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**THE GLOBALIZATION OF THE OVER-CONSUMPTION MODEL AS A CONFLICT FACTOR OF SOCIAL LIFE AND SOCIAL TENSION**

***Abstract.** The article presents the theoretical sociological investigation the tendency of globalization of the over-consumption model which is interpreted by the author as the specific resource and the causal factor of social conflicts and social tensions.*

***Keywords:** globalization, consumerism, consumerism, over-consumption phenomena, advertising, social conflict, social tension, sociology of consumption*

**Introduction.** The theoretical and practical importance of the theme of this article is explained by the need to create the qualitatively new scientific information data base which could be the adequate reflection of the process of transformation of the consumer behaviour of the people under conditions of the modern economic, political and cultural globalization.

It is known that for scientists who investigate the modern societies the basic research priorities are closely connected with the problems on scientific identification of the sources of social inequality, social conflict and social tension. In the contemporary post-Soviet countries such factors as the reduction of the living standards and of quality of life, deindustrialization, financial instability, wide-spread corruption produce the strong influence on the present state of social relations in different spheres of public life, including the domain of consumption.

It is important to take into account that the newest interpretation of ontological specifics of consumption reflect the research targeting scientists in the interpretation of the integrative potential of this field and its role in the Organization of the social order. The active using in the modern scientific discourse such concepts as "consumer society", "consumerism", "over-consumption" in general sense reflected the controversial and the conflict characteristics of the contemporary practices of consumption.

**The purpose** of this scientific article is to provide theoretical sociological research the trend of globalization of the over-consumption model as a conflict factor of social life and social tensions.

First of all, we have to emphasize that use in modern scientific discourse sociological metaphors such as "consumer society" and "consumerist's society" may well be explained by the process of the global spread and of the massification such social phenomena as consumerism. The study of this phenomena is an important direction in the modern theoretical sociology Some scholars believe that consumerism is the basic and the obvious phenomena of the consumer society. However, it should be stated that the daily use by sociologists, the concept of "consumer society" in metaphorical sense is not quite correct because in the proposed definitions there are not clear reflections of the essential ontological features of this concept. So it is very difficult to understand is the a

consumer society: 1) the universal ontological type of the industrial society as the socio-historical system (N.McKendrick); 2) the specific ontological type as only of the local developed part of the world-capitalism system (E.Fromm, G.Marcuze); 3) the separate new stage of historical development of the global post-industrial (information) societies, where the particular sphere of consumption is dominant (Z.Bauman, J..Baudrillard, G.Debor et al.). The difficulty of a correct answer to these questions, as we believe, is that the social scientists use in their explanatory discourse the arguments which belong to different social sciences and scientific traditions. That is why that the use by sociologists the concept "consumer society" and is derived from this concept the concept of "consumerism" requires a more detailed explanation.

Firstly, consumerism in its ideological dimension is a global ideology propaganda consumer lifestyle. This is why some scientists are inclined to consider the concepts of "consumerism" and "globalization" at synonymous context. Z.Bauman in his book "Consumer life" [1] defines consumerism as a global ideology of consumer life, that is aimed at justifying the consumer lifestyle and mass consumer behavior [1, p. 9-14].

Secondly, it is important to emphasize that the problem of identification of the phenomenal features of consumerism, as have been underlined in our publications [2], in many ways remains unclear. However, in purely pragmatic aspect associated with social reproduction of consumerism a rather obvious fact is: that the important conceptual principles of understanding the essence of consumerism are two components: 1) the model of over-consumption and 2) manipulative influence of advertising.

It should also be stressed that the study of the causes of the global spread of the over-consumption patterns now is at an early stage. This situation can be generally attributed to the fact that professional attention by sociologists to the phenomenon of consumption and to the problem of identification of the consumption models was emerged recently. Obviously, that sociologists based on their own vision on the economic foundations of social life form own conceptual image of consumption as a subject-matter of scientific research. From our point of view a meaningful analysis and synthesis of theoretical and applied research in the sociology of consumption in 60 - 80-ies of XX century, was carried out by Ukrainian sociologist V.Tarasenko, who investigated the foundations of the sociological approach to the studies of consumption [3, s.14-33] . In his book "Sociology of Consumption" (1993) this scholar tried to investigate the consumption phenomena not only as the final result of economic activity (in the system: production - exchange - distribution - consumption), but as well as a complex active-institutional social process which reproduces by different social actors. That is why consumption - is "the process of implementation of the consumer relationship which provides the consumer-actor alone or together with other consumers, as well as servicing and controlling its social institutions in order to satisfy individual or collective needs" [3, p. 62].

