



Research on the Formation of Modern Consumerism



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Abstract

The processes of this research were: 1) to study scholars of various countries that produced articles regarding consumerism; 2) to trace the background of the emergence of consumerism; 3) to research the process of the emergence of consumerism; 4) to analyze its causes. Following the process, the research investigated the impact of consumerist culture on developing countries like China and explored both its advantages and disadvantages effects. The research found that people should be wary of excessive consumption and advocate civilized and environmental protection for consumption.

The research found that a focus should be on guiding consumers to heed spiritual satisfaction at the cultural level. At that level, people's excessive and excessive abnormal consumption while consuming materials and be limited. From a sustainable development perspective, people's consumption patterns can shift from luxury to ecological consumption or from quantity to quality consumption. It is suggested that the consumption inequality between the rich and the poor be more humanized, relatively balanced, and have fair consumption. For the future development of human society, this paper suggests a need for more in-depth research on rational consumption for a deeper understanding of consumerism and its effects.

Keywords: Consumerism, Mass Consumption, Monopoly Capitalism

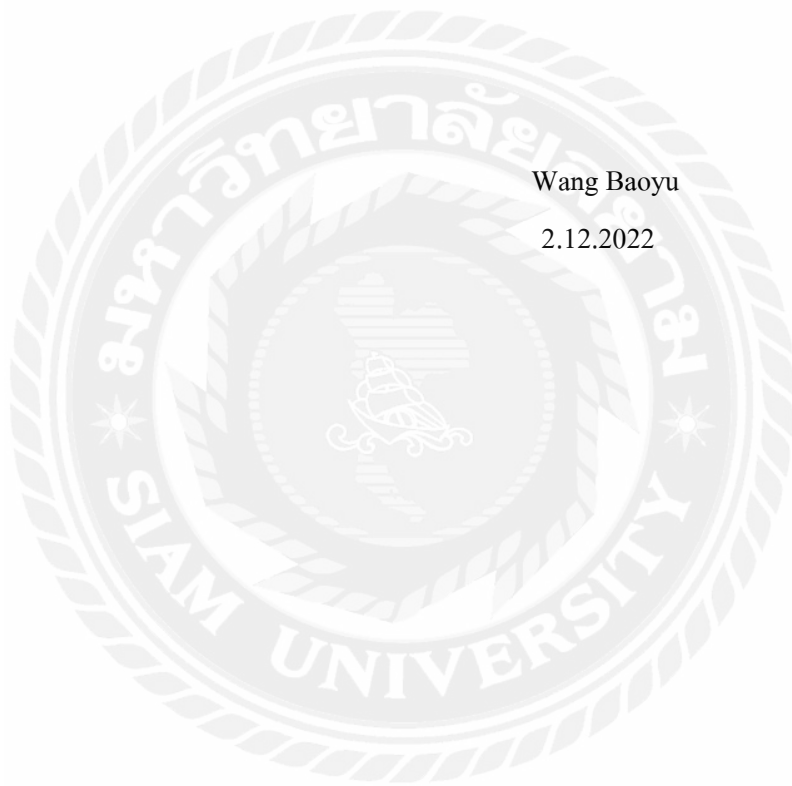
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1. Introduction

1.1 Research Background

After consumerism emerged in the United States at the beginning of the 20th century, it quickly spread to other developed countries and developed greatly. Consumerism matured in the 1960s and 1970s, and by the 1980s consumerism became popular in many developing countries (Celia, 1996). So far, consumerist culture has developed into a global phenomenon. The global expansion of consumerism shows that it has a strong demonstration effect.

Since the 1980s, consumer sociology research has shown many new features. On the one hand, more experts and scholars from different disciplines and fields have devoted themselves to research in this field (Jean, 1999). They come from a variety of disciplines such as philosophy, sociology, history, ethics, anthropology, psychology, behavior, and more. The participation of different disciplines is conducive to examining various aspects of modern consumption from different perspectives. On the other hand, various academic topics, such as neo-Marxism, feminism, postmodernism and semiotics, have been directly or indirectly applied to the study of consumer society, and various research methods are constantly intersecting, which makes the methods of consumer sociology research more diversified (Clark, et al, 2019).

1.2 Research Problems

This paper mainly studies the historical background and formation process of consumerism, and analyzes the reasons for the formation of American consumerism from the aspects of economy, ideology and culture, and the development of mass media. The impact on developing countries represented by China after its formation.

