

Reasons for the Spread of Consumer Culture: a Field Study in Iraq

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ABSTRACT

This study aims to provide light on consumer culture, a significant economic phenomenon that has become more intense in recent years. We have looked at the definition and causes of value conflict in the Iraqi public as part of our response to the theoretical and intellectual discussions surrounding consumer culture. We have also looked at how it affects social interactions and how this conflict interacts with consumer culture, as demonstrated by the wide variety of contemporary consumer values. The analysis's conclusions indicate that there is a positive relationship between consumer culture indicators and young people's level of value conflict. The goal of the study was to shed light on Mosul, Iraq's consumption culture and to identify the social, economic, and cultural factors that influence consumption in addition to consumer protection organisations and rights. The opinions of respondents are consistent when it comes to keeping up with modernity in basic (necessary) consumption; when asked about food consumption, 72% of respondents said they would do so. This illustrates how consumers are becoming more aware of the value of maintaining a healthy diet. On the Council side, 85% of respondents answered "yes". We discovered that 83% of those who responded "yes" when asked if they were interested in health conditions also said they kept up with current trends. Regarding necessities and apparent consumption, the majority (64.5%) would rather remain current with modernity. This is a notable indication of the growing consumer awareness among Mosul residents for several reasons, including the city's accelerating rate of urbanisation. The result is evident to tourists: Mosul is a popular tourist destination that draws thousands of visitors from a variety of cultural backgrounds. The complexity of social interactions and people's growing awareness of other cultures have an impact on the reality of consumption. The goal of spreading modern needs was at the top of the hierarchy of consumption motives, both in terms of quantity attained and hierarchy of hierarchy.

INTRODUCTION

Consumer culture is an economic phenomenon with historical roots that has been recognised by societies throughout history. The scientific literature did not assist us in defining consumption culture, so we decided to define it as (the information, habits, and behaviours that an individual possesses and employs in purchasing goods to meet his needs) [1]. It has taken on clear and highly influential forms in the current era, also known as the era of globalisation, and has become one of the most important topics in scientific research in many fields, particularly economics and social sciences, as a means of stereotyping people's cultures, achieving cultural hegemony for Western countries, and forming a unified global consumer cultural model. On another level, its contents and significance have shifted, and it no longer serves to meet people's material and biological needs. It now includes valuable and cultural connotations and symbols that represent the lifestyles of the countries that produce it, and it has evolved into a method of achieving what is known as cultural penetration of societies, through consumer values and materialism that it seeks to root in individualism. And the commodification of societies, which transforms culture into a commercial commodity traded among peoples with the lowest social or civilizational reference [2].

This consumer culture has invaded third-world countries, including Iraq, which is in the worst of conditions and is unprepared for it, especially given the massive collapse of socialisation institutions and the fragility of the value system among young people. One of its effects on Iraqi individuals, particularly young people, is widespread imitation of international brands in clothing, food and hairstyles, speech, consumption of modern foods, the pursuit of unlimited pleasures, and the unconscious consumption of products that are unnecessary in the context of satisfying luxuries. That is, exaggerating the glorification of everything materialistic in order to marginalise and neglect everything spiritual, valuable, social, and cultural [3].

As a result, the study's problem is determined by monitoring and analysing the impact of consumer culture on the emergence and growth of the phenomenon of value conflict among Iraqi citizens, via the interaction that may occur between the contradictory and material value-based and cultural contents it contains and the public's value system. One of its manifestations is conflict between expatriate and local, younger and older generations, and customs and culture that meet the public's aspirations and goals [4]. Perhaps the study focuses on young people because of the changing psychological and social characteristics that they possess, as they are the segment most connected to the outside world and the most open to it, especially in light of the tremendous growth of means of communication, making them a fertile target for demonstrating the impact of consumer culture on the emerging phenomenon of value conflict.

Theoretical approach [5] to the concept of consumer culture and its key characteristics in the era of globalisation. The current study aims to achieve a number of objectives, including an attempt to cognitively define the phenomenon of consumer culture and its most important features, as well as to

propose some mechanisms for dealing with the effects of this culture on the Iraqi public's value system.

