

**The Hyperreal and Consumerism: An Analysis on the Effect of Themed Spaces on
Consumerism in Fronterra Verde, pasig City**

Isaac Gabriele S. Cruz

Undergraduate Student, BS Geography, April 2009

Department of Geography, University of the Philippines Diliman

isaac_gabriele_cruz@yahoo.com

Abstract

The last decade had shown a significant increase in the number of consumer spaces in the Philippines and with this is the emergence of postmodern, themed structures. This research would determine how these themed structures foster consumerism and how do consumers perceive themselves in this space. For the context of this study the proponent is to define hyperreality as the creation of a 'simulated reality' that can be manifested through the thematization of a structure. The proponent used, modified and operationalized the Experience Room Model for the purpose of this study. It is observed that the use of themes in commercial space provides a unique experience and that the use of physical artifacts, intangible artifacts, technology, customer placement, customer involvement and the hyperreal experience foster consumerism.