

## The Effect of Desire and Emotions on Consumer Behavior: An Explanatory Study

Izem Zeynep Bulut<sup>1</sup>

Ankara University, Faculty of Communication, izem\_b@hotmail.com

### ABSTRACT

In contemporary world, with the affects and the spread of the globalization, consumerism became the central point of our lives. Being consumer means not only using-buying the goods and services but also means to be labeled as “consumers” in sociological level. Consumption can be conceived as an essential part of identity building-maintaining processes. In post-modern societies, desires, emotions, images counted as sociological needs and these need to be fulfilled by individuals.

In this study, objectives; which are the injection of emotion to the sociology of consumption, how heuristic is the notion of emotion for sociological consumption is going to be put forward. Emotions are also infused with cultural meaning as well as they plays an imaginary role on psychological level. Since it is researched that the consumption of good are not only about utilitarian value of an object also carries symbolic meanings and semiotic codes. For an emotion to be activated- attractive for the individuals, elements such as; cognition, evaluation, reaction, affect and motivation need to be put forward. Consumption always carries out and creates the social relationship, which is between self itself and with the others in society. Psychoanalytical analysis on a commercial is also going to be made in order to conclude this study.

**Key Words:** Consumption, Consumerism, Emotions and Commercialization

### 1. INTRODUCTION

In contemporary world, with the affects and the spread of the globalization, consumerism became the central point of our lives. Being consumer means not only using-buying the goods and services but also means to be labeled as “consumers” in sociological level. Consumption can be conceived as an essential part of identity building-maintaining processes. It could be actually seen that with the spread of Capitalism, the researchers started to focus around the consumer-producer behaviors. And today we are now focusing on the consumerism and it’s affects on human’s social life. Consumerism constitutes the most essential aspects of social life since the development and the spread of Capitalism and advertising, which is also taken into account with the consumption and marketing strategies. Advertising stages and builds a magical frame, which provides individuals a desired identities and produces consumer sticks for every identity (or desired identity). This is where we can find the interrelation between consumption and it’s intangible sociological reasons. In capitalist societies consumption, consumerism, functions of advertising, brand management and public relations have a significant role, which states and shows how new interpellation and commands can build or re-shape a new social structure. With this role, these specialties and terms imposes a hegemonic grip on individuals, group identifications and behavior (Stavrakakis, 84). Since consumption or consumerism getting a serious importance both by researches and governments with the new global marketing strategies and capitalist environmentalism, it must be underlined that, it is not enough to explain these terms only with economic systems but also the dimensions of desire and enjoyment should be taken into the consideration for further and better explanation for what rests behind of this

consuming behavior-practices. If we would like to talk about the economical perspective, since consumption leans on a cruel economic engine, it draws different socioeconomic groups into the same market, which has the homogeneous structure. On other hand it cultivates differences at an increasingly individual level. The idea of consumption based on a contradiction, which uses huge power for production, draw both workers and consumers to the arena of capitalism, which is build by global markets and the decision makers. In this study my objectives are the injection of emotion to the sociology of consumption, how heuristic is the notion of emotion for sociological consumption and how culture helps to create a desired thoughts for consumers, which are also parallel to the desires versus needs and psychoanalytic theory on consumption is going to be put forward. Emotions are infused with cultural meanings as well as they plays an imaginary role on psychological and sociological level. Since it is researched that the consumption of good are not only about utilitarian value of an object, it also carries some essential symbolic meanings and semiotic codes.

*“Our enormously productive economy demands that we make consumption our way of life, that we convert the buying and use of goods into rituals, that we seek our spiritual satisfactions, our ego satisfactions, in consumption. The measure of social status, of social acceptance, of prestige, is now to be found in our consumptive patterns. The very meaning and significance of our lives today expressed in consumptive terms. The greater the pressures upon the individual to conform to safe and accepted social standards, the more does he tend to express his aspirations and his individuality in terms of what he wears, drives, eats- his home, his car, his pattern of food serving, his hobbies.”*