LITERATURE REVIEW

1. The theoretical approach to the concept of consumer culture and its most important features in the era of globalization:

Prior to talking about consumer culture, it is important to understand that consumption is social (social level) as well as economic (supply and demand, production rate, and quality). As a result, a wide range of academic fields, including economics, sociology, psychology, and anthropology, studied consumer culture. It was associated with their values and a part of society. There are numerous definitions because of the affiliations and orientations of the researchers. From context structure to post-consumption, their definition of consumption encompasses the meanings, symbols, and behaviours related to the process [6]. "Those accompanying cultural aspects to the consumption process, that is, it ended the splendour of the meanings, symbols, and images that accompany this consumption process, which obscure its meaning and realise its connotations in (daily) life," is another meaning attached to it [7]. According to Orabi Mahmoud (2006) [8], consumer culture encompasses the ways in which individuals satisfy their needs and desires, be they material (food, drink, clothing, etc.) or symbolic (music, utensils, etc.), genuine or fake, as well as the norms and values that inspire and guide humankind. This culture has a lot of characteristics because of its diverse dimensions and contents, particularly in the globalised era. These include: The consumer gains a sense of superiority as a result, wanting to possess the good regardless of need, and they learn to buy what's new or announced first and to follow the market. Mahmoud, Madiha Fakhri (2016) [9] promoting impulsive buying, elevating imported goods to status symbols, and promoting material and spiritual consumption.

2. Patterns of consumer culture and its most important features in Iraq society:

Globalisation caused social and economic shifts, which resulted in consumer culture patterns prior to homicide. Furthermore, they transformed consumer behaviour into an expression of meanings, symbols, and actions that go beyond the simple use of an item or service and instead carry cultural content, as well as the transformation of traditions and customs into actions and beliefs that contradict Our Arab-Islamic values[10]. The fact that they have turned culture into a commodity that is used to promote Western culture and is reflected in fashion is even more concerning. The researchers used the social survey approach to identify expressed relationships, while the historical approach was used to objectively and scientifically determine the historical origins of the phenomena.

3. Features of the value conflict among Iraq public in the era of globalization:

Before delving into the various aspects of the value conflict among Iraqis in the age of globalisation, we must first define the nature of the conflict and its causes among young people: The concept of value conflict is one of the social

concepts that has undergone numerous conceptual transformations over time, adding new dimensions to its meaning. The affiliations of those who dealt with this concept were reflected in its content, as its wording and definitions varied, as did the angles of its application, making it extremely difficult to find a comprehensive definition that prohibits it [11]. The current study by the researchers defines value conflict as "the lack of balance and contradiction in the value system of the public as a result of their values conflicting with the enjoyments of social standards (values, customs, traditions, culture) prevailing in society, and this conflict appears in their attitudes, ideas, and patterns of behaviour, as well as in various social, cultural, intellectual, religious, and economic trends of life."

METHODOLOGY

The researchers used the survey method to conduct an objective and scientific investigation into the phenomenon. The social approach, which sought to identify expressive relationships, and the historical approach, which revealed the phenomenon's historical roots, are both under investigation.

- **Sample:** The researchers used a controlled random method and a sample size of 200 families.
- **Hypothesis:** One of the most important stages of scientific research is developing and designing hypotheses so that they are ready for presentation and analysis to ensure its validity [12].

The hypotheses of our study lie in:

The main hypothesis: How have social, economic, and cultural factors influenced per capita consumption culture?

Sub-hypotheses:

1. Does an individual's educational level play a role in consumer behaviour?
2. Is there a relationship between the individual's economic level and consumer behaviour?
3. Does the media have a role in spreading the culture of consumption among thousands of people?

The field of study: The field study was conducted in Mosul from August 2021 to October 2022. Mosul is the administrative centre of Nineveh Governorate in northern Iraq and the country's second largest city after Baghdad. It was given this name because it serves as a crossroads for several roads connecting the East and West. Mosul is home to approximately two million people who speak the Mosul dialect, which is distinct from the other dialects of Iraq and the Levant due to its influence by other languages such as Turkish, Persian, and Kurdish. Mosul has been experiencing an economic downturn since the 1990s, as a result of Iraq's siege and the subsequent migration of many workers and cadres. Its most well-known markets include the Prophet Yunus Market, the Sarjakhana Market, Bab al-Saray, and Bab al-Toub. Mosul and the districts, as well as the southern, northern, and eastern districts, which restored tourism activity in Mosul and drew Iraqi families from other governorates, with a number of foreign and Arab

tourist delegations visiting the mineral baths and archaeological and tourist sites following the return of reconstruction within Nineveh [13].

