

# HOW DOES SEXUALITY INFLUENCE CONSUMER BEHAVIOR IN ARMENIA?

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~~HOW~~ DOES  
SEXUALITY AFFECT  
CONSUMER BEHAVIOR?

*SORRY...*

The title of my project

**REDBLACK**  
**WHITE**

**RESEARCH  
PROJECT  
INSPIRATION**



**The topic of my research focuses on the interdependence of consumer behavior and sexuality.**

# SEXUALITY

Oxford dictionary defines **sexuality** as *the capacity for sexual feelings. Further, the ability to be sexual, expressing sexual desire, attraction or repulsion.*

This definition completely, wipes out **the passion, the imagination** and most importantly **the fun** and pleasure that come with a human being's sexuality.

A woman with long, dark hair is seen from the back, looking out over a vast landscape of white clouds. The sun is setting on the horizon, creating a warm orange glow. The sky is a mix of blue and white. In the foreground, a hand is visible, holding a lit cigarette.

**In the Armenian context, sexuality is brought down to procreation and procreation only.**

*Or maybe not...*

# CONSUMER BEHAVIOR

***Consumer behavior*** is a fluid concept; its flexibility is showcased especially from culture to culture. This research will demonstrate the cultural aspect of ***Armenian consumer behavior*** and most importantly the role of repressed sexuality on the way Armenians behave as consumers.




**It has now become an interdisciplinary social science. It blends elements of psychology, sociology, behavioral economics and most importantly ethnography.**

# CURATION

And finally the goal of the project is to demonstrate the knowledge gained through the study and apply it to real life people in real time, through ***contemporary art, performance, and media.***



**My final project is a multimedia exhibition in a contemporary art setting like MoMa.**



*Inspired by*

**MOMA &**  
MARINA ABRAMOVIC




Looking up to

**PARAJANOV**  
**& THE COLOR OF**  
**POMEGRANATES**

 **Lucy Bichakhchyan**  
January 23 at 11:12pm · 🌐 ▼

The first blabbering about my capstone... I'm documenting every step of the way.



 **Lucy Bichakhchyan** is at American University of Armenia.  
January 30 at 9:09pm · Yerevan · 🌐 ▼

 **Lucy Bichakhchyan**  
February 13 at 8:27am · 🌐 ▼

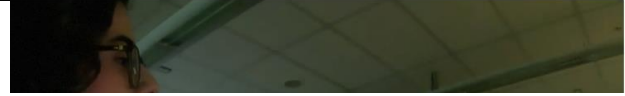
Early morning wisdom from Nana Landau about [#consumerbehavior](#) & [#sexuality](#) 🧠❤️ (Part 2)



164 Views

...  **Lucy Bichakhchyan** is with Lilit Ayvazyan and 2 others at American University of Armenia.  
January 27 at 10:32pm · Yerevan · 🌐 ▼

WEEK N1



...  **Lucy Bichakhchyan** is at Aperitivo Yerevan.  
February 10 at 11:07pm · Yerevan · 🌐 ▼

... there's more to come on [#consumerbehavior](#) and human relationships... 💰



Views

# THE FINAL PROJECT

## RED/BLACK/WHITE

*Consumer Behavior & Sexuality.*

### VENUE

I am looking for a an open venue to showcase the content.

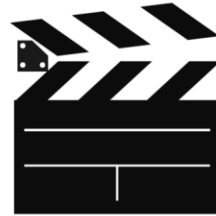


### COLLABORATIONS

In the scope of the project I hope to collaborate with different brands, companies and organizations.

### PERFORMANCE ART

The project is inspired by Marina Abramovic & Parajanov. Hence, the presence of performance art.



### DIGITAL MEDIA

Planning to incorporate different media to showcase the research (video, photos, painting).

### PHOTOGRAPHY

I will create all the photo content myself.

