



Literature

KEEP UP WITH THE KARDASHIANS PHENOMENON: THE GROWING OF GLAMOR LIFESTYLE AND CONSUMING HABIT

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ABSTRACT

The reality show *Keeping Up with the Kardashians* and the extended Kardashian-Jenner family, along with their close associates as main cast members, is one of the many sensational and highly influential celebrity reality shows in the United States. The extravagant lifestyle and culture of the Kardashian-Jenner family have significantly contributed to shaping American lifestyle and culture. Therefore, we are interested in exploring the development of the glamorous life perspective, attitudes toward social issues, and the rise of consumerism and shopping enthusiasm influenced by the Kardashian-Jenner family through this reality show. Various articles, magazines, and script obtained from clips from *Keeping Up with the Kardashians* are used. Ultimately, we hope this article can demonstrate the substantial influence of the show and its cast on cultural changes and public perceptions in American society.

INTRODUCTION

The advance of media nowadays has change people's lifestyle and habit. Television and internet are now one of the most important aspects as it is classified as primary need. People are used to check their favorite celebrities' information through paper magazines and TV movies. Nowadays, they are able to access celebrities' private life story through instagram and even know more details of their life's stories in Reality TV Show. There are lots of sites provide reality shows' videos to be downloaded or watched. Further, some TV Channel even make their own TV streaming sites as to provides it on Smartphone too; not only on TV.

Reality TV Shows are rapidly demanded as most people take it as unscripted show. People find Reality TV Show such as *Keep Up With The Kardashians* enjoying as it provides viewers a capture of those celebrities' personalities and private life's stories. *Keep Up With The Kardashians* is one of most influential reality TV shows. As Weida (2016) writes in CableTV sites the team of CableTV analyzes Google Trends which resulted *Keep Up With The Kardashians* categorized as the most popular reality TV show in Arizona, California, Nebraska, Nevada and Mexico. Viewers across United States of America enjoy various reality shows differently which can be seen through the map below ("*Your State's Favorite Reality Tv Show (Map)*").

argues that beyond its entertainment value, the show can serve as an informal learning tool, particularly for developing leadership awareness and emotional intelligence. By observing how the Kardashians manage their public image, respond to conflict, and make decisions, viewers are invited to reflect on their own behavior and values. Biehl suggests that the show offers real-world examples that individuals can relate to, analyze, and use to shape their personal and professional development. Biehl's argument is informed by experiential learning theory, especially David Kolb's model, which outlines how individuals learn through reflection on real or observed experiences along with gender and leadership theories. Broom et al. (2023) investigate how loneliness affects the way people mentally and linguistically represent celebrities—in this case, the Kardashians. The authors argue that lonely individuals may perceive public figures in ways that don't align with widely held social views or cultural norms. The researchers selected figures like Kim Kardashian because they are part of what the authors refer to as the shared cultural knowledge that allows people to relate to one another. The idea is that most people have a mental image or general understanding of who the Kardashians are and what they represent, regardless of whether they are fans of the show. In both the fMRI and language studies, participants were asked to think about or describe various celebrities, including members of the Kardashian family. The researchers then measured how closely individuals' mental and verbal representations aligned with broader societal patterns. So, the Kardashians function here as a social reference point, not as the main object of media or narrative analysis. McDonnell (2016) discusses Amanda Scheiner McClain's book, which critically examines how the Kardashian family has built and sustained their public image. McClain explores the ways in which the Kardashians use media—especially reality television and social platforms—to construct a brand that centers on wealth, fame, and sexuality.

Therefore, we are attracted to discuss the growing of glamour lifestyle and consuming habit especially of American as the effect of Kardashians phenomenon. This is completely different compared to previous studies mentioned above. I propose my arguments supported by articles, and script obtained from the reality show clips *Keep Up With The Kardashians*. As a result, I hope this paper shows how *Keep Up With The Kardashians* influence the changing of people's lifestyle culture and attitude.

