

Survey consumption factors and consumption-oriented in society

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ABSTRACT

Consumption and consumerism is a multi-dimensional concept that can be examined from different aspects and in every community of several factors, such as fashion, luxury and culture takes effect. Consumption is a key concept which means that it can get locked understand modern society. In contrast, both negative part and dark can consume in terms of degrading consumerism, materialism and ... see. consumerism encourages a social system, economy that has always more planned purchase goods and services in economic. This issue of the economic policies for promoting consumption. present article with descriptive method, based on literature review documents and tried that consume it from the perspective of sociology check. And to concluded that consumption is not in itself a bad thing, but consumerism and targeting consume effects like class gap, displaying wealth, fashion-oriented and luxury to follow.

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1. Introduction

Consumption and consumerism is a multidimensional phenomenon that can be studied from different aspects. The concept of community-oriented use of consumption expenditure in the economy on the one hand and the other hand is located in the popular culture in fact, popular culture, cultural products such as films used as the substrate that the tide is discussed and studied. From this perspective consumption is conceptual and symbolic sign. Many theorists in the field of popular culture and consumption of culture goods from the consequences of the capitalist system know (Ludzyak , 2002). From this perspective not only taking an economic function but quite the cultural phenomenon of the most distinctive characteristics of Western societies is being considered. (Mac Krken in Miles, 1998). But Gavrn states that in capitalist societies such as the United States, consumerism as a standard national health profile is considered personal growth. (McGovern, 2004) .talkt Parsnz American sociologist, believes that "the sociological study of social systems based on the interactions of behavior and social roles." Parsnz social systems consisting of a collection of individuals or groups who knows their interactions with each other. (Hassanzadeh,2005). Therefore considering the current move towards a consumption-oriented society and at the same time consumption with the increasing consumption need to consider these the main objective of this study is there is a society in which consumerism and its consequences. The main objective of this study is the society in which consumerism and its consequences.

Theoretical Framework:

The present article reviews the literature on the role of community-oriented consumer consumerism consumption, so consumption will begin to look from the perspective of sociology. In this study, we try to be descriptive and based on studies of literature and library resources to deal with the definition of consumerism. To

investigate the phenomenon of consumerism is necessary to review some of the key concepts.

Consumption: Consumption in the word means to spend (kalantari, 2009). And in economic terms for its various definitions been presented:

Consumption process which either conversion value in the production process (production Consumption) and either pure and simple use of the property to satisfy the needs (final consumption) will disappear. (Razzaghi,1995). Consumption of goods and services by individuals, the monetary value is purchased and prepared (Akhavi, 2001). Net income is used for two purposes part of it to accumulate wealth and savings allocated and another part is spent on education fun that part of the income is spent on consumption enjoy getting called (Ghadiri aasl, 2000).

Consumerism: consumerism is the authenticity of the use and targeting the welfare of the mother and Finance. Miles emergence of consumerism to the early decades of the 1988 and 1998. He believes that population growth, industrialization and increase the purchasing power of the working class, especially after World War II consumerism in Western societies are aggravating factors. Sterns layers that have led to consumerism. Search, and specifically refers to the process of westernization in the promotion of consumer behavior, which is owned by British American Radrbr (Sterns, 2001). Sigmund Bauman sees capitalist consumerism in society is believed to have become used in such a society is the aim of your driver (Bowman, 2002). Dan Slater has gone even further just as the culture of capitalist consumer culture puts (Slater, 1997). In fact, consumerism is a lifestyle full of consumption. (According to the Miles Gabriel and Lang, 1998).

