

제2차 청년디스커션클럽 발표

“Consumption centered on me,
not my family.”



INDEX

- 01 CONSUMPTION CULTURE OF THE KOREAN YOUTH GENERATION
- 02 CHARACTERISTICS OF THE CONSUMPTION CULTURE OF THE KOREAN YOUTH GENERATION
- 03 FORMULATING THE HYPOTHESIS OF THE CAUSES OF CONSUMPTION CULTURE

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CONSUMPTION CULTURE OF THE KOREAN YOUTH GENERATION



“FLEX CULTURE” OF KOREA



“THE GROWTH RATE OF LUXURY CLOTHING ... IN 20S
INCREASED BY 70% ... (BASED ON 2019).”

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CHARACTERISTICS OF THE CONSUMPTION CULTURE OF THE KOREAN YOUTH GENERATION

The image displays two side-by-side screenshots of Instagram hashtag pages. The left page is for the hashtag #오마카세 (Omakase), showing 380 k publications and a blue 'S'abonner' button. Below the button, it says 'Retrouvez quelques-unes des meilleures publications chaque semaine'. Underneath are two tabs: 'Populaire' and 'Récent'. The 'Populaire' tab shows a grid of food images, including a bowl of ramen and a plate of omakase. The 'Récent' tab shows a stack of fried dumplings on a blue and white patterned plate. The right page is for the hashtag #파인다이닝 (Fine Dining), showing 93,8 k publications and a blue 'S'abonner' button. Below the button, it says 'Retrouvez quelques-unes des meilleures publications chaque semaine'. Underneath are two tabs: 'Populaire' and 'Récent'. The 'Populaire' tab shows a grid of food images, including a chef in a white uniform and a multi-tiered tray of small dishes. The 'Récent' tab shows a hand pouring a liquid into a small bowl on a white plate.

CHARACTERISTICS

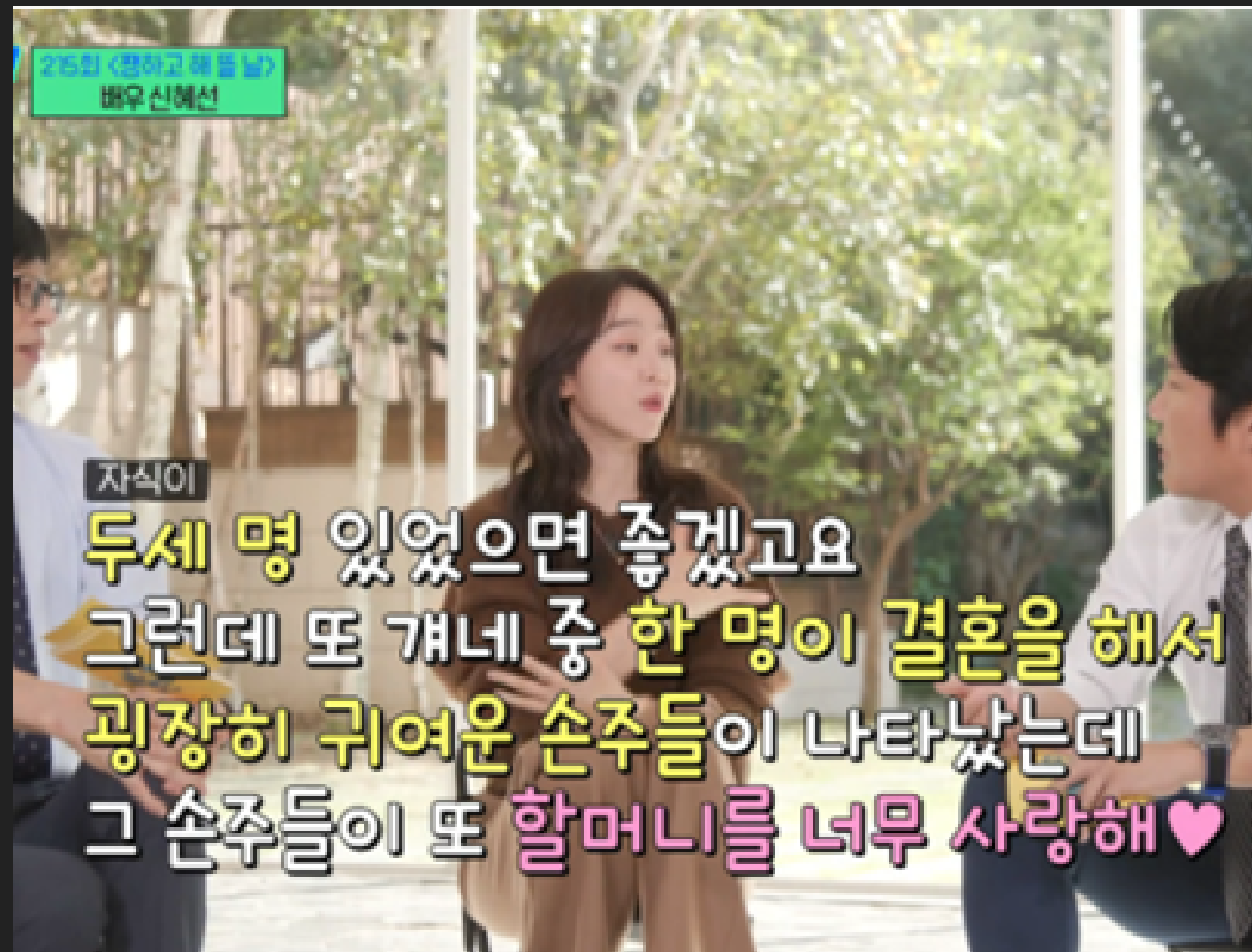
- **Prioritize individual happiness and satisfaction over group dynamics.**
- **Project their beliefs and values onto their consumption.**
- **Consider the social value and message that a product carries.**
- **Prioritize the happiness of one's own group and family within the social community.**
- **Emphasize the utility of consumption and the accumulated material value.**
- **Evaluate based on the objective value of materials rather than subjective worth.**