METHOD

Postmodern literary theory, when considered alongside mass media studies, offers a useful framework for understanding how reality television shapes contemporary culture. Shows like *Keeping Up with the Kardashians* blur the line between fiction and reality, turning personal moments into public spectacle. Drawing on the ideas of Fredric Jameson, the show reflects a postmodern condition where surface, style, and image take precedence over depth or authenticity. The family's lifestyle becomes a kind of narrative performance—edited, curated, and consumed by audiences who engage more with the persona than the person. In this way, the Kardashians are not just subjects of a reality show but characters in an ongoing cultural text, one that mirrors how media shapes identity and distorts traditional ideas of truth, selfhood, and representation. Various articles, magazines, and script obtained from clips from *Keeping Up with the Kardashians* are collected, used, and examined.

Jameson (1983) offers a critical look at how postmodernism reflects the cultural shifts brought about by late-stage capitalism. He argues that postmodernism isn't just another artistic trend, but a broader cultural condition shaped by economic systems—specifically, the rise of consumer society. Jameson draws from Marxist theory, especially critiques of capitalism's role in shaping culture. He links the rise of postmodernism directly to the economic structure of late capitalism, where market forces dictate cultural trends. He also incorporates ideas from structuralism and post-structuralism, focusing on how meaning becomes unstable in a world dominated by signs, images, and commodified experiences.

RESULTS AND DISCUSSION

None has no idea of Kardashians-Jenners sisters as well as *Keep Up With The Kardashians* Reality TV Show. They are hits now as the symbol of strong-bonded family, feminism or nude beautiful figure, glamour and fashion trending model.

Keep Up With The Kardashians is American E! cable network's reality TV show which stars Kardashians/Jenners Blended Family which appeared first in 2007. Kardashians takes over this network as their success has put the show of this family dominantly. This show is one of the longest-running Reality TV Shows since it has broadcasts twelve seasons. This show as explained by Gruttadaro et.al (2014, Nov 6th) broadcasts Kardashians' daily routines and their culture "...drama for days, drama for days, money you can't even imagine, and vagina jokes you're too square to dream up. Thanks, [Khloe](#)..." ("The 50 Best Reality TV Shows of All Time"). As Wikipedia (2016, Nov 29th) records, it stars Kim, Kourtney, Khloe, Rob, Kardashian, the half-sisters Kendall, Kylie Jenner, and their parents Kris and Caitlyn Jenner. Caitlyn Jenner is Bruce Jenner's name after gender-transition. The significant other such as Kourtney's ex-boyfriend Scott Disick, Khloe's ex-husband Lamar Odom, Caitlyn's son Brody, Brandon, Brandon's wife Leah, Kylie's boyfriend Tyga sometimes are also being part of the show. This show receive some critics that the show is valueless, self-absorbed and center on desperate for fame ("Keeping Up with the Kardashian").

The Kardashians-Jenners sisters appear in media in 2004. Kim was Lindsay Lohan's personal stylish and shopper. In 2007, Kim and Ray J's home sex video was leaked and Vivid Entertainment bought the rights for \$5 million. This is the beginning and major contributor to the fame Kim Kardashian and her family gains. The *Keep Up with The Kardashians* begins when Ryan Seacrest hired a camera man to tape the Kardashians' home and interested to make the reality show starring Kardashians-Jenners Family member.

No matter how harsh and abundant the negative critics to this reality show, the success and wealth gained by the stars of this *Keep Up With The Kardashians* is inevitable and undeniable. The stars have built their own franchise such as Kardashians Kollection, Yeezy, and Kendall + Kylie; earning millions of dollars yearly. *Keep Up With The Kardashians* is the face of popular culture and of course influences lots of American across the state especially teenagers.