*Victor Lebow,  
1955*

## 2. CONSUMPTION AND CONSUMERISM

Consumption emerges as a concept which brings a set of contradictions, that we are in search of and can be counted as an undefined term for time to time. This concept is actually a process in which the substance of a thing is completely destroyed, used up, incorporated or transformed into something else. Consumption of goods and services is the amount of them used in a particular time period. Economists, takes it as a buying or using a good or a service in more basic terms as it is stated above. According to this understanding, consumption practices appears in order to control production, to direct the workers in the capitalist system, to justify the welfare state, to shape the lifestyle consumer groups and finally to transform the culture. There are many different theories on income and consumption practices, and the mainstream concepts in consumption theory are Keynesian Theory and Real Income Theory according to economists.

One of the most popular and well-known theories is proposed by economist John Maynard Keynes, the Keynesian theory, states that current real income is the most important determinant of consumption in the short term. According to this assumption, people spend according to their income which is affected by inflation, or the natural rise in prices of goods and services. This is could be the basic understand of consumption theory. Economists believe that prices, taxes, savings and consumer confidence affects consumption and decision making process to purchase products and services besides the real income. But in this study, I will try to broaden and extent this classis vision of consumption and consuming behavior of individuals with psychological and sociological approaches.

*“The decadent international but individualistic capitalism in the hands of which we found ourselves after the war is not a success. It is not intelligent. It is not beautiful. It is not just. It is not virtuous. And it doesn't deliver the goods.”*

John Maynard  
Keynes

The desires of consumers and desires hosting features, which are instable and transience, are highly important for understanding the sociology of consumption. "The Sociology of Consumption" by Colin Campbell (Routledge, 1995) adds several other stages to this basic definition of consumption and states that consumption involves not just purchasing or using a good or service but also selecting-choosing it, maintaining it, repairing it, and disposing it in some way. Within each of these stages there are a number of complex sub-processes that consumption studies scholars have increasingly paid attention to. The selection of goods is sometimes undertaken largely subconsciously or automatically but also based upon various social norms, cultural backgrounds, learnings, emotional factors, informations, prejudices, facets of identity, taste, or style. Campbell's definition usefully shows how consumption is a process over time that fuses practical, emotional, material, and economic factors, rather than merely the moment when a person buys something. In many ways, this broader understanding of consumption points to a range of innovations within the field that have occurred in the last few decades, which in turn direct us to broader changes in patterns of sociological inquiry. Questions of labor, industry, production units, social, legal, and economic institutions, technology, and social class were the core stuff of social inquiry through much of the 20th century. In mainstream sociology, consumption was understood through theories of capitalist production. However, in the last few decades researchers have increasingly situated practices of consumption and a consumerist ethic as central for understanding broader social and cultural change, impacting on the way sociologists have conceptualized such diverse areas of social change as cultural and economic inequality, urban and spatial development, identity and selfhood, gender relations and performativity, media, and advertising. (Ian Woodward, 2015)

Post-modernists like Baudrillard have approached consumption as the semiotic code, constituting post-modernity itself and states that, signs are consumed by individuals, not objects. (Frank Trentmann, 2004). Baudrillard's problematic, which was established on behalf of the consumption sociology is related to being trapped in consumption and to lack of a proper definition. Individual's permanent desires and satisfaction of these desires, which can not be met and formed are at the center of this argument. J. P. Mayer stated in his book "The Consumer Society: Myths and Structures" by using Gallimard's assumption which takes consumption as an active form of relationships not only with the objects but also with the society and whole world, a systematic activity and global response which found our entire cultural system. After World War II and the raise of capitalism, consumption became to establish, create and build identities, classes and styles and scientists started to question what is actually behind individual's practices and what they seek from objects or services. Baudrillard states;

*"The washing machine serves as an appliance and acts as an element of prestige, comfort, etc. It is strictly latter field, which is the field of consumption. All kinds of other objects may be substituted here for the washing machine as significant element. In the logic of signs, as in that of symbols, objects are no longer linked in any sense to a definite function or need. Precisely because they are responding here to something quite different, which is either the social logic or the logic of desire, for which they function as a shifting and unconscious fields of signification."*

