
Review article
Received 5. IV. 2016.

VLADIMIRA ŽAKMAN-BAN – KATARINA ŠPEHAR FIŠKUŠ
Faculty of Education and Rehabilitation Sciences – Education center
Lug

CONSUMERISM – SOCIAL PHENOMENON AND NEW ADDICTION

Abstract

The paper analyzes the problem of consumerism as a social phenomenon, consumerism as a modern system of values as well as development, characteristics and possible treatment of addiction to consumption as a new addiction. These phenomena are treated interdisciplinary or transdisciplinary and observed as “instant philosophy of the spirit of consumerism”. Addicts feel pressure to be “trendy” because their aggressive corporate marketing campaigns impose consumerism as a paradigm of successful life. They anxiously strive to new consumer trends, sensational experiences, exhibitionism, to obsessive-compulsive desire to create an image of themselves, promoted by that new consumer (anti) culture. The paper also analyzes studies which consider consumerism as modern culture of material exuberance, what results in different social deviations. Media promote consumerism which is particularly vulnerable for children and young people as well as population in certain critical periods of life. In order to appropriately process problems we made an analysis of the case study and in agreement with the person who has some features of compulsive buying, respecting ethical principles, offer elements of the programme to prevent further problem progression.

Key words: consumerism as a social phenomenon, the consumer value system, obsessive-compulsive buying and treatment of addicts