Study tools: The researchers used the following tools and methods to collect data and information about the study's subject:

Interview and questionnaire: The researchers used the questionnaire tool, which included two parts of information:

Steps to prepare questionnaire reports:

To create a final questionnaire on the topic of research on research, follow the steps below:

Following a review of the sociology and sociology of society literatures, an exploratory questionnaire was developed and prepared, including an explanation of the study's title and purpose.

The questionnaire paragraphs were written in their original form, with 34 paragraphs representing the age and culture of consumption, and were based on scientific principles and precise language. The researchers used the apparent validity method to verify the validity of the questionnaire, as they presented it to a group of experts and specialists in the social sciences in order to express their scholarly opinions on the validity of the questionnaire for the study, indicating the tool's (apparent) honesty. The researchers used re-selection to verify the questionnaire.

Factors influencing consumer culture: It is not possible for researchers to identify one factor among the factors that work to change the consumption pattern for humans alone. The factors are discussed in this matter, and relying on one factor in determining the culture of consumption is considered unfair and a distinction of one factor over the other [14]. They combine to define the consumer culture of the population, and we will attempt to briefly monitor the most important factors influencing the formation of the consumer culture of the population, as follows:

1. Social and cultural factors: Every society has its own social systems that are built on the belief of what is inherited on one side and what is created on the other, and the two sides are not related to the basic frameworks of culture that outline the features of evil behaviour in all aspects of life, with the economic aspect (consumption) being one of the most important. Economic currencies are affected by the social and cultural changes that are taking place in society [15]. This, in turn, has an impact on the public-needs system, which defines the characteristics of consumption in order to distribute those needs. We can see that the public consumption of needs is undergoing rapid change as a result of the demands of the modern era. Every time has its own set of needs, types, and methods of consumption, which has resulted in a consumption culture, and thus the changes. This aspect is influenced by the changes that have occurred in the individual's life (education, income, etc.), which have a clear impact on shaping consumer growth, of course, within the framework of the hierarchy of needs that

the individual creates for himself to match the magnitude of the changes that he has experienced. As a result, social factors such as customs, values, education, and social integrity shape an individual's consumption behaviour.

2. Economic factors: Economic factors are equally important in shaping the culture of consumption for the general population and the individual in particular, because the individual's basic capabilities determine his consumption paths, and decisions to spread needs are governed by ability. The fundamental characteristic of the individual (income). We frequently see that the people at the top of the economic pyramid (the wealthy) are the most affected by societal consumption changes, and that they are also more capable than others. Some studies have found a strong correlation between the type of need and social security. (Need is a key factor in some people's beliefs about obtaining prestigious social security.[14] As a result, the dominant power influences consumer culture. Because the prevailing power is favourable, this helps to diversify consumption. In addition to the foregoing, the researchers demonstrate that the type of commodity, as well as its characteristics, has an impact on consumption. It is clear that economic factors play an important role in the growth and diversity of the phenomenon of consumption, and they are even considered one of the important foundations in the formation of a national consumption culture.

3. Religious Factors: In a society governed by religious laws and traditional customs, the lights have an impact on social and economic life. Religion has an impact on the individual's and society's lives because it establishes values, behaviour, and the nature of life with other members of the society, as well as the relationship between Man and his righteousness, and the instruments of customs and dealings in evil societies. Religious values are not based on beliefs, but rather on actual behaviours and deeds in which man seeks God's satisfaction on the one hand and individuals as his peers in society on the other (9). Religious factors have an equally significant impact on human life as other factors. Religion promotes transaction and production while determining consumption and non-extravagance, reflecting on the nature of consumer culture, as some people are not drawn to it. Towards some needs because he has adopted a religion, believes that it is distant from religion, or is part of worldly pursuits, according to the religious values and beliefs he has carried that influence the practice of human behaviour for the needs[17].