In this statement Baudrillard refers and actually underlines that there is a new path and a myth which actually drives people to consume to gain self-confidence, happiness, joy, get involved to a group or class which are means of the desires and emotions. Beyond use-value, exchange value, commodities and base-super structure,

Baudrillard states more detailed explanations of Marxian ideas in his work "The Consumer Society" and the concepts of ideology, commodity fetishism and reification fits well to Marxian approach of consumption. Needs of individuals changes and turns into more sociological needs and values, basically to desires and emotions and this led both Baudrillard and us to Emile Durkheim's consumption phenomena. Durkheim defines consumption as "collective behavior", "something enforced, a morality, an institution" and "a whole system of values" while seeing consumption as a functional foundation of social order. On the other hand Durkheim's sociological functionalism opened new doors to researchers as Mary Douglas and Baron Isherwood who saw them selves as semiotics, saw goods as communication tool and then moved beyond semiotics to the social character of consumption by arguing that goods provides marking services and consumption rituals which are necessary for social organization and integration of people to this organization. So the practical purposes of a good and the social interactions created by buying and using the goods putted forward. Douglas and Isherwood saw consumption practices as undetectable from the maintenance of group life in general.

More recently, Anthony Giddens has presented consumerism as simultaneous cause and therapeutic response to the crisis of identities emanating from the pluralisation of communities, values, and knowledge in 'post-traditional society' (Frank Trentmann, 2004). Consumerism term can be used in this situation where people turned out to be un-rational rather than the emotional ones. Consumerism seems to refer to something more than the practices, condition, conduct, or peculiarities of consumers, and consumers do not seem to have any explicit allegiance to a common doctrine or theory that unifies them. Perhaps the seventh meaning made by Webster's New World Dictionary, produces the best definition for consumerism: an abnormal condition caused by consumption. Consumerism refers to an ethos supporting the notion that consumption of greater quantities and more expensive goods leads to greater happiness and making purchases is a means of exercising and developing that freedom. This notion also supported by Thorstein Veblen. Peter Stearns defines the term, in his book called "Consumerism in World History", 'consumerism describes a society in which many people formulate their goals in life partly through acquiring goods that they clearly do not need for subsistence or for traditional display.' In this statement it can be understood that, the consumption of a good become more emotional and for goal seeking for individuals rather than it's traditional usage and utility. Consumerism appears as a mental, behavioral motivation, individual action, as well as a commercial tool, reason create legitimacy for production and a definition of a society or a group. In particular this study is focusing on two aspects of consumerism: commercials and symbols for emotions. Advertisements-commercials are the most open means by which and how the consumerist ethos are spread, often equating the purchasing of a product with greater happiness, sex appeal, and status. Status symbols can refer to almost anything (Colleen McDannell, 1995), but the concept itself refers to a domination that is regarded as a sign of high social status. Obviously these two ideas are interrelated and are integrally related to the ethos described above. Consumerism, as this dissertation will employ the term, does not have anything to do with the quantity of products consumed in a society but with the way consumers are persuaded to consume more (James Burton Fulmer, 2006).

On the other hand psychoanalytic theory, which positioned between Freudian and Lacanian axis, reveals symbolic condition of desire for consumption induced by advertising dreams and supported by the enjoyment-entertainment entailed in desiring and consuming products as well as advertisement created by the market and media (Yannis Stavrakakis, 2006). In this respect we come to the public relations in the capitalist marketing industry, which is also going to be discussed in this study for the creation of symbols, emotions and desires. Products started to hold symbols, meanings and values which are created by the capitalism, governments, organizations and producers under this capitalist ideology and these values, inspirations, ideas started to spread with channels to the individuals. How can a symbol, image or value can reach to

an individual or how can one understand and act as he or she wanted to act or feel in the way he/she wanted to feel is a really essential question. It is going to be discussed below in this study. But for this part of the study it can be understood that consumption theory or understanding in other words became the theory of culture and social life additional to its economic meaning. While consumption is defined as buying the good, emotion, value and desire, consumerism defined as the communication tool, relationship manager and social interaction creator by consumption rituals.

