

# A study on factors leading to conspicuous consumption in Ludhiana district of Punjab

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Received: 22.01.2014; Accepted: 17.05.2014

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■ **ABSTRACT** : The present study was conducted in rural and urban areas of Ludhiana district to investigate the factors leading to conspicuous consumption and to examine the association between selected socio-economic factors and conspicuous consumption. The factors included were: psychological, sociological, economic and brand association. The data for the study were collected from 120 respondents, 60 each from rural and urban areas. Only those families were selected whose income was Rs. ten lakhs or more per annum. The findings revealed that urban respondents were indulging more in conspicuous consumption to show off. A significant difference was also observed among rural and urban respondents for economic factors like growth in disposable personal income, internet shopping and lower price for luxury items. The results further revealed that education and occupation had significant correlation between majority of factors of conspicuous consumption.

■ **KEY WORDS**: Conspicuous consumption, Brand association, Socio-economic factors

■ **HOW TO CITE THIS PAPER** : Jain, Vineeta, Bakhshi, Rupa and Kaur, Surinderjit (2014). A study on factors leading to conspicuous consumption in Ludhiana district of Punjab. *Asian J. Home Sci.*, 9 (1) : 295-299.