Consumerism
ccw
Definition

- The process of Consuming
- The utilization of economic goods in the satisfaction of wants or in the process of production resulting chiefly in their destruction, deterioration, or transformation.

Worldview Definition

- Starts with a relative good – CONSUMPTION – and makes it the absolute good.
  - Finding fulfillment by accumulating wealth
  - Our needs can be satisfied by what we consume
  - The more we use, the more we are satisfied
  - Consumerism is a secular religion (Wilkens & Sanford, 55)
Key Convistional Beliefs on Consumerism

- “Accumulating and using things brings fulfillment” (45)
  - “We attach meaning to objects we own” (46).
- Money is power
- John D. Rockefeller
  - When asked how much money is enough…”Just a little bit more” (48).
Key Convistional Beliefs on Consumerism

- Both rich and poor can play the consumerism game
The Good in Consumerism

- “Human beings have needs that are directly addressed by consumption” (51).
- “I determine how to use my resources”
- “Consumerism promotes competition and new ideas” (52).
Problems with Consumerism

- Money is Deceptive: “If all you own is a hammer, everything starts to look like a nail.” Abraham Maslow (53).

- Suppression: “It is hard to avoid the conclusion that inequalities in wealth create situations where people are reduced to commodities” (54).
Problems with Consumerism

- Bad theology: God does not equal Money
- Perverts Values: “If those who once valued the spiritual power available from God can eventually exchange it for monetary power, we should understand the process by which this occurs” (55).
Problems with Consumerism

- We want to be in the driver seat:
  - “Consumerism is unrealistic about the extent of our power” (56).
  - “Consumerism’s drive to control things forgets that we are not the ultimate source or owners of what we have” (56).
- Forgets the ultimate reality of death.
Works Cited
