



Chapter

Generational Identity and Consumption

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ABSTRACT

This chapter aims to present a generational perspective of consumption by proposing that individuals seek out consumption choices as a means of expressing their generational values related to consumption. The chapter combines the concepts of social identity theory and generational cohort theories, to assert that consumers opt for certain consumption choices when they find psychological significance about their generation. The foundation of this chapter lies in the social identity theory, which conceptualizes generation as a social group that grants identity to its members. Consequently, consumers derive psychological significance from their