### 3. NOTION OF EMOTION AND DESIRE IN CONSUMPTION

The main aim of this study is to understand the reasons behind consumption rather than its economic meaning and how it affects the capitalist industries. What is trying to be put forward is the reasons and how consumption transferred-changed and turned into a new phenomena which consists of sociological reasons. I do accept that the government have a great impact on this new process of getting people involved into a consuming behavior since the capitalism took very essential role after World War II, it must be understood that channels of production industries, economists of governments, media, public relation specialists are also trying to force people to consume goods and services for their continuity and legitimacy. Commercialization and media plays a great role in this system to direct and manage people's behaviors by creating a communication with goods and services. This management process is also going to be exemplifies in this study by focusing on a commercial and transferred meanings in it.

With developing marketing strategies of the capitalist system, which enforces consumption and production, emotions are injected into the consumption sociology more than the essential needs, in order to create new needs and values for the products. "Emotions" are empirical in consumption sociology and consumption sociology scrutinizes and examines these "emotions" sometimes involuntarily and without realizing its consequences. The idea of emotion in consumption practices has been the main focus of many studies in recent times. In many studies on commercial culture, it has been understood and shown that advertisements bestows a value to culture, gives legitimacy and spiritual aura to products, and brings the idea that rather than a material gain, it began to fill the environment and culture with symbols, pictures, ideas and metas. These symbols actually bring emotions and emotions create desires for individuals. People start to enhance their values vs. needs and want to be the woman or the man who is acting in the commercials. This is an empirical situation since one emotion or symbol can mean something different to any other person or one cannot feel attached to that emotion-desire which is given by the commercial. And in that point, people became face to face with so many different and crowded symbols. People start to build their personality on what they want, buy and what they need to have in order to be that one or to be in that group. Desire became the motivating force behind much of contemporary consumption.

*"Conspicuous consumption of valuable goods is a means of reputability to the gentleman of leisure"*

*Thorstein  
Veblen*

One classical sociological theory that might help explain this modern-day phenomenon is Thorstein Veblen's idea of conspicuous consumption, which was written in 1899. Veblen suggested that sometimes people purchase things not because they need them but because they want to impress others with their purchasing power and to build themselves a new identity. Veblen used this theory in order to point out that the more expensive good is the better one but we can actually adapt his theory for desires. In that case, we can say that, one way to secure a high standing among a group is to purchase

things that will impress them. Here it is possible to talk about the desire vs. need too. People desire to be different, elegant and unique (sometimes) to differentiate among the majority. This desire led them to consumption.

Consumption in contemporary world is no longer related to utilitarian value and net benefit of a good. We are facing with the consumption of the symbolic meanings. If commodities are supposed to provide meanings and experiences rather than sheer utilitarian satisfaction, then consumption becomes, by definition, if not a *stricto sensu* emotional experience (Eva Illouz, 2009). The main question here is do we/individuals really consume products for their emotional meanings and how systems do it? According to Colin Campbell, consequences and results cannot explain the behaviors till they meet and lull with the intentions. Post-modern consumption sociology saw desire term as the key of this motivational structure. And by taking all these points into the consideration it can be argued that consumption became the democratization of desire. In democratization of desire, desire phenomena considered as the main engine and supervisor of the cultural characteristics of the consumption. It is accepted that, this phenomenon had the quality to change the utilitarian and rational approaches places in consumption.

Desire phenomenon has three conceptual defects; firstly it is undifferentiated. Each product can be desired in many different ways and each individual in social environment can combine their desires with products according to their own taste, style and way of entertainment. Second defect is the desires are socially shaped but there are irregularities and disorders in the stimulation and the revival of desire. The reason of this disorder can be explained with the symbols and images exposed to individuals. There are so many symbols and meanings and every social group gets different understandings. Robert Bocoock states that in his book "Consumption"

'modern consumption depends upon advertising and the display of commodities in shopping centers, shopping malls, in a way which creates and elicits desires'. According to Bocoock's argument there are so many different communication strategies, which deliver symbols and images to people and in everywhere we are exposed to these informations. Some of these information are hard to arrogate but at one point people start to establish bonds between them and the products. Poor start to want to be rich and live like a rich and the desire meets with the intention. And the final defect is, it contains too little or too much in number of units while it has an inadequate capacity. Individuals have emotions and these emotions can change depending on where he/she is, what he/she needs at that time etc. Since emotions can only have power to create desired, emotions needed to be activated by channels. These emotions can also change really fast and continuously. For the activation of emotions via channels there are five necessities. Cognition, positive or negative opinion about an object, physical reaction whether it is moderate or keen, influence-impression and motivation to get into an action.

