

Is your lifestyle out of stock?

Consumption patterns convergence in East Asia

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Consumption is, among other things, a process and a tool to build up one's identity as well as a social lubricant to interact with groups, especially among youth. It is a reflection of values that are created, developed, set and erased in the constant evolution of societies. Analysing consumption behaviour is a tool to understand the inner nature of this dynamic. In urban postmodern societies, lifestyle, quality of life and leisure time are the focus of marketing research companies.

It is within this context that I would like to focus my presentation, where by the analysis of household consumption national statistical data and omnibus surveys from several research institutions would help to comprehend the existence or not of convergence in consumption patterns among certain Asian societies, focusing mainly in urban households.

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