

Consumerism and the Human Brain

A We are all (1) _____. We all buy and use products and services; that is, we (2) _____. The word comes from the Latin consumere, which means “to use up, to waste or destroy.” Most of us don’t think of ourselves as wasteful or destructive, but the world (3) _____ is based on consumerism. Today, people worldwide have greater (4) _____ than ever before to a huge variety of products and, often, to dozens of brands of the same product. What makes us decide to buy Brand A instead of Brand B when the two (5) _____ are really (6) _____? Why do we buy things that we don’t actually need?

The answer lies in marketing – the advertising and selling of products. Successful marketers use their knowledge of psychology and, increasingly, of recent studies of the human brain to persuade us to (7) _____ more and more.

