

NAME: _____

DATE: _____

DIFFERENTIATING CONSUMERISM

Instructions

Classify the characteristics according to the type of consumerism.

Think before you buy (do you need that product?)

It is highly influenced by marketing.

Questions the cultural and ecological background of the product.

Luxuries become necessities.

Power of social transformation.

The center of happiness is material possessions.

Support small shops.

Demand is created where there was none before.

OVERCONSUMPTION

RESPONSIBLE