

# The Culture of Conspicuous Consumption of Food Among University Students

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**Abstract—** The Conspicuous consumption of food is primarily the expense of expensive products to indicate a free income and gain a social status in return. The main question of this study, which includes the problem of the study, is there a culture of conspicuous consumption of food among university students or is there a relationship between the student's social status and conspicuous consumption of food? The aim is to figure out whether food affects shaping social status or not.

This research is conducted in quantitative method, and for this reason the descriptive method (social survey) is used, to identify the facts related to the culture of conspicuous consumption of food, and it relies on probability (Stratified Random) samples at the stage level, also in the distribution of forms it relies on an (Systematic Random) sample to take the necessary part of the research community. Due to the large number of students at Sulaymaniyah University and the ability to represent the sample, for this reason, the example of this study is a student of sociology at the University of Sulaymaniyah.

The most important results of this study showed that the sample of the study primarily focuses on the quality and taste of food when going to a dinner, while leaving most of the sample in the food staying in place while going to restaurants/cafes, indicating that the food requested alone finds itself in a show of appearance and therefore wastes a lot of food for the show. also, one of the results of this study is that food invitations have somehow strengthened their positions, which is the subject matter and is a major driving factor in the creation of a culture of conspicuous consumption of food.

**Index Terms—** Culture, Conspicuous Consumption, food, university students.

## I. INTRODUCTION

This research present that Consumption in conspicuous form includes food, clothing, shelter, transportation, social events, body and facial modification industry, etc. Of course, some of these forms have many deep meanings that currently we can see, in this research I will focus on conspicuous consumption of food, when we talk about the culture of conspicuous consumption of food, we mean the presentation of food as a symbol or model to show something or to achieve something, so this could be rank or social power, how? For example, the

phenomenon of excessive hospitality and the way food is served at the tables. must be served the best and most food in order to not spoil the social status, it mean tables with a variety of food and drinks regardless of the amount, of course lead one to say indirectly, "I am what I buy or I am what I offer", so this is repeated in social occasions when people rush to buy a lot of things while society does not produce what it eats itself, and what it produces comes from abroad, so these make people be consumers. This practice is transferred from within the homes and brought outside the homes to graduations party, restaurants, cafes, and it seems that restaurants and cafes are becoming showplaces instead of rest.

## II. CHAPTER ONE: THEORETICAL FRAMEWORK

### A. Research Framework

#### 1) The Research Problem

conspicuous consumption according to (Merton) refers to the social forms that are followed by a group or class that leads to the abolition of the social systems because the highest classes of society conspicuous consumption have a duty, but for the lower classes of society, it hasn't duty of conspicuous consumption, and this causes the upper classes of society to support their class boundaries as a separate being from society, which reduces the ability of the lower classes to continue their survival. (Merton,1968:156)

In this study, we try to understand the factors that affect the culture of conspicuous consumption of food, and I attribute the reason for choosing this topic to the observations I made as a student of sociology department in public places. From this perspective this research seeks to find out the factors that influence the culture of conspicuous consumption of food, for this reason, apparent consumption culture is considered a background variable, From this idea of using appearance as spending on self-performance, for this reason, this research goes into the context of economic sociology and enriches the subject and the scientific existence of Thorstein Veblen's theory of (Leisure class) , which describes the purchase of all these goods and things, although they are not necessary for the rest of their lives and only for self-representation as a result of

this view, I try to answer these questions:

- Is there the culture of conspicuous consumption of food among university students?
- Is there a relationship between the student's social status and conspicuous consumption?

### 2) *The Research Importance*

- Exploring conspicuous consumption of food among students.
- Understanding the factors that affect conspicuous consumption.

### 3) *The Research Objectives*

This research has several aims:

- Investigate the culture of conspicuous consumption of food among university students.
- Understanding the cultural impact of conspicuous consumption of food on social status among students.