1.3 Objective of the study

Consumerism is a cultural ideal that emerged during a period of intense consumption and development of the welfare state. Through its growing and significant effect on contemporary themes, it aids in the shift from a production society to a consumer society (Mike, 2007). This culture has evolved into a social mechanism that plays a significant role in motivating, supervising, and controlling people's consuming behavior as a result of the expansion of globalization and the new changes in capitalist society. However, consumerism has brought about a severe crisis in terms of

individual survival and the overall worth of society rather than granting people true freedom and enjoyment. (Huang, 2003). By studying the origin of consumerism culture, we can have a clearer understanding of consumerism culture, and provide inspiration and reference for our understanding of contemporary consumerism and capitalist society.

1.4 Scope of the study

This paper will mainly study the following aspects:

- A. manifestation of the initial rise of consumerism-conspicuous consumption, and the initial formation of consumerism.
- B. Discussion on the basic reasons for the formation of consumerism culture: economic prosperity after capital monopoly economic development; further development of hedonism; development of modern media, etc.
- C. Positive and Negative Effects of Consumerism; Implications for Developing Countries.

1.5 Research Significance

Given that consumerism and the way of life it brings have spread to many countries, especially developing countries, with the deepening of globalization, we must pay great attention to its research. The study of consumerism can provide a broad perspective for us to understand the potential ideological domination, complex ethical conflicts and identification of social power in the consumer society, which is important for us to better understand Western countries and even many developing countries (David, 1998). The emerging consumption problems have certain reference significance.

2. Literature Review

2.1 The supporting literature of consumerist theory

2.1.1 Basic understanding

Consumerism was mainly the consumption concept of high society. Consumerism is also a social moral phenomenon that originated from developed western countries. It is the general term for regulating consumer behavior, concepts, emotions, desires and corresponding practical behaviors. Ismail and Panni (2008) believes that consumerist thought refers to consumption as the value and ultimate purpose of life. The purpose of consumption is focused on consumption its symbolic significance. The consumption level is out of actual consumption capacity, and everything can be used for consumption. According to China's research report (2017), consumerism leads to serious alienation of people and self, and the "freedom and comprehensive development of each person" proposed by German thinker Marx is the opposite concept. In "Consumer Society" (1997), Baltricia mentioned that consumerism is a lifestyle, but the purpose of consumption is not to meet the actual needs, but to continuously pursue a satisfaction of the satisfaction of being created and stimulated.

Therefore, according to the definition of Clark et al (2019), consumerism is a kind of values of consumption as the highest purpose of life. The main content and source of happiness of people's lives are shopping and consumption. Consumerism has closely linked the individual consumption behavior with success and status.

2.1.2 Core definition

According to Azevedo et al 's point of view (2020), the impact of consumerism on society is mainly manifested in satisfying people's desires and consumption for consumption. According to Baldricia's point of view, the purpose of consumption is not to satisfy the actual needs, but the satisfaction of constantly pursuing the desire to be manufactured and stimulated. Consumerism takes consumption as the value of life. The purpose of consumption is only to continuously satisfy their own desires and demands. Greed and indulgence are their outstanding performance, resulting in absolute consumption. Azevedo et al (2020) believes that the symbolic symbol value of consumption is too much. In consumer society, it is no longer valuable for goods, but the symbolic value of the product. In this context, the symbolic value hidden in consumer goods is more

consumed. This symbolic value has become a symbol of people showing off their own wealth, status, and identity.

Cheon et al (2021) clearly states that consumerism in modern society should reflect the popularity and equality of consumption. At present, it has entered the era of mass consumption. All products have been marked by yards. Everyone has the same opportunity to consume certain products. This reflects the characteristics of everyone's equality to a certain extent.

2.1.3. General cognition

Regarding the universal definition of "consumerism" (Edwards, 2017), Mike Copeland and Boulianneg and Silia Lu Rui gave a clear explanation in their monographs and postmodernism and post-modernism and consumer culture. Copeland and Boulianne followed Baltricia's judgment on consumer society that the essence of consumerism is a social culture. From the perspective of Copeland and Boulianne (2022), consumption culture and consumption of culture are the specific manifestations of this new cultural form, or cultural phenomena. In the interpretation of Silia Lu Rui, consumer culture is a special form of material culture that appeared in European and American society in the second half of the 20th century. It is a research on the cycle of production and consumption or misappropriation of this related process again. Although Lu Rui pointed out that she was cut in from the college department of material culture and focused on the study of the relationship between people and things, in fact, the two of them were generally the same for the concept of consumerism.

