

CONSUMERISM, CONSUMER RIGHT AND BUSINESS

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It is an economic and social order based on the deliberate creation and nurturing of an increasing desire to consume goods and services. The term is often linked with consumption criticism, such as Thorstein Veblen's or Enoughism's. The newly emerging middle class examined by Veblen at the beginning of the century is fully realised by the end of the century through globalisation. Consumerism is also used to describe the consumerist movement, which protects and educate consumers through requirements such as truthful marketing and labelling, product guarantees, and higher safety standards. Services, methods, and guidelines of manufacturers, sellers, and economic policies focusing on consumption. Abstractly, it is the belief that consumers should be free to choose their economic structure (cf. Producerism, especially in the British sense of the term).

Consumerism, according to the American Heritage Dictionary, is "the movement that seeks to protect and inform consumers by requiring such practises as honest marketing and labelling, product guarantees and improved safety standards."

It is thus the opposite of anti-consumerism or of producerism.

- This is a socio-political movement that is opposed to consumerism. Consumerism, in this sense, is the belief that personal happiness is directly related to material possessions and consumption.
- Protectionism refers to the belief that consumers, rather than producers, should determine a society's economic structure. Economic policies that emphasise consumption can also be referred to as "consumerism."

However, consumerism is not just a western phenomenon. As far back as the first civilizations, people have been buying goods and consuming more than they really need (e.g. Ancient Egypt, Babylon and Ancient Rome). Before the Industrial Revolution, consumerism took a major turn. The capital goods sector and industrial infrastructure were the primary focus of capital development and the industrial revolution in the nineteenth century (i.e., mining, steel, oil, cities,

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financial centers, etc.). To a lesser extent than other sectors, agricultural commodities and essential consumer goods had developed by that time. For low wages, working class people worked up to 16 hours per day, six days a week. Consumer activities were severely limited in terms of both time and money.

In addition, capital goods and infrastructural facilities were quite sturdy and took a long time to deplete before they were no longer needed. Industrial leaders like Henry Ford comprehended that mass production entails a mass market. When Frederick Winslow Taylor observed production lines in the meat - packing, he adapted the scientific management theory he had developed for the meatpacking to the assembly line, reducing the costs of all goods manufactured on assembly lines. Prior to the Industrial Revolution, resource scarcity was the norm. It was the first time in human history that product lines were available in such large quantities and at such low prices that they were accessible to nearly everyone. So started the idea of mass consumption, which has been planned for a long time and did not simply spring up out of the capitalist system. According to Earnest Elmo Calkins, in 1932, "consumer engineering" must be used to ensure that goods are consumed instead of merely used. It was noted in 1929 that "the only way to break the cycle of poverty is to blow money, and even waste creatively".

Thorstein Veble, a sociologist and economist, coined the term "conspicuous consumption" at the turn of the 20th century. The term refers to a method of selecting something that appears irrational and perplexing. 'It is true of gown to a greater extent than it is of the majority of other consumer goods that people are willing to forego conveniences or basic necessities in capital to afford what is deemed a reasonable amount of wasteful consumption.' The term "consumerism" first appeared in the 1960s to describe customer behavior in the United States, but then was quickly associated with discussions of media theory. Culture jamming and the resulting production. By 1920, the majority of Americans had experimented with occasional payment purchasing.

The most frequently given reason to go to college since the 1990s has been to maximise one's earning potential, with other priorities such as becoming an influential figure in a profession or helping others when in need being on the back burner. This matches the rise of materialism, particularly in regards to its technological manifestations. Businesses have seen that the richest clients are the most attractive marketing targets, and this is leading to a "sea shift" in Social culture according to Madeline Levine. Since the tastes, lifestyles, and likes and dislikes of the upper class have become the benchmark for all consumers, the middle class and poor must make themselves distinct. People who are on the lower end of the income scale can order things new that emphasises their status in the tradition of the well-off. Buying an important purchase for social status helps the consumer receive immediate gratification. In addition, emulating

someone in a position of authority above you on the social structure is also a key element. As a general rule, the less wealthy people are, the more they want to look like the wealthy people they see on TV and in popular culture. People use celebrity endorsements to prove that the modern consumer wants to buy products, especially clothes, because they want to look better than the celebrities in question. This consumer behaviour may exist side-by-side with a consumer's conception of themselves as an individualist. Many social movements, ranging from "simple living" to eco-consciousness to the local-vendor movement, have been created in an effort to find a better way of life in the wake of consumerism.

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