Why emotions are essential, this is an important question in order to understand how it transformed to desires. Emotions are always about the relationship between one 's self and the environment. It is more of a social and cultural unit rather than psychological entity. Emotions are about where person located-found in her/her social relationships. Studying emotions is the best way to understand the inner dynamic behind consumption because consumption is a cultural system and it can create cruel results by spreading images, concepts, views simultaneously. This spread of informations creates cognition and leads to impression. Commercial and consumer culture promises a better life in clear understanding information systems and they create faith-cognitions as a result of these informations. Quotes such as "A good life is a life in which all needs are satisfied", "youth and a shapely body are preferable to old age", are can be the examples of creating a cognition. After creating this cognition, people starts to believe and create their own meanings without questioning whether the cognition is wrong or right. From that point products, the goods becomes experiences for them. Walter Benjamin states that in his book "Illuminations", even identities, experiences and emotions are the elements of the marketing strategies for consumption. Another example of system of meaning can be

given through the perception and acceptance of the human body. There has an intense aestheticization in diet, fashion, cosmetics and health fields. And this aestheticization mostly appears on the women and the products, which are made for them. Bauman stated that 'the shape of our body, our clothing, our choice of food, our way of dancing, all of these constitute visual and bodily cues through which we evaluate others and think others evaluate us' to demonstrate that even body types are becoming the elements of the marketing strategies to create the emotion to be perfect in shape for women and in these days we can easily see that is also acceptable for men too. People try to be the man/woman who they see in the commercials, they want to have the "ideal" body type and measures. These is also the emotion and desire to be the person who they want to be but actually it is the created-build image for them by the capitalist system. What is the ideal body type is not the question they are asking but they are more in search of how they can be the one who has the right measures and standards.

Second reason on studying emotions to understand the inner dynamic of consumption is that the emotions are the more differentiated way to understand and explain the consuming behaviors. Emotions have both positive and negative impacts on such behaviors. So basically consumption can occur because of both positive and negative emotions. By saying that it is differentiated, we can say that a product can be consumed in many different ways. And while saying that there are both negative and positive emotions what is trying to be explained is the products consumption with emotion clusters. Every emotion has a cluster and these clusters have a relationship with each other. This relationships lead to finally purchasing the product. Fear, jealousy, anxiety, humiliation can be seen as Negative emotions and on the other hand love, passion, beauty, romance can be labeled as positive emotions and both of them have intersections (most of the time). Emotions are meaningful and goal-oriented, it hosts intention, appreciation and motivation. Emotions help to understand individual's perspective on life, their purposes, where they stand, their values and their concepts of the good life. So basically understanding one's emotions will help the system to turn these emotions to desired via commercials and media. Market wants to build, change, modify and direct individual's views and character. It is actually a tool in adjusting the priorities of the individual.

On the other hand products, since individuals have emotions, goods and services are emotional ones too. People tries to bond their emotions with the goods such as cruise-relaxation, football match-national pride, going to a rock concert- social discrimination and being different. Most of time, in consumer market, romanticism and love emotions are build and served to individuals. But besides emotions, having a taste sensations and pleasure feelings comes to fore and plays a regulatory role. Social reasoning and classification confront here. As I mentioned above consumption plays a great role in forming the social classes but it also need to be understood and discussed in terms of social relations. Consumption in order to be in a group and acceptance exemplifies this practice. The development of social relationship is an emotional process and since it is discussed above consumption is a way of communication. Individual understanding, values and meanings exchanged or managed mutually with consuming behaviors.