It is worth noting that the research on the "consumer culture" mentioned in the new historical period mentioned by Copeland and Boulianneg (2022) has come out of the economics perspective, but as it is considered by Sundararajan (2019), you need to adopt cross-disciplinary disciplines. The research method combines consumer culture with social history, business history, cultural analysis, human geography, etc. And need to first grasp the transformation of the concept of "consumption".

Regarding the concept of consumerism, Silia Lu Rui Ai (Edwards, 2017) quoted Sterason's statement of transforming items according to their purpose, pointing out that consumption can be regarded as the use or misappropriation of a piece of item. It is usually both consumptions. It is also producing, both destruction and generation, structure, and construction. In this field of perspective,

consumption should no longer be regarded as the second place. From a longer -term historical perspective to review the status of consumerism and the change of concepts, it has developed from the derogatory and restrained attitude of classical political economists to Marxist production and consumption. The development of production decisions, and then developing to subverting traditional economics consumerism is consumption of value, entering the cultural significance consumption. Here is a Baldrice, which summarizes it as symbolic consumption. Many scholars such as Copeland and Boulianne and Jameson have further dug on the basis of Baldrice's understanding logic. The most important thing about consumerism is to highlight the structured principles and symbolic practice of the commodity world.

2.2 The positive impact of consumerism on social development

According to Akenji (2014), objectively, consumerism emphasizes its negative impact in general, and ignores the positive impact it brings to our society. Look at the impact of consumerism with dialectical eyes.

Akenji (2014) pointed out that consumerism has improved people's living standards. Consumption level is one of the important criteria for measuring people's living standards. The continuous satisfaction of material demand will definitely improve our consumption level. Consumerism is that people are attached to material pursuits, thereby promoting people's living standards. In terms of food, clothing, living, cultural entertainment, and medical care, these consumption fields are constantly changing whether they are in towns or rural areas. And this change is just showing that people's living standards have greatly improved. At the same time, according to Bauer et al (2012), consumerism has promoted the development of material civilization in society. Consumerism is a kind of material possession, and the need for material needs

Desire to be satisfied shows up in lifestyle and behavior. Therefore, material civilisation is a development in the material lives of humans, which is mostly seen in the advancement of material production and the economic system. Consumerism's overwhelming need for material goods has caused society as a whole to exhibit socialization and professionalism in the process of producing goods. The strong market rivalry has, in parallel, increased the objective efficiency of material production, raising the degree of development for the entire social material civilisation, according to Bauer et al. (2012). Han and Yoon (2015) from China claim that regardless of whether

consumerism is required or not, it means that there is a greater demand for products, which also means a larger market, which in turn drives the scale expansion of the supply side and encourages the rapid development of related industries. On the one hand, consumerism may help a nation's currency and economy circulate, which helps with resource allocation and, to a certain extent, helps with the expansion and improvement of key industrial chains as well as the long-term, steady growth of the economy. Second, consumption may revitalize the economy, create more jobs across a range of industries, and encourage employment. As said by Kim (2022), with the rapid aging of the global population, some industries (especially the entertainment industry) are facing severe market atrophy. Consumerism can weaken or even prevent the collapse of these specific markets within a relatively long-time span, to prevent the collapse of these specific markets. The state provides valuable time to solve related issues. At the same time, consumerism objectively makes people's material life richer and indeed improve people's living standards.

2.3 The negative impact of consumerism on social development

According to Bauer et al (2012), consumerism means that people use the money to be deposited to buy goods, and they usually buy unwavering products, which will inevitably lead to a reduction in the savings rate, which will lead to weakening the individual's ability to resist crisis resistance, thus further leading to a certain degree of decline in the country's ability to resist the economic crisis. Kim (2022) proposes that consumerism, as a prevalence of social atmosphere, will also lead to many harms. First of all, if a high degree of consumerism affects enough people, it will lead to the utilitarian, impetuosity and loss of some traditional virtues, which will seriously affect the healthy development of the overall values, leading to the backwardness of ideas and the decline in overall happiness. Wait for a series of potential social issues. Secondly, the prevalence of consumerist values may encourage people (especially young people) to carry out a large number of advanced consumptions that exceeds their own ability to repay, which may cause the individual bankruptcy and increase social instability. A series of chain reactions will also increase the possibility of economic turmoil to a certain extent.