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FORMULATING THE HYPOTHESIS OF THE CAUSES OF CONSUMPTION CULTURE



INTERVIEW OF THE FAMOUS KOREAN ACTRESS.

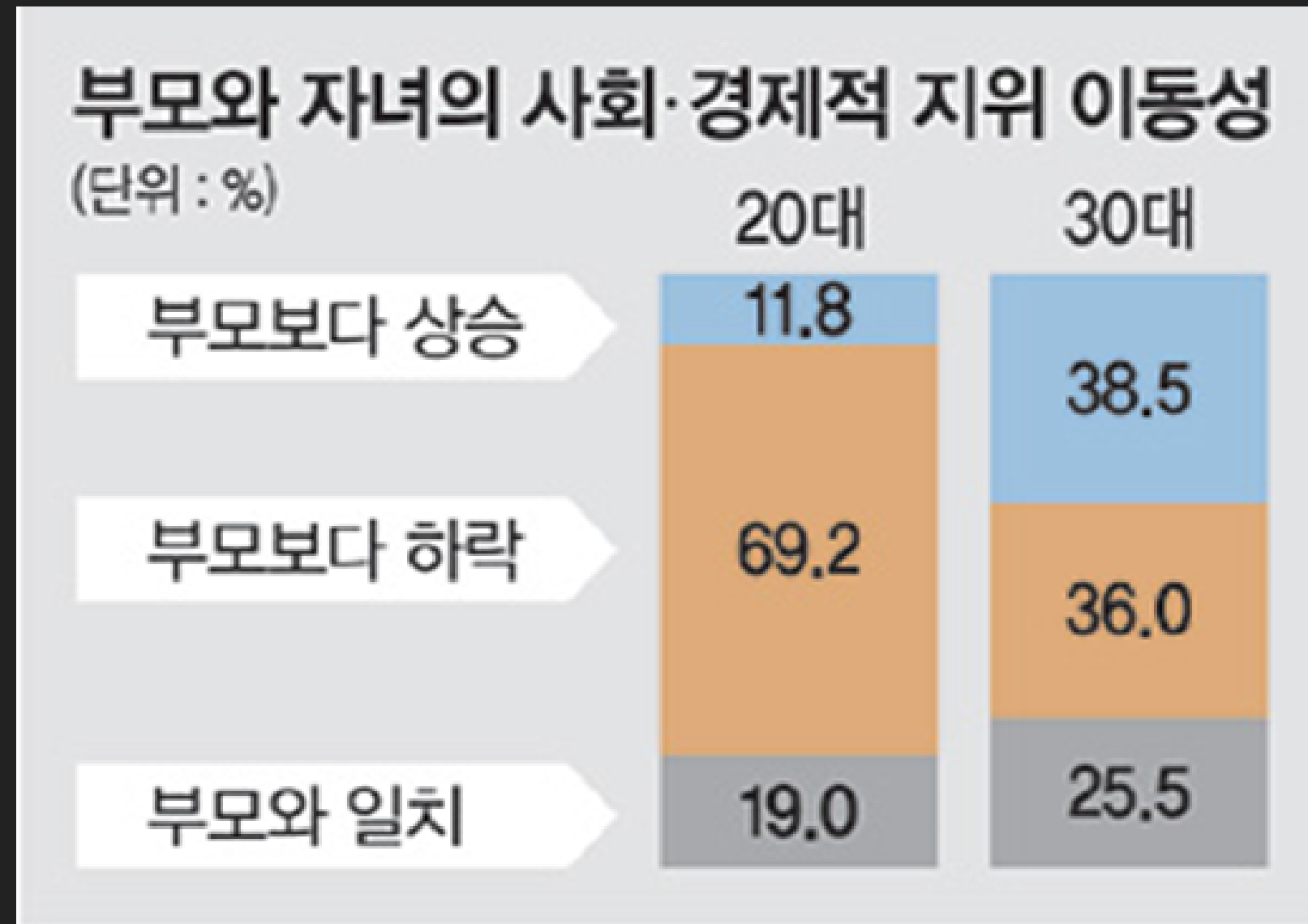


"I want a life where I have two or three children, and those children bring me grandchildren who love me."