### 4) *The Research Terminology:*

**1.Culture:** From Robert Lewis's point of view, is all the things that an individual acquires from his/her society, i.e., includes beliefs, traditions, and artistic examples. The traditions associated with food and professions that the individual has not acquired because of creative activity, but as a legacy, has been learned from the past arbitrarily or systematically. (الغزوي ١٤١:٢٠١٨، وآخرون)

Culture by Edward Tylor is a complex whole of science, information, art, thought, belief, law, discipline, traditions and traditions, in short, all the learnings and habits that a human being takes as a member of society (Giunchiglia, A. 2009:3). From Hofstede's views, Culture is the embodiment of accepted and planted behavior that is passed from one generation to another and remains as a legacy for members of society (Oatey, H. 2012:3).

Therefore, culture has created the way of lifestyle and society's thinking about a subject called conspicuous consumption, created by social groups, and transmitted to the whole of individuals, and directed to society.

**2.Conspicuous Consumption:** Veblen defines conspicuous consumption as a waste of money and wealth in the purchase of expensive and rare necessities that a person does not use in his daily life, but these needs are of great value and help their owners to appear, boast and boast, and give them high social status (Zabot,U. et al, 2022:2)

Economic and social processes are the basic joints of the social system and Conspicuous Consumption plays an important role in the continuation of this process. From this perspective, the industry shows the natural appearance of economic activities in society with the need for profit (Murphy, J. 2019:2)

Conspicuous Consumption is related to all actions and activities performed by an individual to how he or she wants to live, or appear to other people. She's dressed in clothes, food, items, etc. and she's showing off her personality (Niesiobedzka, M. 2018:79)

Therefore, it is intended to conspicuous consumption of food as an aspect to show some kind of class and connect a social position in society.

## III. CHAPTER TWO:

### A. *Conspicuous Consumption*

#### 1) *Sociological views on the culture of conspicuous consumption*

Thorstein Veblen American sociologist and economist, believes that the behavior of the individual economy, like any other human behavior, is influenced by the environment and conditions it contains and adapts to it.

This was a counter-response to classical economic thinkers who believed that economic laws were general laws and controlled every economic movement.

From here (Veblen) proposed a different direction for the economy to develop new analyses that value the role of the individual and the environment of institutions in terms of economic activities in terms of growth and social change in a way that complements each other, and this was a good start for Veblen to develop economic sociology through his works, especially in the theory of the Leisure class, in which he demonstrates the impact and relationship of the economic and social classes, from the view of the fortunate class. It focuses on capital, commerce, and the economy, and lives at the margins of society, not the center of society (Diggins, 1978:55).

Consumers They monopolize all areas of life such as technology, production, capital and experts to take control themselves and increase their productivity, which Veblen describes as a burden on industry because they have not contributed to the process of economic and social development for the public benefit. On the contrary, they have created obstacles and distorted the content that under different names and circumstances they develop corruption and monopoly by using other classes in society, which makes it seem that the system of prices and products established by the capitalists played a role in destroying the social system. Therefore, the Leisure class is the worst kind of social and economic life in terms of conditions and opportunities for development because it is full of injustice and disrespect towards scientists, experts, employers and workers in various fields of production and development. Therefore, he believes that leisure class, even though they are corrupting, does not care about their work and problems and do not try to adapt to their conditions, so they consider this class as an obstacle to justice, prosperity and economic and social development.

This theory is important in the field of economic sociology, but it shows us the same as Marx's theory, which is based on discrimination, tyranny, and class, to analyze the social and economic reality of society in which injustice prevails and individuals' abilities are not respected. (Diggins, 1978:55)

More than this, (Veblen) uses the term "conspicuous consumption" in the book named Leisure Class, which means that the individuals spend on use of money, liquidity and capital to obtain goods that the individual does not use in his life and does not have a moral benefit for his owner, but only as a valuable and social value, it helps him to show himself and make himself look like other people of another class of society

to gain a specific social position such as Aristocrats and capitalists, and this is the result of social discrimination, because the individual consumer of conspicuous seeks the rights and social status that the leisure class has because of its capital, so the poor classes go into the fight to achieve the dream of becoming a leisure class and the highest class, so the pressure and impact of this kind of use on the poor class, however willing, are ready to fight to be happy and happy to become a leisure class. in fact conspicuous, Not necessary consumption. (Ritzer, 2011:6)

The Leisure class described by (Veblen) is an unproductive class, and what they do are not in society's favor or it isn't supportive, such as resort to waste money and time to build a social position, while the working class is a productive class to secure social status through productive labor. Veblen defines the Leisure class, as a class that has two basic characteristics:

1. Members of the Leisure class are far from industrial jobs, they have limited employment opportunities and work for a short period, including what is called honorary work within their group, also governmental posts, wars and religious posts, alongside sports.