Bauer et al (2012) believes that consumerism means that the people with less wealth will give a large number of moneys to the relevant industries, which will eventually increase the wealth in the hands of industry elites with more wealth. This will lead to a more serious Matthew effect,

thereby exacerbating the contradiction between the rich and the poor and class contradictions in the society. From the perspective of Bauer et al (2012), it can be seen that blind consumerism may cause the following two consequences: first, the people at the bottom people have great dissatisfaction with the huge differences between the rich and the poor; For the decline, the influence of capital oligarchs has continued to increase, and the possibility of social towards polarization has increased, which has caused monopoly capitalism to rise to a certain extent, and even the sprouts of Darwinism in society; these two consequences are unbearable.

Therefore, consumerism means that people buy products that exceed their actual needs, and often means waste, which leads to unreasonable consumption of resources. According to Sundararajan (2019), under the objective conditions of the current global resource demand and serious insufficient per capita natural resources, the problem of insufficient future economic development caused by waste of resources will be enlarged. Consumerism has an objective effect on economic development and employment, and the development of the development of developed countries in Europe and the United States in history can also confirm this. The negative effects, controlling consumerism and its consequences are very necessary.

According to Chinese research reports (2017), the increase in a large amount of consumption has made more consumers consume, excessive consumption, and excessively expected their own debt capacity, which is reflected in the advance production of manufacturers through capital circulation. The sharp growth of wealth bubbles has led the government to the government's inability to estimate and effectively control the economic situation.

On the one hand, consumerism allows consumers to abandon a large number of goods that still use value, which leads to infinite expansion of production and infinite obedience to natural resources. Rising, total resource consumption increases, and the stock of the earth is limited, which brings a resource crisis.

In the consumer society, social relations, especially the social relationships in family and groups, are ignored, so in the consumer society, although consumers can get abundant material satisfaction, they do not feel particularly happy. The consumption of consumerism is based on the premise of the disparity between the rich and the poor, the social injustice and the continuation of human beings. It is based on the needs of the survival needs and basic needs of some people and even most people in society. As far as a country is concerned, in a certain level of productivity

development, the total amount of material wealth created by society is limited. Therefore, the consumption of too much rich people must mean that the poor people's consumption is insufficient; The total supply of sex must also be limited. Therefore, excessive consumption of rich countries means insufficient consumption of the poor people; the consumer resources and wealth of contemporary people will inevitably affect the survival conditions of future generations.

According to Sundararajan (2019), Maslow divides the level of human demand into five levels. The alienated consumer society has attributed the purpose of life and the value of human value to material consumption. "Social needs" and "respect for demand", and denying the highest value of people reflects "self-realization", that is, individuals' contributions to society. Therefore, the excessive pursuit of goods and money in consumerism has made people control people themselves. People pay more and more attention to making money and enjoyment. The less you can't find "the true fun of life".

At the same time, educators believes that teenagers, as a special social group, are related to the future development of the country, so consumerism has attracted the attention of their negative influences. The influence of consumerism on adolescents is mainly manifested in five aspects. It is mainly the ideal loss, lack of autonomous consciousness and creativity, loss of personality, the annihilation of criticism, and the morbidity of cultural personality, which eventually leads to the overall defeat of the youth spirit. The social faults of high-income family adolescents and low-income young people in terms of consumption have a certain negative impact on the growth of young people with low-income families, which may cause these people to cross-track behavior and cause harm to society.

3. Findings

3.1 Consumerism boosts the economy

At the beginning of the 20th century, after decades of development, the U.S. economy entered an era of accelerated growth known as Roaring Twenties. During this period, U.S. stock prices rose, the employment rate of workers increased, and living standards improved significantly. Commodities such as radios, washing machines, and cars began to enter the ranks of people's consumer goods on a large scale. As a result, the United States took the lead in entering the consumer society, and American consumers began to try new forms of consumption such as installment

payment and credit purchases. Since then, the United States has opened a new era of consumption. From 1922 to 1929, the United States had entered a period of relatively stable capitalist development. The American economy gradually became mature, and the focus of development gradually shifted from production and commodity accumulation to consumption (Susan J. Matt, 2002)

The formation of consumerism has a powerful impetus to production. The expansion of consumerism stimulates people to continuously pursue luxury goods to show their identity and social status; thus, stimulate consumers' desire to buy, directly drive consumption, and expand the market. At the same time, in order to meet people's growing desire for consumption, it is necessary to continuously expand production, and consumption drives production objectively. Consumerism prevails, which is conducive to balancing the income gap and increasing national taxes. Consumerism reduces wealth and monetary accumulation in the upper classes of society, while it can also provide more employment opportunities for workers in the lower classes of society, thereby helping to balance income gaps. The increase in consumption will inevitably increase the country's tax revenue.