4. Political Factors: Authority, law, and politics must all play a role in determining societal economic policy. There is no society that does not have a legal framework and basis for developing its consumption policies, and because it is an indicator of societal growth and development, all types of political factors intervene in the market. A natural factor is that the market requires a legal and authoritative framework to manage economic issues. The current factors and conditions in marketing and production influence the formulation of population consumption policies. According to the specialised literature, political factors play a significant role in societies' growing consumption cultures. Political

stability, social security, the economy, and other fundamental elements all work together to foster a culture of consumption in society. [18] Political stability promotes social stability and the economy while also working to revitalise society and provide psychological reassurance to the population, resulting in the desired well-being in various aspects of life.

5. Analysis of Consumer Rights: Since ancient times, economic literature has been concerned with consumer protection. Rather, this goes back to the economic systems that gave this topic great importance, and even with the development of economic systems today, methods and legislation have developed to protect consumer rights, including Achieving transparency in the shopping process enables consumers to obtain their needs and desires for goods and services without incurring high costs and exerting significant effort, resulting in economic well-being and prosperity for both parties. This requires the parties on the other side of the equation, i.e., producers and sellers, to carry out their duties in accordance with the correct rules, resulting in the consumer obtaining all of his rights without being subjected to fraud or marketing deception. The General Assembly of the United Nations (248) on April 15, 1985 resulted in: The first four major rights are represented in Resolution No. (39) [19] as follows.

Consumers have the right to express their opinions about consumption: This right entitles the consumer to express his opinion about the products available, particularly if they are prone to obsolescence and damage, or if they endanger his health. This law provides the consumer with representatives from governmental and non-governmental bodies who can satisfy his requests when embarking on a product development policy, and who are guaranteed to take appropriate corrective measures in the event of a violation of his rights. According to the preceding lines, the official and informal international interest in consumer rights is to ensure the success of consumption and production, and thus the continuation of the commercial life cycle. Attention must be paid to this aspect in our local market, with clearly defined rules for both parties, producer and consumer, to ensure rights. This is one of the characteristics of economic progress and development.

RESEARCH AND RESULT

Analysis of the findings of the field study:

1. Family size: To achieve accurate statistical results, we divided the sample families into three sizes: small (population of 3-4 individuals), medium (population of 5-7 individuals), and large (population of more than eight members). The size of the family is an important indicator, as it influences the difference in quantity and quality of needs. The size of the family varies throughout the year, and the number of children is a good indicator of the difference in size consumption.

Table 1: The Size Of The Family And The Number of Infants.

Size for a family	Number	Percentage (%)
Small in size	89	44.5
medium size	74	37

Big family	37	18.5
the total	200	100

Table 1 shows that the majority of the families in the research sample are small in size, with three or four members, accounting for 89 and 44.5% of the total. There are 37 large families, accounting for 18.5% of the induction sample. The reduction in the number of members in a single family helped to diversify consumption and achieve optimal radiation levels for family members. Given the growth and diversity of needs, a small family can often meet all of its consumption requirements.

2. Monthly income: Table 2 shows that there is a discrepancy in income between the families of the study sample and that 45,999 thousand Iraqi dinars per month, and this is from the families of the sample with middle income, which ranges between 500, indicating that their living situation is average. According to one of the Ministry of Labour and Social Affairs' 2006 reports, more than two million Iraqi families are poor, and poverty has increased by 30% since the American occupation in 2003, as evidenced by their health. According to the Household Conditions Survey in Iraq, the incidence of malnutrition diseases varies with the economic status of the Iraqi family, increasing in families with lower monthly incomes (21). This result confirms the hypothesis (is there a relationship between the economic level of the individual and consumer behavior?)

Table 2: The Family Size And Monthly Income

Monthly income (Iraqi Dinars)	Number	Percentage (%)
Below 500 thousand	66	33
999K to 500K	90	45
One million or more	44	22
the total	200	100

3. Occupation: The profession that a person pursues has an impact on the nature of his life, the style of his life, and then the life of his family, especially since it determines income, and thus the family's standard of living is determined accordingly.

Table 3: The Parents' Profession.

Occupation	The father		Type of profession %		Mother		Type of profession %	
	Number	%	Functional	Free	Number	%	Job	No Job
a job	128	64	40.6	59.4	24	12	100	0
no work	72	36	0	0	176	88	0	0
the total	200	100	40.6	59.4	200	100	100	0

Table 3 shows that 64% of the research sample is employed, divided into employed and free professions. The highest rate was 59.4% for those in an employed profession, followed by 40.6% for self-employed individuals. While 36% of the mothers in the research sample were not working, the results revealed that the majority, 88%, did not work, 12% worked, and only 100% practiced

white-collar professions. These percentages indicate that the majority of the research sample's families work in white-collar jobs, which have low pay and are inflexible in the face of changing conditions. This influences consumption, its type, and nature.