2. The phenomenon of interesting waste of time (conspicuous consumption) is a form of display of wealth and social status, intending to show a higher degree than others. The purpose is that members of the welfare class spend their money and wealth on the purchase of expensive goods that they do not normally use in their daily lives, because the main purpose of buying these goods is to help them appear in a way that symbolizes their class status and separates them from the rest of society by showing pride in the valuable goods that determine the person's status (Weber, C. 2011:5).

From this perspective, (Mariwan Wriya Qani) talks about, happiness for self-determination in all its meanings tries to complete the great opportunity following rapid enrichment and spending, he also divides society into two classes: the welfare class and the working class, the bourgeois class, and thus creates obstacles in the social structure of the society and the middle class, so that it becomes the cause of the creation of a new public space in which the individual receives special attention. He edits the social image that he obtains through his self-expression, resulting in a new form of identity for each individual and does not agree with the old image.

#### *B. The factors that affect the culture of conspicuous consumption:*

##### *1) Technology and media*

The growth of technology in the field of communication has changed a lot and is growing day by day, some people call this new situation a technological revolution, and these changes are spreading rapidly and continuously.

New information technology is connecting all over the world, and it's becoming clear to us that there has been a very big change in the level of technology and communication 'so the understanding we have about them today is much different than we were in the past.

Today we can see a lot of communication and technology that was impossible to imagine in the past, these changes in communication through satellites and the internet. In other

words, all of these have led to a major change in information technology. In this way, they have made a big impact on various fields, and these effects are so powerful that some people talk about the coming of a different era 'a time when technology and media are the mechanism of the coming into power, communication, 'power structure. (هالو، ٢٠١٦: ٤١)

What I would like to point out here is the relationship that consumption has made in Kurdistan media, a significant part of the Kurdish media has become a media that encourages the use, disseminates, and advertises it, television, radio, magazines, and newspapers, another point is that the place to note the media's participation in strengthening human desire for imitation and social observer. Strengthening and performing this desire of imitation has made the use of a theatrical behavior, that is to be used to see observe appear and perform, and to perform each of these activities will in order to again make the desire to imitate stronger and wider in short, the media through advertising is acting as a stimulating and interesting force, and it makes man have a strong sense of use 'in this regard 'the role of media in the process of ideology Use has a strong and significant role. (قانع، ٢٠١٢: ٥٣)

When we talk about technology and media, it is important to refer to the culture of individualism 'we see that it is a culture in individuals are independent and priorities to their own and to the goals of others. Therefore in this culture the image of food is seen as part of personal enjoyment and self-interest. In this regard food is not just a matter of enjoyment and giving of food, but also a powerful tool to understand other cultures and play a key role in the consumption culture. (Lie, 2018: 20)

If you noticed, a lot of people in normal life show more pictures of food than they cook. The reason of this action is due to the social support that individuals have generated in themselves to share photos of food, and these individuals are known to use Instagram profiles to track food behavior. The result of sharing those food images is to increase food cravings, it also lessens food appetite by people, this shows how social media affects social life (Andersen, etc, 2021:7)

##### *2.2.2 Social Identity*

Another problem we want to mention here is self-identification 'which is the crisis of individual identity in the context of the widespread internet and social networks. Since instead of While we do many social activities, of course, we carry many types of identities, in other words, we are not just passive readers, listeners, and customers, but we are constantly building our character and producing new, different identities, and often contradictory identities. For example the phenomenon of posting a YouTube video to Google Video has made it easy for individuals to create their own video clips, whether it's songs, sports activities, religious or political campaign, or how to eat, etc.

