

## WHAT IS A CONSUMER SOCIETY

A *consumer* is a person who buys things, and a *consumer society* is a society that encourages people to buy and use goods.<sup>1</sup> Some people think that a consumer society provides people with **better** lives. People in consumer societies tend to live **more comfortably**. They eat a **wider** variety of food. They go to restaurants **more often**. They also buy a lot of products, maybe more than they need.

Products such as TVs, cell phones and computers used to be luxuries.<sup>2</sup> Today people can buy these things **more easily than** ever before. The market for these goods is **growing faster** all the time. Consumer societies encourage people to buy **bigger** and **better** products. For example, "**smarter**" phones come out every year. In a consumer society, people are often buying **newer** and **more advanced** products. This creates a lot of waste. Nowadays, many people are thinking **more seriously** about the effects of consumer societies on the environment, and they are trying to become **more responsible** consumers.

<sup>1</sup> goods: Items that can be bought or sold.

<sup>2</sup> luxuries: Something that is expensive but not necessary.

2. **CHECK**, Read each statement. Circle **T** for true and **F** for false:

- |                                                                |          |          |
|----------------------------------------------------------------|----------|----------|
| 1. Everyone agrees that consumer products improve their lives. | <b>T</b> | <b>F</b> |
| 2. These days, consumer goods are hard and to find.            | <b>T</b> | <b>F</b> |
| 3. Many people want luxury products these days.                | <b>T</b> | <b>F</b> |
| 4. Consumer societies help the environment.                    | <b>T</b> | <b>F</b> |