4. The type and return of this investment:

Aside from food, the elderly are one of the most important basic needs of humans, and they are one of the most important components of social security for the population, as they are expressed as a form of social security and an investment for the future. People have sought suitable housing since ancient times, and changes in modern society have had an impact on Sunni reality in terms of design and furnishing (the role), as well as opening up new avenues for consumption.

Table 4: The Type And Return Of This Investment.

	Number	%	Nature of Housing	Number	%
Owner	126	63	independent	100	50
Rent	74	37	subscriber	26	13
Total	200	100	independent	70	35
			subscriber	4	2
				200	100

The results in Table 4 show that the majority of the research sample, 63%, owns their home, and 50% live in an independent room. It is clear in a community such as Mosul, which is dominated by hundreds of residential projects. Another feature we notice is that the majority of them cover an area of 125 square metres. After analysing the sample, we discovered that they were divided in this manner to assist residents in purchasing and developing land in light of the high prices of land and building materials.

5. Social status:

Table 5 shows that the majority of the sample's families are descendants of Urban with 61% being Urban descendants and 39% being Rural descendants. This is a natural matter, as Mosul is considered one of the cities closest to Urban, and because the family includes Mosul in its spatial scope, the trend improves. This, in turn, is an important indicator of consumer behaviour integration among the city's population, as well as how the city's urbanisation reflects the city's consumption culture.

Table 5: shows the social background of the sample.

Social background	Number	Percentage (%)
Rural	78	39
Urban	122	61
the total	200	100

6. Educational level: Table 6 shows that 48% of respondents in the research sample have a university degree or higher, which is the highest percentage. This implies that the research sample has a high level of education, which positively influences consumer behaviour. Learning is one of the most important guidelines for an individual's personal and social progress and development in the formation of a consumption culture. The following results confirm the hypothesis (Does the individual's educational level have a role in consumer behavior?). As the educational level of the individual increased, the consumer culture of the individual grew.

Table 6: The Educational Attainment Of The Study Sample.

Academic achievement	Number	Percentage (%)
Elementary	12	6
Medium	35	17.5
Under graduation	57	28.5
University and more	96	48
the total	200	100

7. The axis of consumer culture:

Basic consumptions (food, clothing, and health: Table 7 shows that there is consistency in respondents' answers about keeping up with modernity in basic (necessary) consumption, as the percentage of yes answers about keeping up with modernity in food consumption reached 72%, indicating that the individual's consumer awareness is increasing. In terms of nutrition, this appears to be the reason for individuals' high levels of education, as well as the dissemination of nutritional programmes through communication and media. For the council, the percentage of yes votes reached 85%. It appears that the expressed interest is both a component of social life in Mosul and a sign of a negative personality.

Table 7: The consistency of modernity in basic consumption.

Food	Yes	144	72
	No	40	20
	some times	16	8
	Total	200	100
Clothing	Yes	170	85
	No	13	6.5
	some times	17	8.5
	Total	200	100
the health	Yes	166	83
	No	12	6
	some times	22	11
	Total	200	100

The individual and his culture, and there is evidence that the Kurdish costume (the Kurdish suit) is beginning to disappear, as it is only used on very few occasions. In the health field, we see that 83% of those who answered yes are those who keep up with modernity by paying attention to their health condition and referring to specialist doctors, particularly non-ethnic doctors, in the event

of a health crisis. This was aided by the proliferation of hospitals and medical facilities. Foreigners in Mosul city include a foreign doctor who is more familiar with modern scientific knowledge.

8. Is consumer behavior influenced by the media: Table 8 shows that 72% of respondents agreed that the media has an impact on their consumer behaviour. Audio-visual media is regarded as one of the most important factors influencing individual and collective behaviour, with media investment in the promotional aspect ranking among the most significant.

Table 8: shows the influence of consumer behavior by the media.

