

Levantine Arabic transcript:

زينه: اللبنانية برأيك ببصرفوا كثير وبيصمدوا قليل مثل ما بقولوا الناس أوقات؟
الأب: آيه، عندن يعني المجتمع اللبناني مجتمع كثير استهلاكي، تجاري، بتلاقي بضاعة من العالم
كلو، فيه دعايات كثيرة، فيه دعوة، فيه تسهيلات انو يشتري الواحد يوخذ قرض ويشتري او يشتري
بالتقسيط credit . فاللبنانية بينقال عنهن انو ببصرفوا اكثر من قدرتهن، بيدنوا، بيجبوا يلبسوا،
بيحبوا gadgets، بيجبوا يغيروا سياراتهم، بيجبوا يعني يصرفوا على اكلهن، على كل انواع
الاستهلاك، فا من هالناحية آية مجتمع استهلاكي، بعدين قطاع الدعايات قوي فيه، قوي على مستوى
كل المنطقة، بالمنطقة ككل شركات الدعايات في كثير من ال staff تبعها والموظفين الكبار وال
creative وكذا لبنانية، فبيأثر طبعا على نمط الاستهلاك بلبنان.

English translation

“Economic Culture”

Zeina: In your opinion do the Lebanese spend a lot and save little, as people sometimes say?

Dad: Yes. They have ... I mean Lebanese society is a consumer society. It is trade based ... you find goods from all over the world; there are lots of advertisements There are cases for There are incentives for people to take out loans and buy or to buy on credit. It's said about the Lebanese that they spend more than their purchasing power. They borrow; they like to dress up; they like gadgets; they like to buy new cars; they like to spend money on food ... on all kinds of consumption. From this perspective, yes, it's a consumer society. And then the advertising sector is strong compared to the whole region. A lot of the advertising firms in the region have Lebanese staff, management, and 'creatives.' So, of course, that affects the manner of consumption in Lebanon.

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