

**AN INVESTIGATION INTO CONSPICUOUS CONSUMPTION
IN A TRANSITIONAL ECONOMY:
A STUDY OF EMERGING URBAN VIETNAMESE CONSUMERS**

NGUYEN THI TUYET MAI
*(B.Sc., National Economics University, Vietnam
MBA, Boise State University, USA)*

**A THESIS SUBMITTED
FOR THE DEGREE OF DOCTOR OF PHILOSOPHY
DEPARTMENT OF MARKETING
NATIONAL UNIVERSITY OF SINGAPORE
2003**