Answer	Number	Percentage (%)
Yes	144	72
No	40	20
some times	16	8
Total	200	100

Methods of production companies to increase sales, and the freedom of the media in Iraq in general and the Kurdistan Region of Iraq in particular is an influential factor in the growing culture of consumption in the city of Mosul city. This result supports the hypothesis (Does the media have a role in spreading the culture of consumption among individuals?).

9. Does the supply of goods work to stimulate the individual's culture of consumption:

Table 9: the supply of goods activates the individual's consumption culture

Answer	Number	Percentage (%)
Yes	136	68
No	56	28
some times	8	4
Total	200	100

Table 9 shows that 68% of respondents agreed that the supply of goods and goods helped to spread the culture of consumption among individuals. It is no secret to anyone that goods influence the percentage of purchases, and thus we can say that the commodity is a tool that has an impact on shaping the individual's consumer culture in terms of its psychological and social impact on the individual, in addition to the commodity's social safety, which makes it an effective tool in this regard.

10. Do you prefer basic consumption or appearance consumption in keeping up with modernity?

Table 10: the consumption preference to keep pace with modernity.

Type of consumption	Number	Percentage (%)
Basic consumption	40	20
Appearance consumption	31	15.5
The two together	129	64.5
the total	200	100

Table 10 shows that 64.5% of the research sample preferred to keep up with modernity in basic and apparent consumption, the highest percentage. This is an important indicator of the growing consumer awareness of the people in Mosul city, for several reasons, depending on their destination.

1. Mosul is experiencing rapid urbanisation.
2. The clear influence of tourists, as Mosul city is a tourist destination visited by thousands of tourists and cultural groups.
3. Increase the cultural awareness of Mosul residents. Social life gets more complicated.

11. The consumer culture of the individual is affected by the openness of markets to new goods.

Table 11: The Individual’s Consumption Culture is Affected by the Openness Of Markets To New Goods.

Answer	Number	Percentage (%)
Yes	156	78
No	33	16.5
some times	11	5.5
Total	200	100

Table 11 shows that the creation of lost goods in the markets, keeping up with the modernity of production, and the openness of markets to new products all have an impact on the development of the local market, as well as the consumer's enjoyment of new consumer goods. According to the table, the majority of the research sample emphasised the importance of new goods in the markets in their growing consumption culture, with 78% responding positively.

12. Are you working to develop a culture of consumption for yourself and for members of your family?

Table 12: Work to Develop a Culture of Consumption.

Answer	Number	Percentage (%)
Yes	136	68
No	53	26.5
some times	11	5.5
Total	200	100

Table 12 shows that there is a discrepancy in respondents' answers about working to develop a culture of consumption for themselves and their family members, as the percentage of respondents who answered "yes" was 68%, but when asked about the mechanism for developing a culture of consumption, they answered "yes."

Table 13: Shows ways to develop a culture of consumption.

	Number	Percentage (%)
Eagerness to learn and increase personal cultural level	136	68

Accessing the media, particularly programmes specialised in this field.	53	26.5
Internet is a means of communication to view the latest consumer products.	11	5.5
Total	200	100

13. Do you feel satisfied with your consumer status?

Table 14: Feeling of satisfaction with the consumer situation of the interviewee.

Answer	Number	Percentage (%)
Yes	147	73.5
No	30	15
some times	23	11.5
Total	200	100

It is difficult to assess a person's level of satisfaction with who he is and what he has accomplished because it is closely related to political, social, economic, health, and other aspects of societal life. When the conditions are stable, a close relationship between the two variables cannot achieve this goal. According to Table 14, 73.5% of the sample is satisfied with the progress made in their consumption cases, and they keep up with scientific and technological advances to meet demand.

14. What are your motivations for the new diversity of basic and visual consumption?

Table 15: The hierarchical sequence of respondents' motivations for the diversity of basic and apparent consumption.

Consumption motives	Number
Promoting urgent needs.	158
Influencing the Social Profession	155
Keeping up with the technical, technological, and scientific development needs	144
Recognising the individual self and distinguishing the person	128
To achieve peace of mind in consumption.	120

Table 15, which displays the motive (promoting urgent needs) at the top of the hierarchical hierarchy of human consumption motives, demonstrates that the researchers' consumption motives are consistent in their acquisition of modern goods of all kinds and types. Houthis numbered 158. The motive (influencing the social secretariat) appeared twice, with 155 researchers responding. The motive (keeping up with the needs' technical, technological, and scientific development) appeared a third time, with 144 prompts responding. The motivation (identifying one's own identity and personality) appeared a fourth time, with 128 prompts responding. The motive—getting peace of mind while consuming—finally surfaced for the fifth and last time, and 120 responses were received overall. The most significant sign of Mosul's developing consumer culture is the variety of motivations, which also shows their awareness of consumers.