3.2 Consumerism impedes social progress

The concept of consumerism identification mainly believes that it is manifested as high mass consumption in real life, and regards the increasing quantity and variety of goods and services as a sign of higher quality of life, and even the moral responsibility of citizens. In a non-political way, consumerism rationalizes specific values such as personal development, instant gratification, pursuit of change and preference for innovation into individual free choices in daily life in the form of ordinary ethics, customs and culture. They also believe that consumerism is the hero of modern society, that consumers form an integral part of modern society and that consumption becomes an individual's reason for being. The function of consumerism is to continuously strengthen the frequency of desire replacement, improve the level of desire, and thus expand the consumer market. The prevalence of consumerism is conducive to promoting social consumption and driving economic development. Therefore, driven by socio-political and economic forces, consumerism will penetrate into social life with a fiercer momentum. The opposing concept of consumerism is that

consumerism has deviated from the essence of human consumption and become a kind of alienated consumption concept and ideology. It is mainly manifested in three aspects:

(1) Consumerism focuses on physical consumption, light on spiritual consumption. The purpose of consumption should meet the needs of people's survival and development. However, under consumerism, consumption is no longer satisfied with the needs of survival and development, but crazy pursuit of pleasure and enjoyment, especially material enjoyment, thinking that only the richness of material life and the satisfaction of emotional desire are the most important.

(2) Consumerism pays more attention to the symbolic value of commodities than to the use value of commodities. In a consumerist society, consumption is no longer an activity such as eating, wearing, living and walking, but the symbolic meaning it represents. For example, luxury goods are embodied by a person's identity, status, economic strength and satisfaction of vanity.

(3) Consumerism puts emphasis on individual possession and light on natural ecology. Consumption is endless, consumption desire is not fully satisfied and restrained. Consumerism believes that "your consumption determines your existence and value". The more possessions you have, the more you prove your worth, regardless of whether these possessions can bring happiness. Thus, wanton plunder of nature, destruction of nature, so that one day will cause the exhaustion of natural resources.

Therefore, consumerism leads to the deterioration of human living environment and ecological crisis, and brings social instability, especially the crisis of values. Based on literature analysis, it can be found that the harm of consumerism is embodied in three aspects. The first is ecological crisis. By supporting the modern production mode of mass production-mass consumption-mass abandonment, consumerism has led to the global ecological crisis, which is against the sustainable development of human development. Secondly, in terms of social stability, consumerism intensifies the inequity between people and hinders the construction of a harmonious society. At the same time, consumerism makes people become slaves to things, lose the ability to inquire about the meaning and value of life, deny the value of people's spiritual dimension, will lead to spiritual poverty and spiritual emptiness.

In the early stage of consumerism, material shortage, consumerism can promote consumption, promote economic development has certain redeeming points. But with the development of Fordism and the rise of mass consumption, people's attitudes towards consumption

desire and demand have undergone fundamental changes. Consumerism will only lead to the exhaustion of resources, the decline of people's spiritual realm, people feel empty and boring, life meaningless, under the appearance of consumption flashy cannot hide the profound spiritual and cultural crisis.

According to statistics, throughout the 20th century, mankind consumed a total of 2,650 tons of coal, 38 billion tons of steel, 142 billion tons of oil, 480 million tons of copper, and 760 million tons of aluminum. The world's industrialized countries account for 15% of the world's population, but consume 56% of the world's oil, more than 60% of natural gas and more than 50% of important mineral resources. In the United States, where consumerism is most prevalent, 7% of the world's population consumes 35% of the world's resources (Liu Dachun, 2008). The increasing depletion of resources has led to an increasingly serious worldwide resource and energy crisis, which has added to the instability of the world.