Keep Up With The Kardashians Reality TV Show grows Americans into shopaholic citizen

Most of people become active consumers as they purchase some products they get used to see through reality show. The beautiful figure and prosper lifestyle lead their passion on buying the products endorsed in the celebrity's reality TV show. Unconsciously, viewers, who regularly see the Kardashians-Jenners clan, are exposed to everything related to this family culture. Then, they think they would be the same by using the same items of Kardashians-Jenners' empire. Therefore, they are excited as the opportunity being like Kardashians-Jenners is widely open. *Keep Up With The Kardashians* lead the stars build their own clothes line which are The Kardashians Kollection (Kim, Khloe, & Kourtney Kardashian), Kendall + Kylie (Kendall & Kylie Jenner), and Yeezy (significant other star, Kanye West).

Those brands of Kardashians-Jenners' empire are admired and trendy especially by teens. As Hawks (2016) reports "Khloe Kardashian's Good American denim line was reportedly the biggest denim launch in history which earned one million dollars on the first day ("Khloe Kardashian's Good American Denim Line Made \$1 Million in A Day, Sets Record"). Since Khloe looks good in the reality show, she knows lots of people struggle as they could not find their size. Khloe was the same and so she launches 0-24 size denim. Not only denim, this *Keep Up With Kardashians*' Star also collaborates with Half-Sister Kylie in beauty products. As written by Karissa (2016, Nov 10th) all the lip kits which are Gorg, Damn, Gina, Okurr, and Khlo\$ sold out in 10 minutes when it hit the e-store ("Khloe Kardashian's Collection for Kylie Cosmetic Sold Out in Six Minutes").

Stiegman mentions Kylie's debut eyeshadows were vanished sold out in less than a minute. It is announced by Kylie in twitter ("Get Ready, Kylie Jenner's Sold-Out KyShadow Palette Restocks TODAY"). Leila Jamsidi (2016) even retweeted she has to come so early to stand in line for Kylie's products and shared the capture of some people waiting outside the retail. Rudolfo even says that "Kylie Jenner Effect" is undeniable. In other reports Ogunnaike states Kylie shows her effects by the sold-out tangerine orange midi dress. It is sold out in 24 hours after Kylie Jenner wore the dress while attending the brand's U.S. launch party ("The \$35 Dress Kylie Jenner Made Sell Out Is Finally Back in Stock").

Kendall Jenner is also the top influential Kardashians-Jenners model. Silver (2015, Oct 26th)

reports Sally LaPoint's social media numbers "skyrocket" after Kendall Jenner seen using a pale Sally LaPointe duster trench draped over shoulder which had been released long time ago. The sales number is increasing. Just the same happened to black cashmere sweater with fur of this brand sold out just after Kendall seen using it. Retailers have been contacting Ms. LaPoint ("What It's Like to Have Kendall Jenner Obsessed With Your Clothing Line").

Even recently Kardashians-Jenners still hit the market sales. Cohen (2016, Dec 9th) reports E! network published stuffs of Kardashians-Jenners favorite during the show includes Kim's Selfie Book, Kourtney's favorite lift mask, Kardashians' favorite Chrissy Teigen Receipt, Kim & Kourtney's kids' favorite remote control car, Rob Kardashian's cap, Kendall & Kylie Satin Bomber Jacket, Kourtney and Kendall Vans Old Skool Sneakers, Khloe Book, etc.

Keep Up With The Kardashians Reality TV Show escalates the purchase rating and expansion of retailers and shopping online.

Kardashians-Jenners are then escalating the growth of online shops or retailers' purchasing significantly to fulfill American society's shopping desire. Reality show gives a spot for some big companies of marketing their products included interior design, fashion trend, foods and beverages, furniture and other products. Big companies see this opportunity so they set up their products' show on reality show and social media such as instagram.

Reality show plays a vital role as it affects purchasing rate as well. Not only have some big Magazines such as Elle, Vogue or global retailers such as Neiman Marcus, Saks Fifth Avenue, Lord-Taylor, collaborated with Kardashians but also online retailers. Online retailers even provide special sections of Kardashians Kollection, Kendal + Kylie, or Yezzi. Some of them such as bodyroyal.com, ebay.com, shop.norstrom.com, threadsandstyle.com.au, labelcollection.co.za, tradesy.com offer Kardashians stuff in special section "Kardashians Kollection." Some offer Jenners stuff in special section "Kendall + Kylie." They are pacsun.com, shop.nordstrom.com, topshop.com, shopbob.com, etc. Others provide Kanye West's in "Yezzy Collection" such as lyst.com. They offer clothing, jeans, bags, accessories, key chains, backpack, leggings, pants, skirts, jacket, shirts, etc.