DISCUSSION

Following our discussion of the consumption patterns that the Iraqi public embodies and follows in the globalisation era, we will move on to the cultural contents and values that underpin this consumption as a fundamental aspect of the country's culture. To accommodate these consumption patterns, globalisation and Westernisation must be deeply ingrained in Iraqi and Arab cultures via media messages. Consumerism is not arbitrary; rather, it is based on scientific methodologies and psychological and social research findings that demonstrate that young people's values are simply a reflection of their thought processes within cultural and temporal contexts. Young people are drawn to this consumer culture's products because they prefer certain features and characteristics that carry implicit or conscious symbols and connotations. They also represent new values that are expressed in young people's behaviours and embody various forms of value conflict; some examples of these behaviours include:

- Acquiring and imitating well-known brands and personalities in order to undergo psychological reincarnation.
- Consumption has become a way for individuals to express their social identity and gain acceptance from others. Using well-known brands that do not meet social and cultural exclusivity standards has become associated with the pursuit of selfhood.
- It was remarkably effective in assisting young people in making the transition from meeting basic needs to enjoying luxuries.
- Consuming an excessive amount of anything foreign embodies the values of excellence, prosperity and happiness.
- It promoted extravagance and exaggeration to gain distinction, ostentation, and social status. The values of intelligence, integrity, and dependability fade and are replaced by materialism, fast money, and excess, as well as deception, greed, and luxury. It came to symbolise awareness and intelligence, as well as proof that the means do not justify the end.

The study produced a number of findings and recommendations, the most significant of which are:

1. Table 5 demonstrates that the majority of the research sample's families come from Hazrat and Nassa (61), which is a significant indicator of the city's consistent consumer behaviour and how the city's urbanisation has shaped its consuming culture. The highest percentage of respondents in the research sample, 48%, have a university degree or more, as Table 6 illustrates. As learning is regarded as one of the most significant guides for an individual's personal and social progress and development, the high level of education of the research sample therefore positively influences consumer behaviour and the development of a culture of consumption for individuals. This finding thus supports the hypothesis, which asks whether an individual's educational attainment influences their purchasing decisions. Growing consumption culture is a direct result of an individual's increased educational attainment.
2. Table 7 shows that the respondents' methods for keeping up with modern consumer trends were consistent. The principal area of concern is the 72 percent of positive answers regarding the adherence to modern food

consumption practices. This research points to a rising degree of consumer awareness about nutrition, which may be a factor in people's higher levels of education as well as the growth of food-related initiatives and media outlets. In the case of the Council, the percentage of votes in favour reached 85%.

The obvious interest appears to be an important part of Mosul's social life, revealing both culture and personality. Our evidence suggests that the Kurdish dress, or suit, is only seen a few times per year. In healthcare, 83% of positive respondents enjoyed learning about health developments. Patients from these groups were more likely to see specialists in an emergency, particularly those of different ethnicities. The hospital expansion made this easier. Having foreign doctors in Mosul allows them to learn about new medical discoveries.

3. According to the data in Table 8, a significant proportion of participants, specifically 72%, agreed that media had an impact on their purchasing decisions. The audio-visual media is widely recognised as a critical determinant of individual and collective behaviour, and the allocation of media resources to promotional activities is Media freedom in Iraq, particularly in the Kurdistan Region, contributes significantly to the development of a consumption culture in Mosul. It is an important strategy for production companies to increase sales. The study's findings provide empirical support for the hypothesis that the Does the media have a role in spreading the culture of consumption among individuals?
4. The data displayed in Table 9 indicates that 68% of the participants gave positive answers, indicating that the availability of goods and merchandise is effective in promoting a consumption culture in the country. It is common knowledge that commodities have a big impact on people's decisions to buy. As a result, commodities can be seen as a tool that influences a person's consumer culture on a social and psychological level. Furthermore, commodities' social safety factor increases their usefulness as a tool. in that particular situation. 5. Table 10 shows that 64.5% of the research sample preferred to keep up with modernity in basic and apparent consumption, the highest percentage. This is an important indicator of the growing consumer awareness of the residents of Mosul city for a number of reasons.