Consumption is structured in two ways by emotions; background emotions such as disappointment, boredom, jealousy, anxiety, concerns, revolt and situational emotions, which can change frequently. In 1920's cigarette ads changed from man dominant to women dominant. We can see woman holding cigarettes with a confident look or even man trying to light the cigarette. This can show us the background feeling of woman to revolt and want to be equal with the men and want to gain respect from the men. This advertisements started to rise in 1930's and women also started to smoke cigarette to show their powerful sides. Basically before that period smoking woman was not attractive and not common but with the power of this new advertisements of labels and marketing strategies, (depressed) emotions are risen and the cigarette market started to become more competitive. But on the other side situational emotions are more about one

certain product or a certain way the place of consumption occurs and love plays a great role in these commercials. Faith-trust emotion to a product or to a commercial is also highly essential since individuals shape their economical activities according to their faith and direct their expenditures. Confidence-faith can also be discussed in terms of gaining acceptance –recognition in a social group and social inclusion. Consumer trust is shaped by consumption as well as a individual who gains consumption practices establishes faith and trust to his/her environment and begins to be included to that particular group. These situational feelings also emerge in the tourism sites. When people saw an advertisement of a place or country, they began to dream about their selves and they start to put themselves in the images. They start to desire and dream about that situation and place.

While creating emotions, the marketing of experience is also carries a important role. Since experienced good or service can open a new door to a consumer, feedbacks can also shape peoples minds. Marketing of an experience highly appears in the tourism sector and in their commercials. Most of the hotel commercials show families, couples who are happy and experiencing “a joy of a life time”. Individuals capture these emotions such as romance, love, happiness, fun and joy for themselves and start to image them selves in that position. In that case and actually in most of the consumption cases consumer’s implications from indicators, symbols and images get highly important because they start to build relationship with these implications. The success of the symbols is related to their ability to convince and convert consumers to who they want-desire to be. The impact of imagination in this situation should also be underlined. People need to feel the emotion, build a bond with it than start to imagine him/her self. Don Slater in his book “ Consumer Culture and Modernity” noted that ‘ Consumerism is a culture in which emotions are stimulated, incited, made into obsession through the use of imagination, the production of longing and imaginative dissatisfaction, along the model of day-dream.’ to highlight the role of imagination on consumption. In accordance to this opinion Colin Campbell states that the main aim of consumption is not just buying good and gaining utility from it but to own the pleasure and joy which are endowed to a good. Imagination stimulates our impulses, opens a new magical door in a new World like an illusion and this reflect on our consumption practices. When imaginative emotions taken into the consideration, we face with the consumption of an inexistent good. So basically this consumption practice will be upon something that we create with our desires, emotions and imagination. Emotions such as jealousy, anxiety, nostalgia and trust only occur and settle in a person’s mind and the good becomes an abstract rather than a substantial, utilitarian object.

Psychoanalytic theory states that the consumerism can not be fully explained without understanding the dimensions of enjoyment and desire. These perspectives of psychology place great emphasis upon the unconscious portion of the brain and its role in behavior. Humans are driven by largely unconscious and instinctual motives such as; sex, power, and fear. Implications of Psychoanalytic Perspectives for Marketing is that they believe in the unconscious nature of much human behavior means that consumers are influence by symbolic or hidden aspects of products and messages which are delivered via advertising. Thus, products often can serve symbolic roles in people's lives such as for a woman, baking a cake symbolizes the act of giving birth and for a men buying a convertible car is a substitute for a mistress. Advertisement started "alluding" to sexual attractiveness to capture individual's attention and emotions to create desires. So many well-known clothing brands ads have naked or almost naked people are trying to portray who should wear their clothes and if one will that clothes will look in the same way that is portrayed by the model. The person on the commercial basically sells the look more than the clothes. Also in some examples breast enlargement legitimized and got desired with the “dominate the World” slogan, which is actually pretty powerful for women who are seeking strength, beauty and power. These transformations of needs to emotions and emotions to desire plays a significant role in consumption sociology. Psychoanalysis was present and still continues its existence from the first public relations



