

## SYMBOLIC CONSUMPTION (СИМВОЛЬНЕ СПОЖИВАННЯ)

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*Символьне споживання – це відчуття якоїсь причетності, почуття близькості між річчю й людською індивідуальністю.*

In an avalanche-like increase in the range of products and services available, the symbols that accompany one or another product play an important role as an identifier and guarantor of authenticity, invariability of properties and consumer preferences.

Within the framework of postmodern theory, there are usually four types of symbols that relate precisely to the consumer's perception of his place in society: the symbol of "distinguish yourself from others"; the symbol "To be no worse than others"; the symbol "To be like others"; the symbol of "Self-expression".

Consumption is becoming one of the defining forms of culture, aimed at developing goods and services in developed countries at a reasonable reduced price, in accordance with people's internal needs and motives.

Before the development of industrial production, consumers met their needs directly through natural exchange of money. The modern consumer of the postmodern era in his anthropological dimension is characterized by the appearance of sufficient free time, greater freedom in spatial movements and the choice of profession and consumption strategies.

To describe society as one of its main models is introduced so-called symbolic consumption, in which the so-called "image" of the product or service plays an important role.

Symbolic consumption shifts the focus of applied research to understanding consumers reactions to goods, identifying the consumer's identity with goods and services. Consumption of symbols, not products, is at the heart of many consumption strategies, that is, products other than direct functional or utilitarian meaning are symbolic.

To study symbolic consumption, the science of sign and semiotic sign systems is *involved*, since consumers use products and services as expressions of their social identification, and often use not the direct tangible meaning of a product but a number of its intangible symbolic connotations consumed with a product or service.