

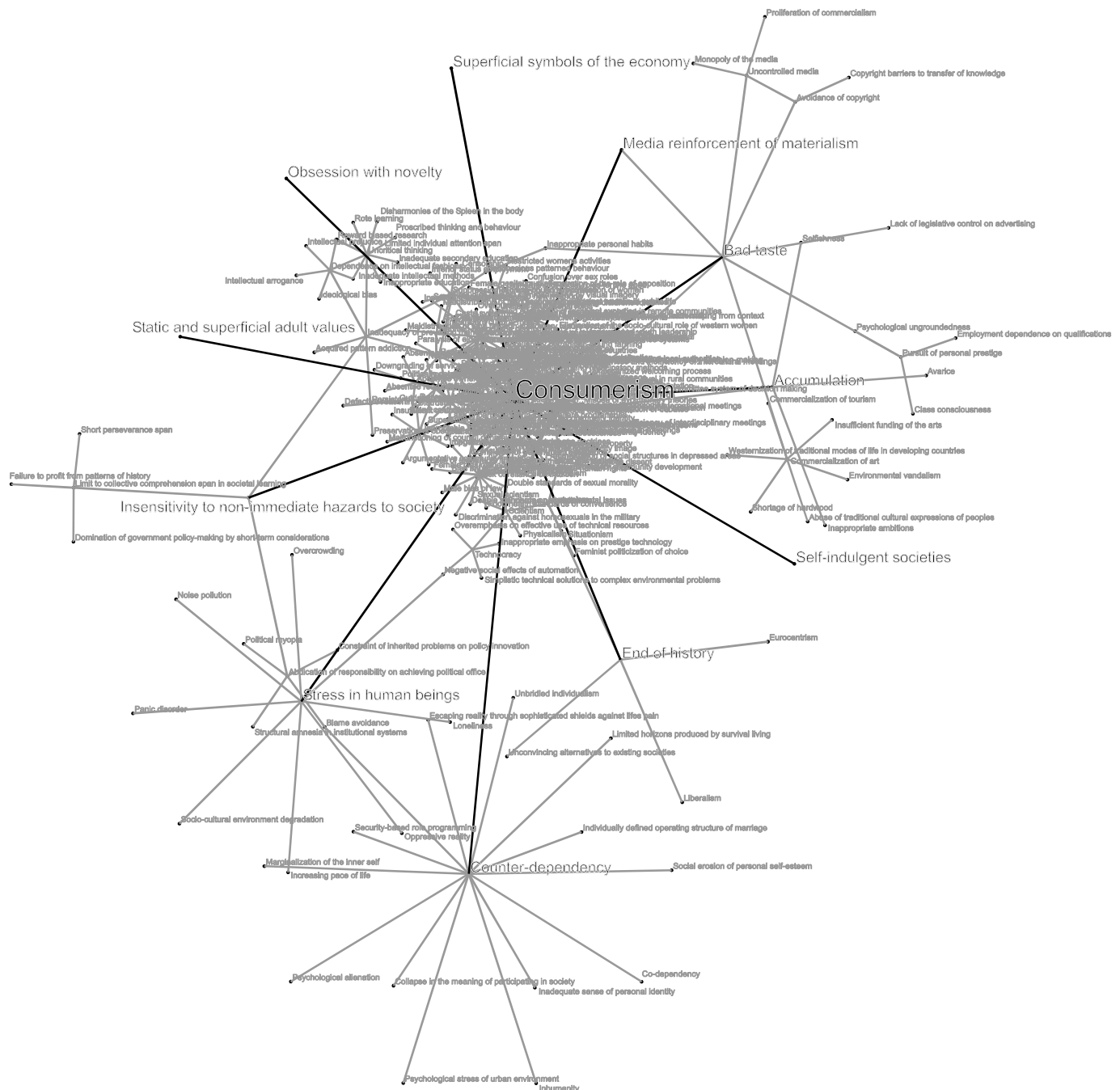
**Figure 10.2.4.**  
**Consumerism**

**Database:** World Problems and Issues

**Link type:** aggravated by problems

**Network nodes:** 262

**UIA database:** <http://db.uia.org/scripts/sweb.dll/uiaf?DD=PR&CL=2&DR=D5774>



In wealthier countries, replacement purchases for clothes, entertainment products, automobiles and home-furnishings are made with a frequency that is not justified by the wear of these products. It is the profligacy of a self-indulgent consumerist ethic that is responsible for high retail turnover. Although it may be argued that this creates jobs, it nevertheless depletes resources. It may also indicate an imbalance of wealth in a society where there are people starving or being denied essential social services, while at the same time department stores are registering record sales. This ethic leads to self-indulgence and a cheapening of human values. The average individual is most often addressed not as a citizen, a worker, a thinker, or any of his/her other roles, but as a consumer. This eventually becomes the role with which the individual identifies most clearly. This image of being a consumer limits human ability to relate to others in appreciation, friendship or even, finally, mutual respect.