

EMERGING MANAGEMENT PRACTICES AND CHALLENGES



Editor in Chief
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ROLE OF CONSUMERS IN SUSTAINABLE CONSUMPTION

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ABSTRACT

We are living in a consumer society wherein consumption has become a central feature. The importance of consumption of goods and services is constantly growing in the present times and it has become part and parcel of fabric of modern life. Increased consumption is used as key indicator of economic growth. There is massive expansion in the availability of consumer goods in developed economics over the last fifty years and extensive commercialisation of previously public goods and services. Gradually luxurious consumer goods are becoming everyday necessity. The market propagates the conviction that everything can and should be viewed as a commodity. The goods typical of the present consumer society generate excess and waste.

Key Words: Sustainability, Consumerism.

INTRODUCTION

We are living in a consumer society wherein consumption has become a central feature. The importance of consumption of goods and services is constantly growing in the present times and it has become part and parcel of fabric of modern life. Increased consumption is used as key indicator of economic growth. There is massive expansion in the availability of consumer goods in developed economics over the last fifty years and extensive commercialisation of previously public goods and services. A combination of new technologies, globalization of the economy, development of international trade and global competition have led to vast expansion of variety of goods and services to cater to the needs of the consumers. Gradually luxurious consumer goods are becoming everyday necessity. Consumption as a result has come to play an increasingly important role in people's everyday lives. People are being offered not only what they need but what they desire. The wants are actively becoming needs. The market propagates the conviction that everything can and should be viewed as a commodity. The goods typical of the present consumer society generate excess and waste.