This definition seems correct and perspective for the further analysis of the consumption phenomena and of the universal model of consumer behavior. So, M.Lukashevich, M.Tulenkov, Yu.Yakovenko in handbook "Sociology. Foundations of general, special theories" tried to develop V.Tarasenko's the

concept of consumption proposed to include the "sociology of consumption" to such branches of sociological research, the allocation of which has scientific perspective for transformation into the special sociologists middle-range sociological theory. The conceptual foundations of this theory only now formed by sociological community [4, p. 388].

The important scientific problem, as sociologists believe, is the implementation of the identification and justification of qualitative specificity 5 widespread models of consumption, which can be seen in different modern societies and also in the Ukrainian society. Such models are: 1) the model of mass consumption (characterized by social parameters in which the dependence of consumption recorded by a variety of everyday household factors). 2) the model of the traditional (restrictive) consumption (in the model of consumption is important to curb the social ambitions of the status groups that occupy the lowest position in the system of social stratification), 3) the model of the prestigious consumption (consumption of reach of most expensive items as a confirmation of the elite social status or goods prestigious brands); 4) model of the scarce, egalitarian consumption (its formation influenced the political and socio-economic conditions of the majority of totalitarian societies including the former Soviet society, for which was characterized by a chronic shortage of most consumer goods); 5) The model of the balanced (sustainable) consumption (to a certain ideologized model of consumption-looking as a result of recognition of the inability of mankind to achieve the "western" consumption due to the limitations of natural resources of the planet [4, s. 395-399].

Ukrainian scholar I. Nabrusko also emphasizes the importance of the study of consumption models paying attention to buying opportunities and consumer strategies of the various status groups. She argues that the analysis of consumer strategies of Ukraine's population in terms of status allows to distinguish three basic models of consumption. Firstly, it is conformist consumption due to the effect of joining to prestigious groups. The second model - is conspicuous consumption, which is primarily expressed in the purchase of the most expensive goods and services, the number of which is much higher than the actual needs. The third model – traditional (the habitus) consumption, which is the result of a long life, within certain status positions, and which leads to the formation of certain preferences and habits (habitus) [5, s. 373 -376].

Note also that other social scientists drew attention to the importance of identifying "postmodern models of consumption", which would take into account the circumstances of globalization and virtualization of social life and which can be considered as an alternative models to the traditional mass consumption. M.Shulga in his monograph research "Drift to the Margins. Twenty years of Social Change in Ukraine "(2011) points to the importance of studying the specifics of "symbolic consumption" model, which is an expression of a radical qualitative changes in the structure and forms of the consumption process. The scientist stresses; "The beautiful name of "symbolic consumption" hides a more complex phenomenon and not-attractive pleasure of artificially invented needs" [6, s.207]. He emphasizes that "consumerist's society" produces not only goods and services but also made themselves and the needs of people who met the brand consumption. "Symbolic consumption is based on an extensive system of brands

of goods and services. Brand in the consumer society - is a complex social phenomenon, which simultaneously combines myth, fairy tale, a dream and a goal-orientation. It relies not only on the basis of material goods, but also on the imaginations of it in the society or in certain groups it ... The style of life becomes not a specific form of behavior of the personality or his special way of life, it becomes the form of access to certain brands. Individual self-affirmation takes place without using personal qualities - talent and abilities. skills, profession, etc., but with the help of available access to consumption of different symbolic brands": [6, s. 289].

In a society of consumption, its economy and way of life are constructed in such a way as to make people to constantly to buy and to change goods, which has not lost its customer values. That is why the most important technological tool for the implementation of such coercion, according to M. Shulga, is advertising. It is noteworthy that the growing manipulative power of advertising scientist describes as an essential source for new social conflicts and social tensions. "Morality, ideology and knowledge in society replaces advertising consumption. It pursues the human beings everyday... Advertising does not show mercy to you, offering expensive things for you and services at every step, and prove you that your status (but in reality - a purse) could be more solid. Almost compulsory reading advertisements, which replaced the reading of fiction and professional literature, magazines, and newspapers, becomes the sign of our time "[6, s. 269-270].