However, the biggest difference between the traditional or realistic grouping process and online grouping is the power of choice. This means that you are no longer forced to enter into a kind of social connection, but this time you create the boundaries of the group that you like and consider yourself close to them, here and again the question of entering and exiting the group is a part of the social process, especially in the era of internet use. We are in the era of communication and the rise of social networks and online communities (Douglas, B. 2018:353) .A picture that carries a powerful human

appreciation for the meaning 'value' and weight of being an individual and a member of a specific community and group. (قانون، ٢٠١٢: ٦٤)

### 2.2.3 Social status

Positions and roles are social phenomena's that independently exist outside of the individual's intelligence, thus training individuals to rise in the future for the position of roles they are assigned to. At different stages of their lives, their success contributes to the continuation and survival of the departmental and general structure, as well as the satisfaction of different needs of individuals, Social status is the value that a group considers for a social role, in other words, when an individual's social role in a community or group is compared with other roles, and the degree of importance of that role is expressed in that comparison. This role is assessed and determined according to its importance and position, because the social roles of individuals in society are different, each role has a specific and an appropriate social position, because each individual assumes a different role in society.

A temporary or assigned status \ is a status in which society is considered for a specific role, some social statuses are assigned to the individual from the time of birth, which means individuals achieve genetic status without any special duties of their own, such as the status of a man or woman, or adulthood or being old.

The acquired or acquired status \ individuals are reached by their tasks and with the status of the acquired, and here is the dialectic relationship between the status and the task by which individuals are raised in the community and through which they earn their livelihood. Each individual may choose the opposite of the role that society has assigned to him, and as a result, he gains another status that is different from his previous position and is called the acquired status.

According to (Henri Mendras), social status and individual career have several characteristics, the most important of which are rank, attractiveness 'degree of freedom and rights. It is often more important in the ranks of European society, the more interesting the work of human beings, the more the rank, the freedom and the right of the hand. From this perspective, we can say that people who take on different roles in society, while at the same time, in a social group they are in a higher position, may be in that community, but in another group, they will gain a middle or lower position for themselves (وسوقي، خلیق، ٢٠١٣: ٢٣٣).

### 3. food consumption

#### 3.1 The Relationship Between Food and The Culture of Conspicuous Consumption

The Conspicuous Consumption or Performance protects culture from the frozen form of the past and includes its negative appearances in a family structure without risk. (دیپور، ٢٠٢١: ٢٦٥)

let us say that a large number of restaurants and cafes are opened in the (cities of Kurdistan) and change (rest places to hotels). The scenery is in a way that we can talk about transitioning from the pub to the modern mall and the rest of the cell. A significant part of the places that have been created are not just places for eating, but also places of meeting, talking, resting places, places of demonstration, entertainment, and sitting, some of these places have taken special social meanings, some of them, for example, have become a meeting place for

young people 'some of them are places for students and artists ' others are places for women and families to gather, in addition to the creation of many special places that are directly related to material ability, position and place. Social and class of those who visit them (قانون، ٢٠١٢: ٤٤).

Max Weber( is the leader of German sociology in the process of rationalization in modern projects. He describes the bad habits of McDonaldizing society, for example, both the actions of bureaucracy and production as two reasons for controlling society and directing the lives of individuals and groups. According to Wright, the process of rationalization, which has many forms in modern life, ultimately controls the individual over a particular type of lifestyle and social identity. The culture of familiarizing fast-food restaurants (McDonald's for example) is nothing but a representation of the process of rationalization and community control.

For example, there are three important elements of the process of rationalization: capacity, accounting, presagement or control, all-in fast-food restaurants or McDonald's. The places that make fast food are much faster and more productive than regular restaurants or restaurants, and then the dimension of accounting and counting is very visible, meaning focusing on quantity rather than quality, and Hundreds of people are fed in a short time. (زلمی، ٢٠١٢: ٤٩-٥٣)

Finally 'customers, workers 'and chefs are all in a controlled atmosphere, the type of sitting 'the type of food presentation ' and the behavior of the seller and the customer are all specified and planned. For example, the spread of fast-food brands such as (McDonald's, Burger King, and K.F.C) initially spread rapidly from Europe, including Russia, to the United States and the Arab world. The spread of this type of food culture and food style has been strongly criticized by many civil and anti-capitalism activists as a way of erasing cultural and local identity. (زلمی، ٢٠١٢: ٤٩-٥٣)