Consumer society: consumerism as a social process including durable consumer goods and non-durable consumer better governance. a society where the dominant culture is as the consumer society in which the most common is the slogan of the purchase and consumption and consumerism into a kind of social

UCT Journal of Social Sciences and Humanities Research

status and becomes a critical need, "Jean Baudrillard" describes a society that considers community in which the consumption based on the demand arises not just based on the needs and tastes of consumption combined with the desire and willingness of the community on the type of effect (Spring, 1386). Consumer society, a society in which goods have a lot of the demonstration, they also impose Halk-h choice (Said, 2004). Baudrillard's consumer society believes in the exchange value of the sign replacement and the value of goods because the goods are not intended to be used in exchange for the transfer of symbolic meanings that can be developed (Barker, 2004).

Bowman knows the secret to success in the consumer societies they have already succeeded in combining the principles of truth and pleasure (Bowman, 2002). This joy from the perspective Baudrillard, theorist cultural studies, same feeling is different and unique when buying finds consumer. (Jy.lyn, 2000).

What consumer society is very real advertising growth is overcome, the purpose of advertising is to create a consumer society an effective consumer as well as consumer-to-consumer advertising of durable and recyclable building suggests a lack of consumer goods x destroys him. Therefore should know that a lack of consumer goods in different ways, but the other aim of the consumer focus on consumer advertising as a social being by the same consumer goods is in the process of social interaction. What the ad does not seek to change the class of mass society is a society in which "self" in "self-commodification" become one with the goods to be consistent and compatible. (Syed. Ranjbar saghez Chi, 2011).

Life style

in literature sociology, the concept of lifestyle, two interpretation of the concept of two different species. In the first formulation that goes back to the 1920s, wealth represents the lifestyle social locations is often an indicator for determining social class used. In the second formulation, lifestyle, a way to determine social class but also a new social form is not only the context of the cultural changes of modernity that is the growth of consumerism and in this sense, a lifestyle, a way to define the values, attitudes and behavior that its importance is growing every day social consequences the concept of lifestyle, social sciences, seemingly due to the fact that other existing typology can explain the diversity of the social world and the concept of class for a long time explaining the golden principle was gradually lost their efficiency is beneficial . In such a situation, the concept of a lifestyle that is more flexible, as opposed to the concept of class, content, or origin of a style of life is not predetermined. Lifestyle, only stating that some records, activities, incomes are more compatible with each other and analyze the social attitudes can be traced to their design (Abazari and Chavoshyan, 2002).

Lifestyle, first by Laser 1936 on the purchase of goods defined his view of life, suggests a way of life distinct society or social group is the manner in which the consumer purchase of the procedures that through which goods purchased are used up. Lifestyle, reflecting the consumption in the Community (Gholam Rezaei, 2010).

Lifestyle collection of values, views and procedures by behavioral thinking anything . most people believe that they should free to choose their lifestyle. Sociologists believe age, social class, ethnicity and gender affect one's lifestyle this means identity of social class structure, as well as gender, age and religion will be formed. Elements of a common lifestyle for some people create. In other words, social groups tend more to a way of life. (Azdabar mky, 2007).

To new concepts are needed for the analysis, development of concepts that can be developed to check. It seems that the concept of lifestyle is having such a feature. In this area, the Cheney (2001), argues that contemporary culture is still at risk of social and cultural change, in the sense that modern mass societies of the "ways of life" have entered the lifestyle. This culture as a whole

way of life and traditions based on shared social identity is now defined by its capacity for social existence as a whole has lost. nowadays social life is determined by the relationship between culture and society (Cheney, 2001).

Giddens believes that life can be more or less comprehensive set of actions interpreted as one takes them and a certain narrative that he has chosen for his own identity (Giddens, 1999). Word style, fashion, aimed to the life style in fashion or the life of a person. Class lifestyle, often economic, social link is created in the image of the reflected (Asabrgr, 2000).

Commercial advertising and its effect on consumerism commercial propaganda activities by which all see and hear messages to notice audiences is brought to using influencing people to buy goods or services they have And their willingness and interest to the thoughts, opinions, reliability, and we attract people that is desired. (arbaby , 2005).

