

The Role of Mobile Applications on Consumerism Case Study: Snappfood Application

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Abstract : With the advancement of technology and the expansion of the Internet, a significant change in lifestyle and consumption can be seen in societies. The increasing number of mobile applications (such as SnappFood) has expanded the scope of using apps for wider access to services to citizens and meets the needs of a large number of citizens in the shortest time and with reasonable quality. First, this article seeks to understand the concept and function of the Internet distribution network on the Iranian society, which was investigated in a smaller sample (students of the Faculty of Social Sciences of the Tehran university) and uses the semi-structured interview method, and then explores the concept of consumerism. The main issue of this research is the effect of mobile apps, especially SnappFood, on increasing consumption and the difference between real needs and false needs among consumers. The findings of this research show that the use of the mentioned program has been effective in increasing the false needs of the sample community and has led to the phenomenon of consumerism.

Keywords : consumerism economics, false needs, mobile applications, reel needs

Conference Title : ICCMCS 2024 : International Conference on Comparative Media and Cultural Studies

Conference Location : Tokyo, Japan

Conference Dates : February 26-27, 2024