In some parts of the world, serving consumers to increase demand and lower prices by bringing a wide range of goods and services to a large number of people, fast food restaurants bring a kind of McDonald's variation to parts of the world that were already more monoculture until they were interested in a variety of foods) . Ritzer, 2001: 223)

## IV. CHAPTER THREE: PRACTICAL FRAMEWORK:

### A. Field and scientific research steps

#### 1) Research Methods and Data Analysis

The method is the way that a researcher answers the questions that cause the problem of the research topic, and when the researcher encounters a question, she begins to think to solve the problem, in this case, she uses scientific research tools, from here in front of the scientific method ,of course ,the difference in the method used to reach the truth leads to a difference in the outcome (Howell, K.E 2013:4).

From this idea, it is a research paper. For this purpose, we have tried to use the social survey method to identify the facts related to the culture of food consumption. A social survey is a method for collecting and analyzing social information through an organized interview or through an organized questionnaire to obtain information on a large number of respondents showing examples of a particular society (Ulrickson, S. et al.2011:15

).therefor, social survey methodology has been used in this study .because this method is based on scientific analysis of the situation of society.

### B. Research Community and Sample

Research communities are groups of people with specific demographic, professional, cultural and social characteristics from which research samples can be selected (Mcheimech, R, et al. 2016:188). And the sample of the research group that the researcher chooses according to the criteria and scientific method of his or her research in a way that is completely similar to that of the society in all its characteristics.

However, Due to the large number of students in the research community, this study has chosen students from all four levels of the sociology department of Sulaymaniyah University in Sulaymaniyah for the academic year (2022-2023). Because the number of students at Sulaymaniyah University is (39808) students cannot be represented ,we have chosen students from all four stages of the sociology department as a research community.

This study relies on probability (random class) samples at the level of stages. Because of the large number of students in the sociology department, and ability to represent the sample, we recruited (100) students from sociology department at university of sulaymaniah. It consists of (328) female students and (66) male students. According to the low percentage of boys in this section, (26) male students and (74) female students were selected for the study sample.

### C. Data Collection Tools

The survey form is one of the most important research tools in the humanities college and is the most widely used, this tool is a set of questions that the respondents answer without the help of the researcher, which may be send by post to the research community or directly and face to face to the respondents (CLES, 1986: 20).

therefore, in this research (100) questionnaire forms were used to collect the data about research sample, the research question was presented as a result of the researcher's reading of the subject and discussions with experts, initially found itself in (18) main questions, but after discussions with experts, the total of questions (24) is stabled.

## V. CHAPTER TWO: ANALYZING RESEARCH DATA

### A. Providing Tables

#### (1) Gender of the Research Sample

Gender	Frequency	Percent
Male	26	%26
Female	74	%74
Total	100	%100

As shown in Table (1) it is seen that the number of Females in sociology at the level of all four stages as samples of the study is (74) females or %74 of the sample.

We concluded that the male gender in the sociology department is lower than the female gender, because I represented the actual sample in the sociology department, because this department found (328) female students who did (74) percent of the sample, and at the same time, it found itself in (66) percent of the male students.

#### (2) Showing the Level of Importance of Research Sample when Going to a Meal

Responders	Frequency	Percent
Food Quality, Food Taste	24	%24
Food Taste, Food Type	11	%11
Food Quality, Food Type	2	%2
Food Taste	18	%18
Food Quality, Food Shape	2	%2
Food Quality	16	%16
Food Taste, Food Shape	6	%6
Food Quality, Food Taste, Food Type	5	%5
Food Shape, Food Type, Food Taste	2	%2
Food Quality, Food Shape, Food Type, Food Taste	2	%2
Food Type	4	%4
Food Shape	3	%3
Food Quality, Food Rare, Food Taste	1	%1
Food Quality, Food Shape, Food Taste	1	%1
None of Them	3	%3
Total	100	%100

As shown in Table (2) the sample of the study was 24% focused primarily on the quality and taste of food when going to a meal. Likewise (Rebwar Sewaili) says in the book *Fantasy of Food* "Our goal is to be satisfied, not to enjoy the food we eat, in other words, we don't have a fantasy of the food we eat".

