Research Paper economics

immoderate consumption

Olha V.Yevtushevska | Assistant of the Department of Enterprise, Taras Shevchenko Kyiv National University, Ukraine.

ABSTRACT

Crucial problem of our days is resources wasting. Environment suffers from human activity, in particular from immoderate consumption. Consumption plays discordant role in economic development. On the one hand, it launches economy by creating working places, by filling budgets, by diving an opportunity to develop business etc. On the other hand, it causes to great ecological problems. Of course, we can't refuse from consumption, but we can make it more economical and prudent.

KEYWORDS | immoderate consumption, human needs, ethical consumption.

INTRODUCTION.

All of us have an objective needs such as food, drink, clothes, shelter etc. During human history our needs become more complicated and wide. Technologies gave us an opportunity to remake resources into items easily and quickly. It brought in a rapid consumption growth and at the same time led to ecological crisis. During ages people should work hard to find or to produce goods. Slow and exhausting process of production was the natural impediment for immoderate consumption. Nowadays this barrier vanishes and resources are wasted in a threatening way. Countries, which achieved prosperity, as a rule, demonstrate high level of consumption. Meanwhile most people in poor countries can satisfy only basic needs. Immoderate consumption bases not upon objective needs, it is the result of psychological factors. Consumers buy something because they want to get positive emotions from the possession of new things. Consumption is also stimulated by advertising, sales, cultural and social factors.

REVIEW OF LITERATURE:

Kotler, Armstrong, Sonders, Vong (2001) in the study "Marketing" analyze different aspects of marketing critic, in particular high expenditures on advertising and on sales stimulation, purchases obtruding, low quality of goods, artificial needs, bad service, immoderate materialism etc. Baudrillard (2006) in the study "The consumer society: myths and structures" shows, how immoderate consumption influences on human personality and makes people more functional and predictable. Consumption became not just economic activity, for many people it became a psychological joy. In Baudrillard's opinion, wastefulness is inevitable, it is a social function. In past wastefulness was the characteristic of elite. Kyrylenko (2010) in the study "Needs structure and its influence on a system and forms of personal consumption" shows the difference between personal needs under command-administrative economy and under market economy. Personal wants in command-administrative system were regulated by social, strict norms. Immoderate consumption considered to be a show of inadmissible, narrow-minded conduct.

OBJECTIVES:

- to study the main subjective factors of consumption;
- to study the principles of ethical consumption.

IMMODERATE CONSUMPTION:

In author's opinion, immoderate consumption it is not just excelling over objective needs. Because in such case we should consider transports, domestic appliances, furniture, means of communication etc. an immoderate wishes. But these subjective needs are reasonable. Immoderate consumption shows into irrational, antisocial, unreasonable wishes. At first, it shows in excessive purchasing of ordinary goods and services. Secondly, it becomes apparent in perilous items consumption. Thirdly, it shows in luxury goods consumption. The last point is especially irritable in poor countries, where most people live in poverty. Of course, such definition can be perceived as a subjective, but wastefulness is a psychological category, that's why it is difficult to find an accurate limit, where reasonable consumption transforms into immoderate.

MAIN SUBJECTIVE FACTORS OF CONSUMPTION:

- the necessity to correspond to social norms and standards;
- the requirement to emphasize social position and personality;
- peculiarities (world outlook, habits, moral, experience, upbringing etc.);
- cultural and national impact;
- the wishes to renew the memories from childhood and youth through consumption;
- the necessity to have positive emotions from new purchases.

PRINCIPLES OF ETHICAL CONSUMPTION:

Principles of ethical consumption can be an answer to excessive purchasing. This problem is widely discussed in developed countries. However, ethical consumption remains an instant goal for many people. Main principles of consumers' ethic:

loyal treatment to environment (wastes selection, economical using of resources, avoiding of immoderate consumption etc.)

human rights keeping (avoiding of the goods, which were produced with the breaking of human rights such as working legislation breaching, using of children labor, application of embryonic tissue etc.). Of course, it is not always possible to know the contents of items and the conditions of production.

other buyers rights keeping (honest competition between customers, careful treatment to the goods, which can be bought by other people, avoiding of demonstrative consumption.);

domestic producers supporting (maybe, the most discordant principle, because many of us choose goods and services, paying attention to their quality, not to their origin. But in critical periods of country development customers should, in author's opinion, support native producers.)

animals rights keeping.

CONCLUSIONS:

Immoderate consumption leads to ecological and social problems. However, it is inalienable part of human personality. Most of us buy something unnecessary, but pleasant.

But when such consumption activity becomes a systematical, it leads to social inequality, environmental problems, mental degradation. The ways, which can help at least soften a negative results of immoderate consumption, are: consumers' self-restriction (of course, it is inadmissible for producers, workers, governments), new technologies, which could regenerate environment, ethical consumption development.

REFERENCES

1. F. Kotler, G. Armstrong, D. Sonders, V. Vong (2001), Marketing, Vil'jams, pp. 68-73. | 2. J. Baudrillar (2006), The consumer society: myths and structures. http//www.development.placeforpeple.com/site_media/wizard/docs/Bodriyar_Obschestvo_potrrebleniya_7_pdf. | 3. L.M. Kyrylenko (2010), Needs structure and its impact on a system and forms of private consumption. http://www.tppe.econom.univ.kiev.ua/data/2010_22/Zb22_09.pdf. |