experiences till today's advertisement industry. Edward Bernays, who is well known as the founder of public relations targeted the unconscious incentives of consumers and often used psychoanalytic technique in his works. Psychoanalytic ideas and techniques were utilized in the development of most important pillars of contemporary World capitalism and actually the advertisement sector started to use these techniques. (Yannis Stavrakakis, 2004). Since 19th century the rational consumer idea has been falsified both by researchers and advertisement industries. In 1923 American public relations expert Ivy Lee stated that in order to be successful, public relations of producers and markets need to start targeting emotions and desires rather than using factual and rational arguments in their commercials and public relation practices for intended consumers. Ernest Dicher proposed that the advertisement industry and the field of public relations turned into a psychological laboratory with new implications and strategies to create desires and emotions for consumers. Since the emotions and desires role in consumption proven and accepted, psychoanalytic theory actually proposes opinions and suggestions for producers, public relation experts, image managers, brand managers and advertisement industries.

For better understanding in this transformation in people's consumption behaviors from need to desires we also need to examine the advertisements which are also leading and supporting this image building, identity creating and desire creating process for their sales and legitimacy in the competitive capitalist global market.

#### **4. DESIRES AND EMOTION CREATION THROUGH COMMERCIALS: A COMMERCIAL ANALYSIS**

In a short time, commercials tended to create target groups, wanted to fulfill the needs of these groups by symbols and messages as well as seek to create new needs for them. With the created symbols commercials presented live qualities and living standards to individuals so in this way consumption legitimized. The idea that whether consuming behavior is right or wrong, its needs and the aim to create needs is a controversial issue. But especially what should be considered while making this discussion are; the symbols created through commercials and how these commercials ensure people to identify, recognize, want and desire these symbols. These symbols represent goods, services and ideas but they also make individuals willing to make the consumption in the way, that directed by the producer or the market. Commercials make abstract concrete by marketing strategies. According to Roland Barthes statement, in his book "Mythologies", people can shape their views on nonphysical/ notional characters given by the systems and they can associate good/bad, pretty/ugly with these notional characters. In order to exemplify that, we can give the example of a witch figure. This indicator is going to be observed and gain meaning as it signifies a bad situation, useless, impractical or a malicious product. But on the other hand if we change the indicator and turn this witch into a princess, it is going to create a positive meaning-image in individual's minds. It is possible to explain this situation with psychoanalytical analysis by interpreting the knowledge, information, experiences, habits, subconscious and unconscious coming from one's childhood.

Indicators and other symbolic/functional elements in commercials need to be established within the frame of firm's strategy and need to be in balance with target group's prejudice, habits and manners. I am going to give a brief example from a Turkish underwear and footwear brand Penti's advertisement poster, in order to explain how using emotions can create desire for woman. See Fig.1 for an example. There are five basic analysis; psychoanalytical, feminist, semiotic, Marxist and sociological but I am going to use psychoanalytical and semiotic analysis for this example.



Fig. 1. Penti Commercial Example

In this example we can see that the Turkish celebrity Hadise Açıkgöz poses like Maneva Suvari, who is playing the passionate, rebellious, sexy Angela Hayes in the American Beauty movie, which was shoot in 1999. This movie is most familiar with the banner See Fig. 2 and it can be easily understood that they both look same. Angela Hayes became the sex symbol expeditiously after the movie because of her forbidden love with her friend's father. Red roses in that movie symbolize her love, sexuality, body and prohibition. Since this pose with red roses, blonde haired woman, a little smile on woman face is became identical with American Beauty and woman's sexuality, Penti commercial used copied it order to get women's attention.