#### (3) Showing Nutritional invitations in Reinforcing Social Status with Surroundings

Responders	Frequency	Percent
Much More	9	%9
More	13	%13
Maintain	45	%45
Less	22	%22
Much Less	11	%11
Total	100	%100

As shown in Table (3) .the sample of the study has increased its position with its surroundings by 45% of food invitations. This indicates that food invitations have somehow strengthened the position of individuals. As Henry Mendras points out, the more interesting the work of man, the more his

rank and position will be. From this point of view, we can also analyze the answer to Table 7 and connect them, where 20% of their friends are eating a meal for a special interest.

#### (4) Showing an example of the research on whether to have a special restaurant/café on his own

Responders	Frequency	Percent
Yes	42	%42
No	58	%58
Total	100	%100

As shown in Table (4) of the study 58% of the sample did not own a restaurant/café.

This proves that social identity does not affect 58% of the sample, but 42% of the sample, and we can attribute this difference to the fact that some of them may be conspicuous consumption of food in the home, or we can say that it changes depending on the role of social identity.

#### (5) Showing the sample of the study from recreating a favorite food because of its high price at restaurants/cafes

Responders	Frequency	Percent
Much More	6	%6
More	24	%24
Maintain	29	%29
Less	25	%25
Much Less	16	%16
Total	100	%100

As shown in Table (5) .the sample of the study makes a 29% favorite food because of its high price in restaurants/cafes.

This proves that the economic situation is somehow influenced by the study sample, and that eating a favorite food sample from outside the home may, of course, be related to the use of food ingredients, as (Mariwan Wrya Qani) he explains in his book named “in what now we live”, a society that does not produce what it eats and what it uses elsewhere.

#### (6) Showing samples of the study during a food stay

Responders	Frequency	Percent
I will leave it in the restaurant or in the table	40	%40
I'll pick it up and eat it at another time	22	%22
I'll pick it up and give it to my pet	4	%4
I'll pick it up and give it to stray animals	4	%4
I'll try to finish it anyway	30	%30
Total	100	%100

As shown in Table (6), %40 sample of the study leaves of food in place in restaurants/cafes.

This proves that most of the samples of the study leave the foods on the table and wastes a lot of food because food

waste has become a culture in the Kurdish community, only to show a face or because some of them may be ashamed to ask for their food to be wrapped or because of the social vision of society.

Several factors appear to drive this issue:

**Social Status and Image:** Some individuals may order more food than they can consume to project an image of wealth or generosity, leading to excessive waste.

**Cultural Norms:** Societal expectations and traditions may discourage individuals from asking for leftovers to be wrapped, potentially out of embarrassment or a desire to maintain a certain image.

**Lack of Awareness:** A lack of understanding about the environmental and economic consequences of food waste may contribute to this behavior.

Addressing this issue requires a multi-faceted approach, including:

**Education and Awareness Campaigns:** Raising awareness about the environmental impact and economic cost of food waste.

**Cultural Shifts:** Encouraging a shift in social norms to promote responsible consumption and reduce the stigma associated with asking for leftovers.

**Restaurant Practices:** Implementing strategies to reduce food waste, such as offering smaller portion sizes or providing take-out containers.

**Government Policies:** Supporting initiatives to reduce food waste, such as tax breaks for businesses that implement waste reduction strategies.

#### (7) Showing samples of the study on whether they tried to take pictures while the food is being served

Gender Responders	Male		Female	
	Frequency	%	Frequency	%
Yes	5	%19	43	%58
No	21	%81	31	%42
Total	26	%100	74	%100

As shown in Table (7), %58 of females attempted to take food photographs while serving food in restaurants/cafes. If we talk about the male sex, some %81 of them don't try to take pictures of food.

This proves that females are more interested in taking pictures of food than males, which means that the culture of food use is more dominant within the female sex. Of course, this doesn't mean that men are less interested in using food, but that they are more interested in displaying car pictures or car keys or expensive items. This goes into the context of the culture of individualism, we see that it is a culture in which individuals are independent and give priority to their own goals to the goals of others, so in this culture, the image of food is seen as part of personal pleasure and self-interest.