French sociologist G. Debor in his book "Society of the Spectacle," provides a detailed analysis of the technological instruments which could to attract different consumer groups to externally imposed pseudo values and needs. The scientist says that the modern "consumer society" it is advisable to designate as a "society of the spectacle", because this type of society presents in the form of spectacle the virtual model of over-consumption. So large-scale attraction of people to the "over-consumption" is a destructive social trend which marks a break with the dominant cultural value-imperatives of "real needs". At the same time, in the minds of consumers, according to Debor, disappear cognitive means for differentiation of the "real needs" and pseudo-needs. The universalization of the dominant model of over-consumption transforms consumer behavior into theatrical play. "Pseudo-need imposed by the over-consumption model can not be opposed to a real need or desire, which is formed by society and history "[7, p. 153].

It is important to underline that J. Baudrillard in his well-known book "Consumer society" analyzes the process of global expansion of the over-consumption model as an important consequence of the modernization of capitalists world-system. However, the scientist argues that inherent for the capitalist system focus on the accumulation of wealth and the excessive and wasteful consumption is an expression not only of the specific features of the capitalist order, but also an important manifestation of the general historical trend which have own expressive sociological sense. "All societies have always spent, squandered, wasted and consumed beyond what is necessary because of the simple reason that only in excess of the individual consumption, as well as the society feels not only simply existing, but actually living" [8, p. 67].

Thus, the model of over-consumption model Baudrillard describes as meaningful universal ontological foundation of social order. However, sociologist strongly disagree with the position of many recognized scientists (T. Parsons, J.Gelbreith, D.Riesmen et al.), who believe in a rational arrangement of the capitalist system and the ability of the human itself as a free-agent market relations rational consumer to shape their priorities. The focus of the activity of human postmodern proves scientist, is a process of continuous and generally irrational update their own needs - a process that is carried out in the face of growing socialization influence of advertising as a special kind of "social taming".

The irrationality of the advertising impact on people as the consumers, according to Baudrillard, is to create a social atmosphere of general consumer consensus, which is manifested in stereotyped "over-economical" perceptions of the proposed range of goods and services as a social gift. "The social function of advertising is to reach in the same over-economical space the ideology of gift" [8, s.209]. In the form of gift representational social mission of advertising turns it into an important socio-cultural technology imposing for people excessive pseudo needs. So as communicative technology postmodern advertising cultivates a humble attitude of people to externally imposed economic imperatives of consumption. Such an understanding of the social orientation of postmodern advertising also indicates a significant conflict potential of new advertising practices that are increasingly becoming a source of social tension.

In U.Beck's monograph "Power and Counterpower in the Era of Globalization. New Global Political Economy " the author also indicates the importance of taking into account the circumstances of the global instability of the modern social world:" The world with its inequalities has become a dangerous place also for the rich people in the western metropolises "[9, p.63]. According to the scientist, it is very important to understand the causes of destructive legitimization of existing global inequalities. In the future study of this issue advertising acts as an important element of the modern "mega-game" of world politics, which contributes to the enrichment of the rich countries at the expense of the poor countries.

Z.Bauman rightly points. to the social and human dimension of such advertising "mega-game". He presents some arguments that point that today advertising is the basic technological mean of development of personalized consumption practices. Advertising is a specialized social institution that performs the task of reduction of most social dimension of human life in the process of consumption. On the one side, modern advertising creates new social qualities of individuals - to be free agents globalized consumer market, and on the other side - it is a clear manifestation of socially oriented corporate economic interest, aimed at cultivating among consumers of certain stereotyped models consumer behavior. "In an attempt to achieve such behavior, which is necessary to extend the operation of the global economy, to rely only on freedom, and in its form, which is in the consumer market and is developing in conditions of insecurity caused by the spontaneous action of market forces" [10, s. 153].

**Conclusions:** 1. Today sociologists use in the scientific discourse the concept of "consumer society" in its amorphous sense as a sociological metaphor. This is the cause of ambiguous interpretation and the lack of clear definitions of

basic ontological features of "consumer society" concept. At the same time, the vast majority of social scientists believe that the most important attributive and visual manifestation of the consumer society is consumerism. The process of global reproduction of consumerism as a social phenomenon results as 1) over-consumption model and 2) manipulative social influence of advertising.

2. The study of the causes of the global spread of the over-consumption model is at an early stage. The process of global distribution model of over-consumption is an important social consequence of the modernization of capitalism as a world system. Attributive component of this process is the tendency of strengthening of virtualization of the contemporary the social life which leads to increased manipulative influence of advertising as the modern source of social conflicts and social tensions.

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