Fig. 2. Angela Hayes in American Beauty Movie

According to psychoanalytical analysis and approaches, prejudices for women are always placed to individuals mind both consciously and unconsciously. This placement is included in cultural norms, values, movies, commercials and almost in every area in our everyday lives. Penti commercial using an image from American Beauty movie basically tries to create the emotion love, being or feeling sexy for women and women who are seeking-needing these emotions starts to desire to be that woman on the screen or in the poster. Commercial tries to catch peoples eyes as well as their minds, tries to build a woman identity and figure and this is almost every women's desire to be attractive, young

with good physical features. In this poster indicators could be listed as; red rose-love, blonde woman-ideal beautiful woman, pose of the woman with roses covering her body-ideal sexual body and the character of Angela Hayes in the movie-sexual, rebellion woman. This Penti commercial is moving from the cult sexual movie image rather than creating a new idea but moving from a cult symbol can actually be more beneficial for the company since women already internalized themselves with that figure on the movie. Using symbols and codes relative to women, brings myths about women, which are established or trying to be established throughout the society. The point to be emphasized is that these kind of commercials are also used to place a women myth and to create a perception directed to women. Inhibited emotions, censure and sexual elements are addressed in psychoanalytical analysis because they claim that people can be directed only by the emotions and symbols which are degraded to suppressed sexuality, norms and rules. In Penti commercial, selling the product became the secondary aim of the company because having the product by desiring the emotions and consuming the pleasure, wish by selling motivation and desire to be that woman got important. You can have that product if you have got this desire to be pleased and you can have that product but most essentially you are going to have that elements which are shown in that commercial. So basically you are buying the emotion and desire. Sexual incentives and motives of men and women are instigated by these commercials and a question comes to our minds in a sociological level; is it right to use women as a sex symbol in commercials or movies?. The question of this answer is another part of a discussion but from psychoanalytic analysis this is the way to capture individuals attention to create desires via injection of emotions.

## 5. CONCLUSION

It could be understood that with the spread of capitalism and globalization, researchers mostly focused on the consumer-producer relationships and their behaviors in the global market. But for further understanding of consumption sociology, we need to focus on consumerism as communication tool consumption as a way of a human social life. In contemporary world we are living in a capitalist environmentalism and facing with new global marketing strategies to increase the consumption of goods and services. But as I tried to put forward in this study, most essential thing is, understanding what is rests behind this consuming behaviors of individuals, how emotions are injected into the consumption sociology and how they turn into desires rather than goods utilitarian values. The selection of goods, sometimes undertaken mostly subconsciously and automatically but actually this selection is based upon various social norms, cultural background, learnings, informations, prejudices, facets of identity, taste and style by our emotional characteristic. There are different views on how consumption occurs such as Baudrillard's theory of gaining self-confidence, Anthony Giddens's crisis of identity, Ian Woodward's social and cultural change, Veblen's being high standing among a group, as such. But most of these arguments actually focus around that the consumerism appears as a communication tool and appears as mental, behavioral motivation, individual action, reason for production and definition of a social group. In order to answer these questions I focused on tried to explain the reasons behind this social behavior by using both sociological terms and psychoanalytical analysis. Commercialization by using commercials as the needle to inject emotion in to a good or a service gets highly important. In this situation, commercials and media plays a great role in the capitalist system to direct and manage individual's behaviors by creating a communication between them and the goods, commercials starts to bind emotions with the products and people starts to bond with them in an emotional level with even questioning the product or the myths given by the commercials. This process of injecting emotions is an empirical situation too, since there are so many different values, emotions and symbols. But at the

end these symbols creates both background and situational emotions and these emotions leads to desires. People build a desire by getting attached to the emotion given from the camera or from the paper, start to imagine them selves in that position -while using to good, wearing the clothe or swimming in the pool- creates a relationship between him/herself and finally purchase the desire not the product. There are defects of the desire phenomena; undifferentiated, irregularities and disorders in the stimulation of desire and desires have inadequate capacity but nevertheless we can easily see that by looking around our own social environment, this injection works pretty well. Psychoanalytic theory in this study used in order to understand in emotion injection process since they argue that human being are driven by mostly unconscious and instinctual motives such as sexuality, power and fear. They support the argument that, if a commercial of a product will contain these emotional elements, the success becomes irresistible. I gave the example from a Turkish underwear brand's commercial which uses a cult sex symbol American Beauty movie's well-known poster. This example briefly analyzed with its semiotic codes and psychoanalytical terms by understanding women, who are seeking sexuality, power and ideal body buy reading the image and using these emotions to create desires before deciding to buy the product. And at the end they are actually buying that emotion with the desire rather than the product itself.

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