In general can be propaganda in a general sense to deliver the message to others via establishing relationship in order to make changes in knowledge, attitude and behavior of the audiences knew that the three elements of the message recipient (the audience) the message (media) and content based messaging must be acknowledged advertising spend in getting an idea is not the end but persuasion or encouragement to achieve certain target is also taken into consideration. (PoorKarimi, 2002).

propaganda consumption: particularly for propaganda a variety of products and more concerned with the individual and those who are shopping for themselves or their family. (Lord, 1350). In the past, frugality and saving are the cultural values and consumption patterns to fit their and the status of the income level was set. The spirit of seeking diversity instead, the goods are not so old and new models was not among the people and self sufficiency and dependence lack of shared vision was known to foreigners. The young couple's life was very simple and traditional food in the consumption basket of general public. in recent years, for various reasons, including media consumption culture has changed and seeking diversity and integration and use of the best and most successful luxury goods and urged the public interest is located.

However, commercials with the use of some techniques and some common themes and content of consumerism And the establishment of a consistent and appropriate consumer society with economic conditions in developing countries do not pay. Experts believe that the advertisement shall be such that organized in this country that led to the production and export increase and however, advertising in many countries following the pattern of to spread of consumerism and luxury West industrial world is being turned while many people in developing countries and lower middle class economically fit.

Reflecting on two words consumption and consumption corrosion characterized that these two are separated, it is that based consumption based on the real needs of human nature, while the corrosion of consumerism and consumption, rooted in human greed and false needs. In fact, it requires humans false and unnecessary extravagance and excesses them to the types of leads and of people who make consumption struck and this while the "one of the fundamental issues of Islam in ethical consumption, which negated the need for false and unrealistic, of basic distinctions between economic school of Islam's systematic It results capitalism. Islam views the human material needs should be determined in the conventional consumption false and useless, but does not confirm (Iravani, 2005).

Fashion-oriented and consumption rejection:

Fashion is phenomenon especially human society Which is close relationship with the concept modernism In other words, fashion or modern societies has emerged because in the past the fashion tide phenomenon known as convergence among your current position is not sensible however, looking at the history of this phenomenon can be observed among the world's great civilizations. as for women, the Sumerians said, the use of many jewelry and fancy

clothing among the affluent class women had enjoyed great prosperity (Rezai, 2008). Nowadays fashion and fashion-oriented not only in the type of people but also in various parts of their lives have been affected. The type of arrangement means apparent to Home and even trends and special interests in the cortex of the community suddenly becomes pandemic such as yoga exercise on the demand for plastic surgery and the like are all of fashion affected. Fashion causes people to buy fashion goods every day, even if it costs a lot to pay for them is difficult. In this regard, a clothing vendor said: ((most young people go to the clothes that are fashionable and trendy as well as clothes and goods that are sold in shops.)) he believes that people should be introduced into the market that it has many economic benefits for them and their rapidly expanding community the creation of false needs in society, feel a sense of deprivation and social class gap and discrimination among those due to their inability to satisfy those needs of deprived see that this vogue fad and fashion oriented society will follow. (Ismaili, 2006).

consumption identity and function of consumption display consumption lifestyle factor in the analysis is critical. Consumption function shows symbolic identity. Demo application consumption due to the fact that in the modern world and consumption orientation is not only due to the necessity of meeting the needs of life choice that reveals a distinctive identity. nowadays consumption have taken apart and the gap between them and the need to somehow come that human consumption is not in accordance with human needs; But consumption it and it is nothing more than fill the gap consumerism. (Movahed, Abbasi and Marhamati, 2010).

Baudrillard in his book of objects (1968) states that the consumption is not alone satisfy the biological requirements involves a bunch of signs and symbols. He believes that "consumption should be seen as a process where buyers a way to showcase items of goods purchased. Actively engaged in efforts to create and maintain a sense of identity." In other words, "Who are the people's sense of identity through consumption of what they produce." (Quoted from Bakak, 2002).

individual in complex situations metropolitan in effect of spreading communication devices and mobility of the population is exposed to numerous people. In these conditions represent goods only means by which for judgment the validity of a person there.. Some believe Veblen social prestige and validity on the basis of the wealth that is subject to the achieve of individual is aware that other members of the community and the wealthy. Therefore individual must wealth to obtain the status of their financial ability to demonstrate the best way to provide the ability to consume. (Moradi, 2008) in a competitive culture, people measure their value compared with other values. (Kuzar, 2007).