Mechanisms for confronting the impact of consumer culture on the value system of young people:

Consumer culture is not the same thing as consumption, enjoyment, and satisfaction of various needs. Rather, it is a tool for globalization to achieve its goals of stereotyping and distorting the cultures of peoples, especially Arab ones, and transforming man into a consumer who is not a producer, linked in his attitudes, behavior, and consumption value to what is produced in the factories of capitalism and what is distributed by multinational corporations. It works indirectly to spread the values of money, greed, bribery, and respect for the West, and to take pride in foreign languages more than the Arabic language, and to establish a kind of alienation among the public, which in the future will create generations that live for themselves and to satisfy their needs, generations that

are more connected to what is foreign, whether it is thought or thought. Or material goods and its consumption spiritually and materially, and what is more dangerous than that is that it does not have any affiliation to a national identity that glorifies Western culture and peoples. Accordingly, it will discuss some of the mechanisms that help to confront the influence of this culture, which are linked to various institutions of socialization, including the family, school, and the media. The family, through its educational and preparatory methods are able to raise its children to save and abstain and instil in them the values of rational consumption. It also works on a balance between meeting its children's material consumption needs and spiritual and cognitive needs. As for the school, with its academic curricula and educational methods, it is able to establish the foundations of the rational consumer culture in its children and thus crystallize and embody them in various subjects. Studies address the dangers of extravagance, extravagance, and excessive consumption. Educational and guidance classes are also an effective means of preventing this, in addition to raising awareness through curricular and extracurricular activities.

The role of education lies primarily in supporting the performance of education and its educational function, and is accustomed to valuing balanced consumption and the values of saving and rejecting all forms of materialism, in addition to spreading rational consumption in the form of advertisements, educational and guidance television sessions, and radio broadcasts that call for achieving a balance between local culture and various forms. Consumer culture, and highlighting the dangers of extravagance and exaggeration in religious and social occasions and the new values carried by these products, which are new to the culture and lifestyle of the Western countries that produce them, just as they are incompatible with Islamic Arab values. Educating young people about the dangers of following fashions related to clothing and eating and their dangers to their value system and the disappearance of their culture. Localism and the conscious use of modern technology. The necessity of openness to others and imitation of their customs and ideas, but within the framework of a culture that shares their values and references.

CONCLUSION

It became clear through the current study the relationship between the globalization of consumer culture and the emergence of the phenomenon of value conflict among the Iraq public, the forms of which are embodied in the various new values that the public adopted and represented and appeared in their ideas and patterns of behaviour, and their preference for everything that is materialistic and imitating what is divine in terms of clothing and eating. And his haircuts, and his impersonation of the personalities of many celebrities of different races and religions, and his adoption of the values of money, greed, boasting, and extravagance, and making materialism an extension of his pleasure, and abandoning many of his values and customs as not being in line with the era, and his appreciation of the style of unlimited hedonistic consumption as the basis of an ideal life.

Therefore, this imbalance in the old and its distortion that the value system of public is witnessing requires the necessity of activating the role of social upbringing institutions, especially the family, within the framework of the disruption of the habit of its Islamic reference in upbringing, reviving the spirit of the old, and reducing openness to Western culture and various means of modern technology.

Accordingly, we came up with some recommendations:

- Calling for the necessity of activating sound consumer upbringing through the family and educational institutions.
- Raising the level of social awareness among young people about the need to rationalize spending and consumption, and emphasizing the need to commit to adopting rational consumption patterns that are consistent with the values of our Islamic religion and our culture.
- Educating young people about the necessity of being open to others and imitating some of their customs and ideas, but within a framework of reference that reflects their society, values, and culture.
- Activating the role of the media in highlighting the dangers of extravagance, waste and exaggeration, especially on social and religious occasions.
- The necessity of developing strategies to confront the dangers of the values of the new consumer culture, especially to the public group.

Reviving the values of local culture with a modern tone to confront the various repercussions of globalization and Western cultures.

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