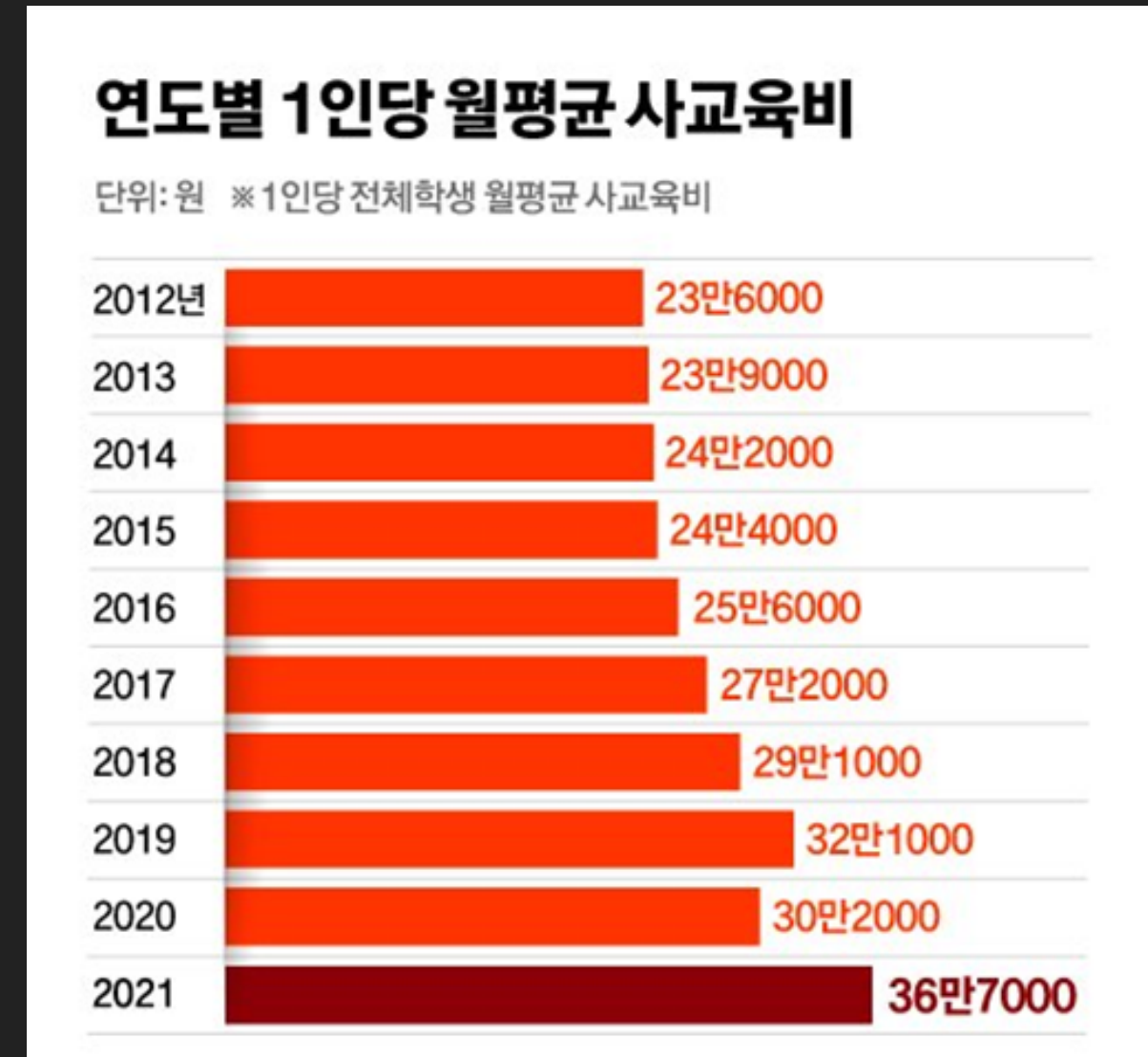


"However, as time passes, this dream seems increasingly unattainable."

ISSUES AFFLICTING KOREAN YOUTH



69% of 20s and 36% of 30s predict a lower socio-economic status than their parents' generation.

