

THE IDEA OF CONSUMERISM IN AMERICA

Consumerism is a social and economic order that encourages the acquisition of goods and Consumerism is the concept that consumers should be informed decision makers in the marketplace. Ford Motor Company) coined the term consumerism as a substitute for capitalism to better describe the American economy.

Mass advertising reflected the general acceptance of buying by installment as a way to finance consumption. Regardless, outsourcing helped to intensify consumerism throughout the world. Disadvantages of Consumerism Consumer spending can lead to excess and an increase in household debt. Purchasing for the home helped alleviate traditional American uneasiness with consumption: the fear that spending would lead to decadence. The celebrity endorsement of products can be seen as evidence of the desire of modern consumers to purchase products partly or solely to emulate people of higher social status. Plus, there is what is also known as the bandwagon effect in many of these situations where all people want is to buy, buy, buy. What does Consumerism mean? Josiah Wedgwood 's pottery, a status symbol of consumerism in the late 18th century These trends were vastly accelerated in the 18th century, as rising prosperity and social mobility increased the number of people with disposable income for consumption. For example, several of the European nations established sugar or tobacco plantations throughout the New World. For example, if car sales are increasing, auto manufacturers will see a boost in profits. When asked how she recruited new dealers to her Tupperware distributorship, Jean Conlogue noted, "We tried to fill a need for something that they wanted, like new carpet, or a new refrigerator, and then we would map out for them how many parties they would have to hold. If people worked hard they should learn the value of money. Tupperware also helped fulfill the postwar desire for consumer goods. Before the spirit of capitalism swept across much of the world, neither work nor commerce were highly valued pursuits -- indeed, they were often delegated to scorned minorities such as Jews. As long as consumption is focused on satisfying basic human needs -- safety, shelter, food, clothing, health care, education -- it is not consumerism. There is strong evidence that when consumption is used to try to address higher needs -- that is, needs beyond basic creature comforts -- it is ultimately Sisyphean. The two most obvious candidates to fill this role are communitarian pursuits and transcendental ones. But such grand cultural changes are far from unprecedented. After all, Tupperware was meant to help housewives maintain freshness and cleanliness in food storage and preparation. Consumerism further developed in the 20th century. Somehow, I just can't picture them shouting: "Down with the consumers! American Consumerism s Fact 3: Technology had advanced and the nation had entered the age of steel and electricity. Glass cookware and frozen foods were also introduced in the 's. First, the raw materials fed the industrial factories in Europe and were used to create countless numbers of consumer goods that were then distributed throughout the world. Our everyday lives revolve around money, in which many cannot afford on just working a 40 hour work week. Consumer spending can drive an economy forward and lead to an increased production of goods and services and economic growth. Facts about American Consumerism s for kids American Consumerism s Fact Magazines and newspapers picked up on the culture of consumerism and advertisers reached millions of people through advertising via this media. Today, consumerism continues to intensify with influential marketing campaigns, outsourcing, and a cheap and steady supply of both resources and goods. Advertisers preyed on the fears and anxieties of Americans or promoted the qualities of the era such as leisure, convenience, fashion and style. The money we make as part of the new labor force can be put to better use than on the things we want. But what kind of transformation in our normative culture is called for? You ask if they really need that, they chuckle and say "no, no, of course not. In general, marketing refers to the advertisements that companies produce to sell their products to a large audience. These things are advertised to Americans by commercials on television, ads on the internet and ads in stores and billboards. Pros Consumerism leads to more spending and a better standard of living Consumerism drives economic growth through spending Companies earn more revenue, invest, and expand to keep up with demand Cons Consumerism can lead to excess spending and higher household debt. A shift away from consumerism, and toward this something else, would obviously be a dramatic change for American society. The Roaring Twenties or the Jazz Age, became associated with modernism, consumerism, sophistication and decadence. Religion was once the dominant source of normative culture; then, following the Enlightenment, secular

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humanism was viewed in some parts of the world as the foundation of society. Although, even with the mentality of knowing the value of money and how fast the value could be lost if we spend it on things, Americans do not care. This is not the same thing as capitalism, nor is it the same thing as consumption. After observing the assembly lines in the meat packing industry, Frederick Winslow Taylor brought his theory of scientific management to the organization of the assembly line in other industries; this unleashed incredible productivity and reduced the costs of commodities produced on assembly lines around the world. However, excessive consumerism can lead to an increase in household debt and widespread credit card usage.