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"Consumer Behaviour"

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(Bourdieu).

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(Belk: 61 -62).

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(Bocock 1993: 3).

(Campbell: 104).

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(Loudon 1988: 35).



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(Schiffman & Kanuk: 26).

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( 1996: 20).

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( 1969: 60).

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(Mead 1938: 3-25).

( 1969: 61).

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( 1990: 628).

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( 1969: 72).

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(Baudrillard 1996). "

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(Thomas: 56).

(Bocock 1993: 28).

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(Olson: 511).

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(1904: 15). " ,

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( 1992: 139-140).

1992: 127),

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1982: 12).

(Lurie

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( 1994: 153-

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(Rubinstein 1995: 231).

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( 1994: 92).

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### 3. (HAUTE COUTURE)

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( : 1992: 123-124).

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Watching through the Ages. Hamlyn Paperback, 1983.



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· " ( 1996: 165).

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(1984: 122).



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(Lurie:117-118).

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"Patek Philippe Chronograph" 95 . .

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- 1,715 . . 1996 .

"Patek Philippe Calatrava", 1981 .  
155 . (Alderson 1998).  
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Watching through the Ages. Hamlyn Paperbacks, 1983.

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gender,  
sex: "sex" - , "gender" -  
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, gender (femininity)

(masculinity) (Oakley 1972: 158).

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(1984: 193).

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1992: 20).

( 1992: 21).



1992: 18).

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"(Le Bon:18).

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(Schiffman & Kanuk 1997: 138).

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" (Laver 1945).

(Rubinstein: 19).



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- 150 (Laver 1945).

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(Douglas and Wind: 497).

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(Douglas & Wind: 498).

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(Glazer and Moynihan 1963).



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(Glazer and

Moynihan 1975).

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(McNeal 1973: 236).

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"Gloria Vanderbilt",

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(Lurie: 133).

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