At the same time, the prevalence of consumerism has created a sharp contrast between the lives of the upper-class and lower-class people who like to show off luxury. Although the formation of consumerism has promoted economic development and affluent lives to a certain extent, it has also made our lives more materialistic and monotonous. More importantly, consumerism has caused great harm to economic and social development. Consumerism advocates expressing one's unique social status and identity through uncontrolled excessive consumption. The proliferation of such destructive consumption is not conducive to the sustainable development of the economy, causing huge damage to the ecological environment and huge consumption of resources; it will also cause the spiritual emptiness of people who are immersed in material pleasures.

3.3 An overview of consumerism in China under the influence of Western consumerism

After consumerism emerged in the United States in the early 20th century, it quickly spread to other developed countries and developed. In the 1980s, consumerism became popular in developing countries and has since developed into a global phenomenon. The global expansion of consumerism shows that it has a strong demonstration effect.

Belke, the author of *Consumer Culture in the Third World* (Russell ·W ·Belk,1988), said: "Unlike countries such as Europe and North America, before their basic necessities of life were not

well guaranteed, the people of the third world countries were attracted to Indulge in extravagance and waste. This is a precocious consumption culture. The most vivid example of this precocious consumption culture is that people in third world countries prefer to sacrifice the most basic nutrition to pursue superficial extravagance and waste in order to imitate Western countries. In the context of economic globalization, multinational corporations are expanding around the world, and mass media are promoting them around the world. Therefore, consumers in developing countries quickly identify and accept consumerism.

Since many consumers in developing countries do not have enough spending power to practice consumerism, once consumerism is accepted and practiced, it will lead to a lot of consumption that is far from showing economic strength, causing social problems. This situation is also reflected in today's China.

3.3.1 Reasons for the emergence of Chinese consumerism culture

A. Economic reasons

According to China's National Bureau of Statistics, China's total social consumption was US\$261 billion in 1993 and increased to US\$734 billion in 2003. During these ten years, the average annual growth rate of Chinese consumption remained at 7.5%. In China, due to the influence of Western consumerism on traditional concepts, consumers' consumption patterns have presented many new characteristics. Before the Reform and Opening up, China's economic development level was relatively low, and the commodities on the market were limited. The vast majority of Chinese households have limited income and do not have excess spending power. The high consumption of a few wealthy households is limited to bicycles, TV sets and other commodities.

After the reform and opening up, the market economy was established in China, and Chinese society changed from a buyer's market to a seller's market. Economic development has brought about a great abundance of consumer goods, with a sharp increase in the quantity, quality and variety of commodities, providing the entire Chinese society with the material conditions for consumption. People began to pursue the quality and brand of goods, not only through high consumption for pleasure, but also to show their status. On the other hand, with the development of economy, people have higher income, and the improvement of consumption ability makes people's consumption concept change, and people begin to realize their own value through the pursuit of

wealth. The concept of enjoyment, which was not recognized before, became popular, and new consumption methods such as installment payment and credit consumption were gradually accepted by people.

B. Sociocultural reasons

Consumerism appeared in China, not only for economic development, but also for many social reasons. In the context of economic globalization, if capitalism is to develop further, it needs to continuously expand its market and export commodities overseas. The expansion of the market means the expansion of consumption, and with it the expansion of consumerism. After the reform and opening up, consumerism spread rapidly in China with multinational companies entering the Chinese market and media propaganda.

At the same time, with the improvement of living standards and social progress, the Chinese people have more opportunities to contact and communicate with the outside world. According to statistics from the China National Tourism Administration, the number of Chinese outbound tourists has been increasing in the past ten years. In 2018, the number of outbound tourists reached 147 million, and in 2019, it reached 155 million, a year-on-year increase of 3.3% compared to 2018. In the continuous contact and communication with Western countries, the Chinese people's thinking and values have been subtly influenced by Western capitalism, and they have deliberately imitated Western consumption concepts and consumption methods. The popular European and American style in recent years is a manifestation.

