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PROBLEMS AND PROSPECTS OF DEVELOPMENT OF CONSUMPTIONS SOCIETY

ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ОБЩЕСТВА ПОТРЕБЛЕНИЯ

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ABSTRACT

CONSUMER SOCIETY, CONSUMER
CULTURE, ADVERTISING, STATUS

Consumer culture is a type of culture characteristic of contemporary capitalist way of life, in which material goods are the core of values and meanings.. The consumer society is a characteristic of a new society where all human relationships lose meaning, becoming ritual schemes, signs which define the hierarchy of status or degenerating in the competition. This new way of life practically destroyed the old, traditional consumption, when people bought any goods because they needed them because they satisfied their needs. The author reveals the history of development, as well as the impact of consumer society on the individual and the economic and social life of society as a whole.

АННОТАЦИЯ

ОБЩЕСТВО ПОТРЕБЛЕНИЯ, КУЛЬТУРА
ПОТРЕБЛЕНИЯ, РЕКЛАМА, СТАТУС

Культура потребления – свойственный современному капиталистическому укладу тип культуры, в которой ценностно-смысловым ядром выступают материальные блага. Общество потребления – это характеристика нового общества, где все человеческие отношения утрачивают смысл, превращаясь в ритуальные схемы, знаки определения иерархического статуса или же вырождаясь в конкурентную борьбу. Этот новый уклад практически уничтожил старое, традиционное потребление, когда люди покупали какие-либо товары потому, что они были им нужны, потому что они удовлетворяли их потребности. Автор раскрывает историю развития, а также влияние общества потребления на индивида и экономическую и социальную жизнь общества в целом.

The phrase «consumer society» means a set of social relations in which individual consumption plays a key role. Most often it is mentioned, describing the behavior of consumers of Western European society, which is ideal for imitation by Belarusians.

Initially, the «conservative» consumption model based on the consumption of goods satisfying basic human needs until their physical deterioration was historically characteristic [2]. In recent years, such a model is not used by the part of society that has achieved material well-being.

The economy development of the Western European world has passed three phases:

1) until the 18th century it was dominated by natural factors of production, the main among which was the fertility of the land;

2) 18th century - early 19th century - industrial economy was based on the results of the industrial revolution, combining natural factors of production results of technological progress;

3) since the mid – 19th century - awareness of the impact of consumer behavior on the course of economic processes. This awareness is associated with the following: the emergence of «fictitious goods» or «extra» goods in the early 80's-late 90's of the 19th century (only 30 % of goods meet basic human needs) [2]; the close intertwining of the economy with the culture of consumption, the manufacturer determines the tastes, desires, values, and shopping is a common form of spending free time; individualization of consumption: a person tends to consume in such a way as to meet the generally accepted standards, but not to merge with the mass.

Thus, consumption reflects the social characteristics of the consumer and is a demonstration of their social status and characteristics of their individual way of life; awareness of the role of advertising in the sale of goods and services as a derivative of the consumer's awareness of the importance of the acquired goods; communication transformations that have formed a new information space with qualitatively new properties; with the emergence of the frequency of change of fashion designs and collections and its distribution to most goods and services.

Over the past 40 years, personal spending on goods and services worldwide has more than quadrupled, from \$ 4.8 billion in 1960 to \$ 20 billion in 2000. [1] The consumer society is actively shifting to the East. According to the latest data, China has overtaken the US in the consumption of almost all major types of goods and raw materials (grain, meat, steel, coal, refrigerators, televisions, mobile phones, etc.), lagging behind only in oil consumption.

«Consumer society» has a negative impact on both the individual consumer and society as a whole. The main negative trends are:

1. The growth of consumer credit as a means of maintaining a constant growth in demand, and as a consequence, the reduction of the real sector of the economy in the structure of GDP to 10-15 %.

2. Irrational use of natural resources, including non-renewable, in order to satisfy non-existent human needs.

3. Substitution of basic spiritual needs with material values and distortion of the meaning of life in favor of artificially created, implanted values. The consumer society makes a person dependent, independent.

4. Consumer society is a source of desires and illusions for the majority of the population, especially those who are morally immature.

5. Consumption becomes the main goal of a person and the criterion of evaluation of other people. The processes of learning and work, including physical, go into the category of tools to achieve the goal, and becomes secondary.

6. The stratification of people in society, regions and countries into highly developed, supportive consumer societies and backward, used as a raw material appendage.

Thus, the priorities of the consumer market take away resources that can be used for other, more serious purposes without compromising the standard of living of people. These consequences acquire a special scope, transforming into wars (including virtual) for markets and resources along with social unrest of a «rich countries – poor countries» type.

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