Culture and its impact on consumption and consumer behavior Cultural complex set that includes knowledge, beliefs, arts, crafts, arts, morals, lawstraditions, and finally all the habits and behavior and rules that individual as a member of society, their community and the community learns duties and obligations of its own.

Expansion of the market and shopping centers such as chain stores, sociologists and anthropologists have an opportunity to buy and consumption on the environment, do more studies, some believe that the Second World War began after large stores to offer a place without end flood goods and new opportunities for the selection of their desired; Purchasers in obscurity supply of goods they were free ideal city according to your desire and without limitation stores roam and its facilities for find goods that according to desire to benefit them. (Abazari and Kazemi, 2005). This growing trend showing that goods and consumption it outside of its traditional form and should it as a social and cultural process that includes cultural signs and symbols. According to Baudrillard said "Consumers should be viewed as something perhaps based more on wanted and not be based solely on need." (Bakak, 2002).

The consequences of consumerism

stores large in the cities, the culture of consumerism induce. In this culture, a popular main theme of that "so you can buy And whatever more consumers now "Based on this slogan, competition in the purchase and consumption becomes a social aspect. Some argue that in such a society of consumerism with two types of tools is easy: First auction of goods and other incessant dissemination of credit cards. In developed countries, over a period of one year under the pretext of numerous goods sales there. This auction by creating a false sense of need, to induce the client to the auction sees sexual needs, while if he does not feel that sex was at auction. on the other hand, a person must feel that the market is always money to buy. In creating issue will be solved through the mechanism of credit cards. Therefore, the need arises false and then provided the ability to buy the artificial form. Gradually, consumerism leads to economic insecurity and economic insecurity, consumerism increases; Because of lack of concern makes storage products and storage of goods to consumption becomes excessive. The same needs to be created unrealistic. (Lahsay zadeh ,2000). The major consequence of consumerism is the issue of identity. if the traditional society and the modern, based "social identity" and more features such persons, such as job assignment, class, and generally "structural conditions" constituted, Nowadays two factors in modern society, "position the individual in the system of production" that concept of class and newer solidify the type and style of "the fundamental basis of a person's social consumer action in the concept of" lifestyle "makes sense. one of the most important cases in this area associated with the production and consumption compared to the social structure of production, a wide range more because consumption also encompasses all non-employees such as young people, older people, unemployed, particularly for women. (Abazari , Chavoshian, 2002). Another consequence of negative effects of in spiritual atmosphere society consumerism is because in many cases, excessive demands, worship and consumerism Luxe makes prevalence selfishness, individualism and ignoring the spirit of many social and ethical principles observance it will be for the collective life of the most urgent issues. (Razzaghi, 2005).

Conclusion:

Consumerism as a social process in the twentieth century appeared in the west .consumerism creates a gap. members of the upper class it as a model to show the identity of the wings to apply. middle class to show its high reputation from consumer use and But the lower class society, regardless of their needs In the trap consumerism false have fallen. Slightly hesitant it appears that consumption based on you need is real and natural but consumerism is rooted in human excessive demands and false needs. deal with this process requires extensive cultural and sociological research policies that are originated. " policy Culture " imperative sensitive difficult and complex and cultural impact on the quality of consumer only

Via payment formal and superficial to values at the level of formal institutions is not possible. consumerism and its standing in the community will have the following effects:

- 1 - use value that is In any case disappears
- 2 - class gap
- 3 - Show wealth
- 4 - feelings of deprivation
- 5 - oriented fashion and luxury.

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