change old things because of affection, and 28.3% change their old things because of their interest and search for beautiful things.

It turned out that there are several factors that push the respondents to visual consumption, and the first place was ((because appearance things increase social prestige)). The second place came ((influenced by others and imitating them)) and the third place was ((to stand out from others)).

Most of the respondents indicated that appearance consumption has increased at the present time as a result of improved economic conditions and increased salaries. This factor came in first place. The cultural factor, represented by the entry of satellites into our society, came in second place, and the psychological factor, represented by the individual's desire for beautiful appearance things, came in third place.

At a time when conspicuous consumption is increasing, we find that it is also affected by security factors, as 98% of the respondents said that the deteriorating security conditions reduced their desire to show off what they own.

This means that the nature of apparent consumption varies depending on the factors affecting it. Here we stop at the goal of the research ((Does appearance consumption differ depending on its factors?)).

#### Suggestions and recommendations:

In light of the results reached, we put forward some recommendations and proposals, which are as follows- :

- 1- Increase the emphasis on the role of the family in directing the individual to follow a healthy, appearance-oriented consumption style that does not conflict with its monetary determinants, and in a way that allows the individual the ability to adapt to all social circumstances to ensure that the individual performs his social roles in a way that is consistent with standards of socially acceptable behavior.
- 2- Emphasizing the role of the media and television in particular in achieving a balanced vision of visual consumption through holding scientific seminars and conducting dialogues that encourage the correct ways to interact with visual things, so as not to exceed the desired range

of consumer values for a developing society, and not to summarize extravagance and exaggeration of interest. The quality of external things and their prices determines the level of the individual's ambitions, so achievement and creativity are a marginal aspect of the character's character.

Given the widespread prevalence of the topic of consumption in general and appearance consumption in particular among many groups in society, and as it is the dominant language of dialogue in the modern era as a demand for belonging to the new culture, it is suggested that further research be conducted that deals with appearance consumption from a different perspective.

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