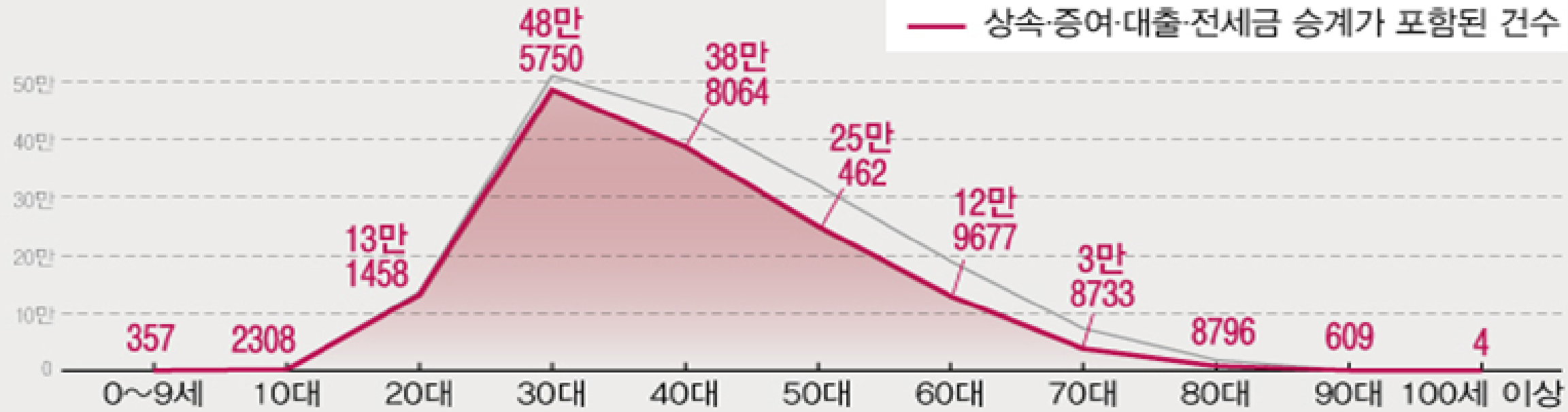


The cost of education keeps rising, with a total expenditure of 21 trillion won (\$1.5B) in 2021.

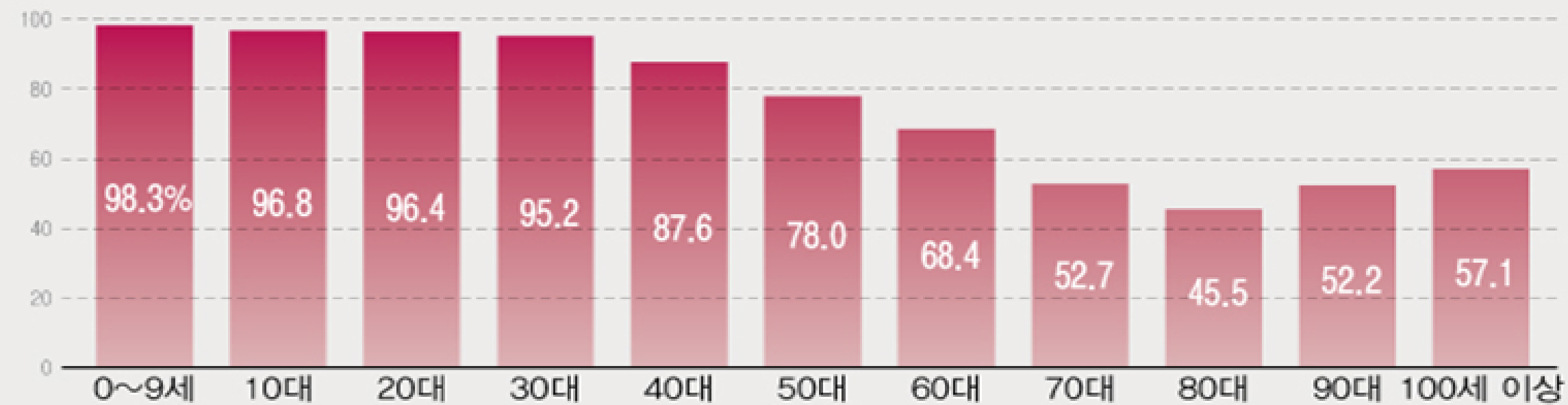
주택자금마련 경로 중 상속·증여·대출·전세금 승계 포함 거래 단위: 건

2018년 ~ 2022년 8월 기준

— 제출된 자금조달계획서 수
— 상속·증여·대출·전세금 승계가 포함된 건수



상속·증여·대출·전세금 승계 비율 단위: %



자료: 국토교통부

22.09.22 전진우 그래픽 기자 618lue@newsis.com

For the middle class in Seoul, it takes 18 years to afford a house (excluding other expenses).

Proportions of various sources for housing funds, including inheritance, gifts, loans, lease deposits, and succession.

Only 3.6% in 20s and 4.8% in 30s could afford their house without any support from their families.



In Korea's family-oriented culture, the **right to perform rituals** held significant power, especially when it came **to inheriting property** from one's parents. **Demonstrating one's devotion to ancestors**, known as 'filial piety' ('**효**'), was essential.



- As **parents' lifespans** have increased, the possibility of inheritance has decreased.
- With fewer siblings, there is **less need to compete for inheritance**.
- As the past value system of saving for future generations has become **impractical**, there has been an increasing need to **prioritize** spending centered around oneself in the present

THANK

YOU