

# Consumerism

**Quotations** "We live in an era of consumerism and it's all about desire-based consumerism and it has nothing to do with things we actually need."  
- Aloe Blacc

"Consumerism diverts us from thinking about women's rights, it stops us from thinking about Iraq, it stops us from thinking about what's going on in Africa - it stops us from thinking in general."  
- Pink

- Questions**
- What is consumerism?
  - What are the social/environmental affects of buying many products and goods? Can you name eight issues?
  - What are the benefits of mass consumerism?
  - Is consumerism compatible with family life, community and religion?
  - What do you spend your money on? Why?
  - How do brands, products, advertising and marketing change our shopping habits? How has this changed over the last 75 years?
  - Is the economy based on shopping or consumerism?
  - How have people's behaviour changed as a result of consumerism?
  - What industries (think jobs) are related to consumerism?
  - Is it possible to be 'green' or conscience of the environment while being a consumer?
  - Have festivals (think Christmas, New Years Day, Easter, Valentines Day) become opportunities to sell products?

**Presentation** Create a presentation on the largest brand In your country and how they have developed over the last few years. Also explain how they attract customers.