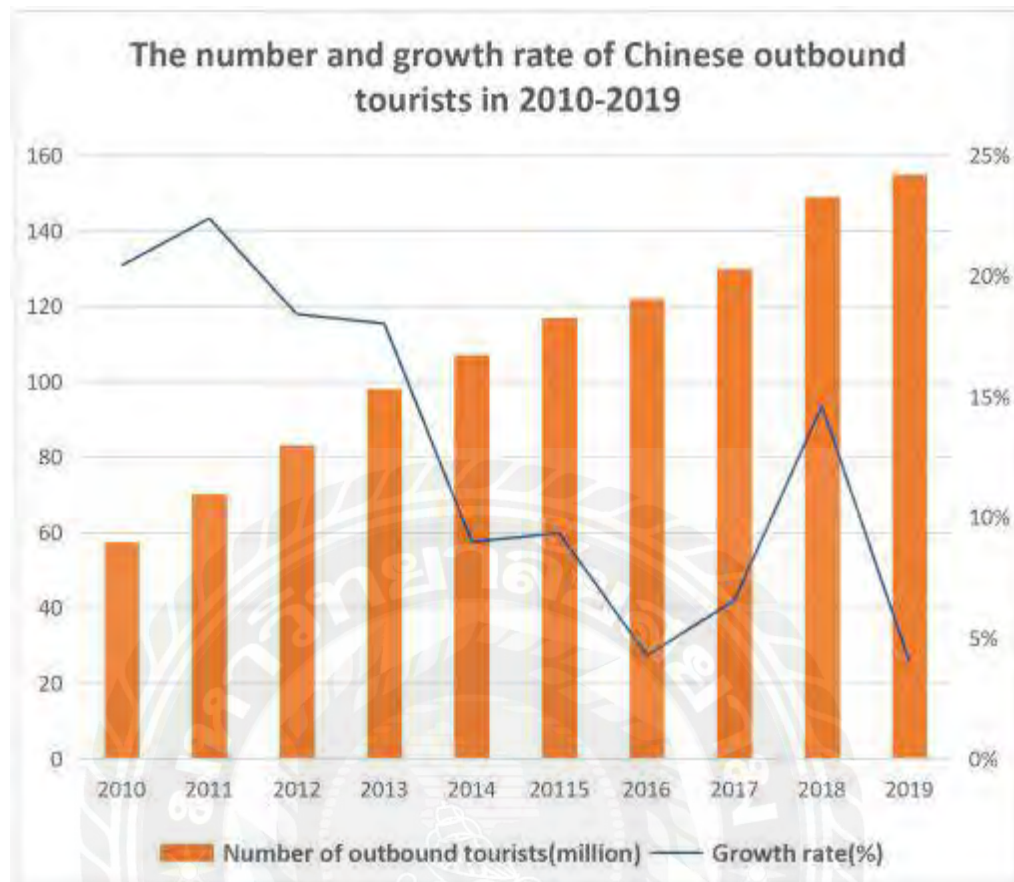


Figure 1 : The number and growth rate of Chinese outbound tourists in 2010-2019

3.3.2 The adverse impact of consumerism on Chinese society

Although China has become the world's second largest economy, it is still in the stage of extensive economic growth. In the process of economic production, resource utilization and secondary utilization are far lower than the world's advanced level. In 2019, China's per capita energy consumption was 3499/kg standard coal, while per capita energy production was only 2843/kg standard. With the popularity of consumerism culture, various negative consumption phenomena also appear constantly. Uncontrolled consumption will inevitably lead to the consumption of resources and serious damage to the ecology. Various ecological damages and ecological crises lead to the deterioration of the living environment of residents. The data shows that nearly 11% of China's animals and plants are included in the key protection list; nearly 29% to 56% of the animals and plants are threatened and need to be focused on.

In addition, in 2020, the per capita GDP (Gross Domestic Product) of the United States is about \$63,593, while China is about \$10,434, less than 20% of the U.S. China's current society is severely polarized, and the low-income population still accounts for the majority. Under the impact of commercial culture, people's consumption desire is stimulated, and at the same time, the mass media continue to publicize and create new demands. Once people's consumption desire does not match the actual consumption ability, it will inevitably lead to dissatisfaction and even hatred of the society at the bottom. This kind of psychological accumulation to a certain extent will lead to social tearing, and may even develop into large-scale social conflicts.

4. Conclusion and Recommendation

4.1 Conclusion

At the end of the 19th century and the beginning of the 20th century, the capitalist countries entered a new stage of the development of monopoly capitalism. Rapid economic development, large-scale production requires large-scale consumption to support. Consumption is the root cause of the prevalence of consumerism. The development of mass media has affected the lives of many Americans. Enterprises can continuously carry out consumption propaganda and public opinion guidance through emerging mass media means, which provides technical conditions for the arrival of the era of mass consumption in the United States. Under the constant offensive of the mass media, American ideology has also begun to change. The "religious impulse" promoting abstinence and asceticism was gradually replaced by the "economic impulse" promoting hedonism. After losing the support and restraint of belief, people's desire for pleasure has been greatly released, which provides the ideological premise for the prevalence of consumerism. At the same time, people's living standards have been greatly improved, their consumption capacity and consumption level have been greatly improved, and people have more choices in commodity consumption, which is the basis for the prevalence of consumerism.