Keep Up With The Kardashians Reality TV Show swap people's perspective of social issues

Not only shopping lifestyle but *Keep Up With The Kardashians* also shifts American citizen's perspective on social issue such as the obligatory of diet, Botox treatment, etc. They feel they would have a good look as celebrities show them or have a replication home design. As Kendall is now officially world top model citizen are crazy for having Kendall body's shape. Not because it leads people's life healthier, citizen think they can be success or beautiful or step into modeling. Norwin (2016, Dec 1st) says before Victoria's secret runaway show, Kendall spent weeks dieting to perfect her body. Then she chews some food secretly after the show ("Kendall Jenner Stuff's Her Face With Well-Deserved Cheat Meals After VS Show"). Nowadays, people think it is a must to have perfect body like Kendall no matter how crazy and hard to achieve it. Mindset that slim (or skinny) is a must if you want to be categorized beautiful is plant on some Americans' mindset.

As Weightman (2016, March 11th) writes *Keep Up With The Kardashians* is full of drama and controversial issues ("How to REALLY Keep Up with the Kardashians: Your complete guide to the huge Kardashianverse"). During *Keep Up With The Kardashians* (Season One - October 14, 2007 - December 2, 2007) Kardashians-Jenners show their ignorance and self-centered culture by showing getting nude for playboy magazines is a normal thing even should be proud of even though Khloe was called by cop when her nude photos as a teen released. In the *Keep Up With The Kardashians* (Season Four - December 13, 2009 - February 21, 2010) viewers were exposed to Kourtney's method of giving birth by reaching down to pull the baby out of her vagina herself. In the *Keep Up With The Kardashians* (Season Five - August 22, 2010 - December 20, 2010) shows how Kim Kardashian still like Botox or filler, or any beauty treatment even though she faced allergic reaction to Botox. This episode also drag people to think it is normal for 12 years old girl (Kylie) takes a boy into her room. In *Keep Up With The Kardashians* (Season Six) - June 12, 2011 - September 5, 2011 Kim shows how this super wealthy family are rich. Kim was freaking out when her diamond earring lost. It is so crazy freaking out just because of that earring while

another people out there are even difficult to have breakfast. *Keep Up With The Kardashians* (Kim's Fairytale Wedding: A Kardashian Event - October 9, 2011 - October 10, 2011) shows glamour living. She shows her super glamour wedding party even though the marriage only last 72 days and set people's mindset to take her as the role-model of pop glamour culture. The most controversial season is *Keep Up With The Kardashians* (Season Ten, Part One - March 15, 2015 - May 31, 2015). The show announced Bruce Jenner's decision to do gender transition into Caitlyn Jenner. The *Keeping Up With The Kardashians*' other most controversial episode is when she talks about one bigger issue. Khloe, Jonathan, and Kim talks and considers the idea of doing surrogate which shows Khloe wants to have and raises one of Kim & Kanye's frozen embryo.

CONCLUSIONS

Even though *Keep Up With Kardashians* are criticized as unintelligent reality show undeniably this show is one of the most popular, successful & influencing reality shows. By looking at the discussion, reader may see that no matter how harsh and abundant the negative critics are to this reality show, the success and wealth gained by the stars of this *Keep Up With The Kardashians* is inevitable and undeniable. The stars even have their own franchise such as Kardashians Kollection, Yeezy, and Kendall + Kylie which earning millions of dollars yearly. *Keep Up With The Kardashians* is the face of popular culture and of course influences lots of American across the state either it is in negative or positive way. It contributes to the shifts American lifestyle, perspective, and escalates products purchase.

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