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FORMATION OF NEEDS AND REAL CONSUMPTION

The formation of needs and their manifestation in consumption practices is a fundamental aspect of contemporary society. Understanding the dynamics of how needs are constructed and fulfilled is crucial to understanding consumer behaviour and its implications for individuals and society at large. This article aims to explore the interplay between the formation of needs and actual consumption, examining the social, cultural, economic and psychological factors that influence these processes.

Theoretical perspectives. This chapter provides an overview of the main theoretical perspectives on needs formation, drawn from disciplines such as sociology, psychology and economics. It examines theories of consumer behaviour, including Maslow’s hierarchy of needs, Veblen’s theory of conspicuous consumption, and social comparison theory. By analysing these perspectives, the article aims to elucidate the underlying mechanisms that drive the formation of needs within societies.

Social and cultural influences. This section explores the role of social and cultural factors in shaping individuals’ needs. It examines how socialisation processes, cultural norms, media influences and peer interactions contribute to the construction of perceived needs. In addition, the impact of globalisation and cultural diffusion on the formation of needs in contemporary societies is examined.

The economic determinants of consumption. This chapter focuses on the economic factors that influence consumption patterns, including income levels, price elasticity, advertising and marketing strategies. It examines how consumer preferences are shaped by market forces and explores the concept of consumer sovereignty within capitalist economies. The role of consumerism and materialism in driving consumption behaviour is also considered.

The article presents case studies and empirical analysis to illustrate the theoretical concepts discussed throughout the research. Drawing on qualitative and

quantitative research methods, the article examines real-life examples of needs formation and consumption practices in different cultural, social and economic contexts. By analysing these studies, the article aims to provide insights into the complexity of consumer behaviour and its societal implications.

Needs formation and actual consumption are complex and multifaceted phenomena, shaped by a variety of social, cultural, economic and psychological factors. By examining these factors through theoretical analysis, empirical research and case studies, this paper contributes to a deeper understanding of consumer behaviour and its implications for individuals and societies. Ultimately, it highlights the importance of critically engaging with the processes through which needs are constructed and fulfilled in contemporary society.