### (8) Showing a sample of the study on how much people rely on social networks in choosing the restaurant/cafe they go to

Responders	Frequency	Percent
Much More	15	%15
More	20	%20
Maintain	39	%39
Less	8	%8
Much Less	18	%18
Total	100	%100

As shown in Table (8), %39 sample of the study is dependent on social media in choosing which restaurant/café to go to. This proves that the sample of the study relies somehow on social media in choosing which restaurant/cafe it is to go to, and of course, we may be looking for a restaurant/cafe on social media to know the location, the design of the place, or to see the food menu.

### (9) Showing the reason of the study sample in choosing meals outside the home

Responders	Frequency	Percent
Seeing my friends, spending time, changing the mood	12	%12
Seeing my friends	16	%16
changing the mood	25	%25
changing the mood, Spending time	3	%3
Seeing my friends, changing the mood	9	%9
Spending time	19	%19
Seeing my friends . meals aren't enough . spending time	1	%1
Seeing my friends, spending time	12	%12
Seeing my friends . meals aren't enough. changing the mood	1	%1
Seeing my friends, sharing my day with people around me on social networks	1	%1
Spending time, sharing my day with people around me on social networks	1	%1
Total	100	%100

As shown in Table (9) .%25 sample of the study reason for choosing their meals outside the home is changing the mood.

This proves that the majority of the study's samples are the reason why they choose their meals outside the home to create a different atmosphere, and it shows that the atmosphere or location is more important than the food and It's the main subject of conspicuous.

#### Results:

- Twenty-four percent of the respondents emphasized that the quality and taste of the food is very important when

going to a meal. We can say that these are the people who are more interested in food and their only goal is to be satisfied, which is a reflection of the same statement that (Rebwar Siwali) says in his book, "our goals is to be satisfied not to enjoy of foods in other words, we don't have a fantasies for the foods we eat".

- Forty-five percent of the study participants believe that food invitations have somehow strengthened their position. As Henry Mendras points out, even though how much a human's work may be attractive, what depends more is the higher his rank and position.
- Thirty-nine percent of the sample depends on social media in choosing which restaurant/café it looks like, and of course, we may be looking for a restaurant/cafe on social media to know the location, location design, or to see the food menu.
- Fifty-eight percent of women prefer to take pictures of food than men, which means that the culture of food consumption is more dominant within the female sex.
- Twenty-three percent of the study's sample is why they choose their meals outside the home to create a different atmosphere, and it shows that the atmosphere is more important than the food itself.

#### CONCLUSION:

According to the respondent's answers the food invitations have somehow strengthened people's position, as **Henry Mendres** points out, the more interesting the degree and status, and the reason for becoming a consumer of food. There is a social position, that encourages the sample of the study to repeat this work, so most of the sample focuses on the quality and taste of food when going to a meal. We can say that these people who are more interested in food and their only goal is to be satisfied, which is a reflection of the same statement that (Rebwar Siwali ) says in his book, "our goals is satisfied, we don't have the desire to enjoy the foods we eat, in other words, we don't have a fantasy for the foods we eat."

However, technology contributes significantly to becoming a consumer and increasing the desire of individuals towards appearance, especially when the subject is food and easily obtained. Therefore, another result of this study is that females are more interested in taking food pictures than males, which means that the culture of food use is more dominant among females, as social media has a significant role in boosting human desire social simulation.

However, %39 of the sample of the study, maintain relies on social media in choosing which restaurant/café to go to .and of course, the reason for looking for a restaurant/café on social media is maybe to know the location, places design, or food list. One of the findings of this study is that the reason for choosing their meals outside the home is to change atmosphere, and it shows that the atmosphere or location is more important than the food itself and there is the main subject of conspicuous.

## RECOMMENDATIONS:

- Religious teachers should play a significant role in making society aware of the conspicuous consumption of food waste and harming the country's economy because they are being powered by society.
- Awareness of the entire classes of society in general and the student class in particular because the authority uses food as a policy to survive and legitimize its power.
- It's clear that the culture of conspicuous consumption is a broad topic and carries many other fields from this idea, suggesting that more research should be done.
- The researcher suggests studying the causes of the low percentage of male gender in the sociology department to know the full causes.

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