After the rise of consumerism in the United States in the early 20th century, it developed rapidly and spread to other developed countries. After entering the 1980s, consumerism further expanded to many developing countries and became a global phenomenon. The global expansion of consumerism shows that it has a strong demonstration effect. The prevalence of consumerism has indeed driven economic development for a certain period of time. But in the long run, consumerism

will do more harm than good. Consumerism advocates uncontrolled consumption and uncontrolled demand of nature, which will undoubtedly exacerbate the growing problems of resource waste, environmental pollution and ecological damage. In addition, consumerism also causes tension between people, endangers people's physical and mental health, and causes the vulgarization of consumers' spiritual life. Consumerism is more harmful to many developing countries. Once consumerism enters people's minds, it will cause many social problems, causing people (especially many young people) to lose their real economic strength and consume blindly, causing many consumption dislocations and social problems. People should be alert to the expansion of consumerism, resist extravagant waste and unhealthy consumption behaviors, advocate healthy, environmentally friendly and civilized green consumption, and promote sustainable economic and social development.

4.2 Recommendation

First, if we want to get rid of the harm caused by consumerism, we must critically reflect on the process of consumerism and form a new concept of consumption—the establishment of a theory of moderate consumption, which requires the pursuit of symbiosis, harmony and harmony between man and nature in the process of consumption sustainable development. If we want to achieve sustainable and harmonious development of economy, society and nature, we must completely deny consumerism, pursue moderate consumption of dry material wealth, and make the development of human economy and the overall level of consumption in line with the supply capacity of the environment. The growth rate should be limited to the growth that does not exceed the ecological potential, and the principle of not destroying the overall balance of the ecosystem.

Realize, secondly, how consumption is evolving in a balanced way and how people's quality of life is generally improving. The consumerist style of life encourages individuals to accumulate and consume a lot of material riches, but this does not necessarily translate into an improvement in people's quality of life or the achievement of their goals in life. Moderate consumption prioritizes the enhancement of people's quality of life while pursuing a balance between material and spiritual consumption. The concept of quality of life reflects not the amount of material wealth people possess or the satisfaction of their hedonic needs, but the happiness of people's minds, the enrichment of emotions and the improvement of their spiritual realm under the premise of certain material living

conditions. Only by paying attention to spiritual life can people rationally adjust the deformed needs structure of contemporary people, restrain people's irrational and transitional material needs, and liberate people from the enslavement of things.

Third, to truly achieve moderate consumption requires the efforts of the whole society and even the support of the state. The state makes institutional arrangements to transform the economic model of consumerism. At the same time, guide consumers to a cultural level, pay attention to spiritual satisfaction, and at the same time of material consumption, it can limit people's current over-expansion of unreasonable abnormal consumption, and from the holistic perspective of symbiosis, harmony and sustainable development between man and nature, make people's the way of consumption has changed from extravagant consumption to ecological consumption, from quantitative consumption to quality consumption, and from unfair consumption with disparity between the rich and the poor to more humane, relatively balanced and fair consumption. For the survival and development of human beings, and for the long-term interests of the country and individuals, each subject has the responsibility and obligation to make their own contributions and make the greatest efforts to solve these problems.

To truly achieve moderate consumption is not to put forward an idea or abolish an idea. It needs the efforts of the whole society and even the support of the state. The state made institutional arrangements to transform the economic model of consumerism. At the same time, it guides consumers to pay attention to spiritual satisfaction at the level of education. While consuming materials, it can limit people's excessive and excessive abnormal consumption. From the overall perspective of symbiotic harmony and sustainable development between human and nature, people's consumption mode can be transformed from luxury consumption to ecological consumption, and from quantitative consumption to quality consumption. From the disparate consumption of the wealthy and the poor to the more compassionate, fairly balanced, and balanced consumption. Each subject has a duty and responsibility to provide their own contribution and put forth their best effort to address these issues in order to ensure the long-term survival and growth of humanity as well as the long-term interests of the nation and the individual.

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