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The New Consumption Patterns

By Jonathon Hardcastle

Contemporary economic models present the typical consumer as deliberative and highly

forward-looking, not subject to impulsive behavior. Shopping for a product or a service is seen as an information-gathering exercise in which the buyers look for the best possible deal for products and/or services they have decided to purchase. Consumption choices represent optimizing within an environment of deliberation, control, and long-term planning. Whether such a picture is accurate it would be news (and news of a very bad sort) to a whole industry of advertisers, marketers, and consultants whose research on consumer behavior tells a very different story. Indeed, their findings are difficult to reconcile with the picture of the consumer as highly deliberative and purposive.

Serious empirical investigations suggest that these assumptions do not adequately describe a wide range of consumer behaviors. The simple rational-economic model is reasonable for predicting some fraction of choice behavior for some class of goods –apples versus oranges, milk versus orange juice– but it is inadequate when we are led to more consequential issues like consumption versus leisure, technological products with high symbolic content, fashion, consumer credit, and so on. In particular, it exaggerates how rational, informed, and consistent people are; it overstates their independence. Moreover it fails to address the pressures that consumerism imposes on individuals with respect to available choices and the consequences of various consumption decisions. By researching and understanding those pressures, one may well arrive at very different conclusions about politics and policy.

Corporations know that having a product available where target customers can buy it is essential to their business success. >From the introduction of commerce to today's immense information exchange, markets have always been the primary focus of any sound business plan. That is because markets provide the necessary fuels for any industry to evolve. By consuming a variety of resources and products and having moved beyond basic needs to include luxury items and technological innovations to try to improve efficiency, today's consumers have created another type of consumer trend; consuming for the sake of consumption.

Such consumption beyond minimal and basic needs is not necessarily a bad thing in and of itself, as throughout history we have always sought to find ways to make our lives a bit easier to live. However,

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increasingly, there are important issues around consumerism and consumption that need to be understood as they are at the core of many, if not most societies. The impacts of current consumption, positive and negative are very significant to all aspects of our lives, as well as our planet. But equally important to bear in mind in discussing consumption patterns is the underlying system that promotes certain types of consumption and not other types.

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Are you looking for Free Crochet Patterns?

By Mike Yeager

If you are in the market for sewing patterns, crochet patterns or quilt patterns you can find them online! Did you know that there are many websites that not only instruct individuals on the techniques of sewing, in all its forms, but that help supply you with the supplies you need? Advice can be found online and so can free patterns!

Are you interested in free cross–stitch patterns? How about free quilt patterns? Maybe you want are looking for crochet ponchos patterns? Maybe you would be interested in free knitting patterns? Whatever you are looking for, you can find it online! There are many that will offer advice to your questions. There are some that sell patterns and some that will tell you where to get them for free! Yes, free. Interested?

To find a website that offers these patterns for free, locate your favorite search engine. An engine like Google or Yahoo will work. Let us say you are looking for free knitting patterns. Type in "free knitting patterns" or just "knitting patterns" in your search box and go! You will undoubtedly receive a bunch of different places to choose from. Browse the list. You may be able to find places that you can go to download the patterns onto your computer to print off later. Forums are places you can join, mostly free of charge, and get to know fellow craftsmen. You will be able to ask questions and get advice. Also, you will get to meet people doing the same things you are. Maybe you will be able to answer their questions! These are great places to find information.

If you don't know what project you want to start, paging through the countless pages on websites will

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give you many, many options. You will see things you never thought of yourself. You may decide to make something that would look great on your couch or maybe a nice quilt for your friends that are visiting a cabin this winter.

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