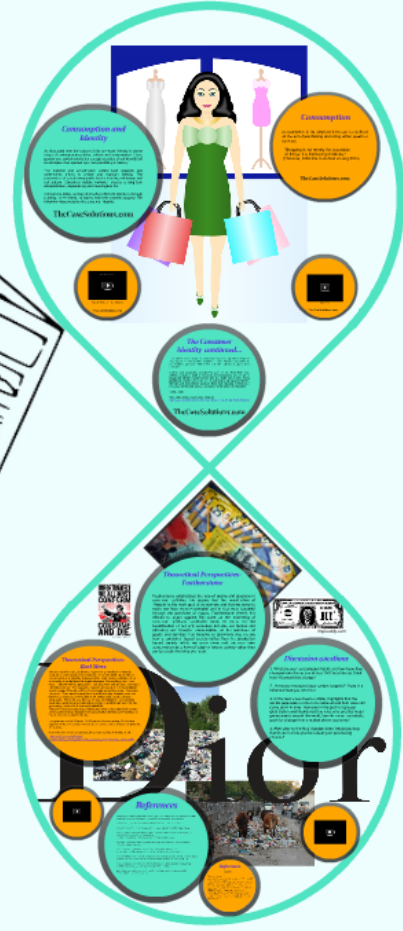# Wiphold (A): Beyond Labor And Consumption (Abridged) Case Solution

Week 11- Consumption

Caitlyn Tessier, Deb Walker, Vinnie Tuhega, Rachel Taylor

CONFORME

CONSUME

(Pixabay.com n.d.)

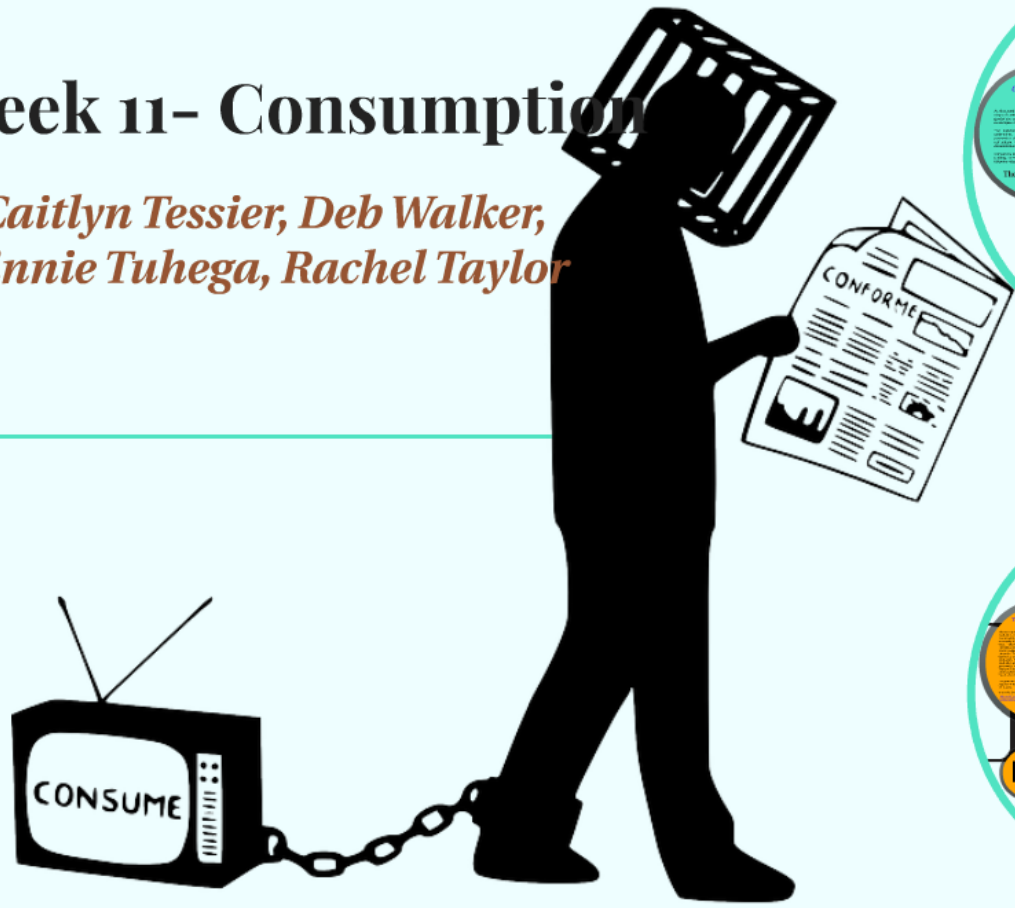**TheCaseSolutions.com**

Wiphold (A): Beyond Labor And Consumption (Abridged) Case Solution

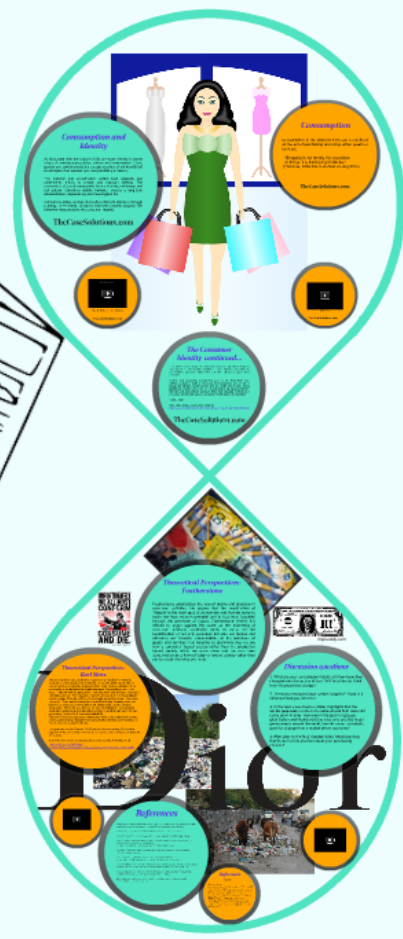## Week 11- Consumption

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Consumption

Consumption in its simplest form can be defined as the act of purchasing and using either goods or services.

"Shopping is not merely the acquisition of things: it is the buying of identity." (Clammer, 1992:195 in Gabriel & Lang 2006)

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Consumption and Identity

As discussed over the course of this semester, identity is centre stage of contemporary politics, culture and consumption. Class, gender and sexual orientation occupy a portion of our identity but consumption has opened up a new possibility of identity.

The material and consumption culture both supports and undermines efforts to create and maintain identity. The possession of goods temporarily boosts identity, self-image and self-esteem. Consumer culture however, creates a long-term dissatisfaction, dependency and meaningless life.

Consumers today can buy themselves different identities through clothing, home wares, hairstyles and even cosmetic surgery. The following video explains the consumer lifestyle:

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The Story of Stuff (2007) – Ch.5: Consumption.

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The Consumer Identity continued...

This creates a real concern for consumers - how can they afford the goods they require to maintain their identities? Further, Western consumers do not establish profound relationships with the majority of goods they consume.

Children and adolescents are growing up in an era where their likes, dislikes, choices of clothing, hairstyles and possessions are all tied to image and identity and determines who they make friends with. Young people are targeted consumers as they are continuously trying on different identities and consumerism facilitates these ever changing identities in a way class, gender and race cannot. Consumer identities are disposable!

Media Article:

Your Lifestyle has Already Been Designed
http://www.raptitude.com/2010/07/your-lifestyle-has-already-been-designed

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(Man, 2012)

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