The Impact of Technology on Consumerism

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Abstract
E-commerce is shifting the way people purchase their goods and services and affecting the relationship between technology and society. Consequently, traditional retailers, aware of the inevitable change, have developed strategies to keep up with the continuously evolving marketplace. These strategies vary from creating virtual stores (i.e., websites) and developing digital social networks to data mining and spamming.

Therefore, from a historical point of view, this thesis will analyze the impact of technology on commerce and how the creation of new virtual marketplaces had affected consumers' behavior. This thesis will explore the origins of e-commerce, the technologies that made possible its development, and who are some of the most influential entrepreneurs in the online retail business. Further, I will analyze how data mining has affected society's notion of personal information and privacy.

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He consumerism is a phenomenon that arises in the twentieth century, which is characterized by the massive acquisition of goods that are not indispensable for the development of being. The need to acquire products or access certain resources that do not represent a priority, has unleashed this problem of consumption, which brings some consequences to the environment. The origin of the word consumerism comes from the Latin "consumerere". Its meaning is associated with destruction and expense. The modern society has adopted this scheme and its impact generates an imbalance in the environment. Consumerism – beyond advertising Advertising is just the tip of the iceberg. There are many other influences in modern society that promote the ‘values’ of consumerism. To get a sense of these influences, imagine yourself as the recipient of ‘mental inputs’, the messages that enter your brain from the outside world. They could include the opinions of your friends, images from TV news programmes, advertisements on the internet and things you have learned from books or your education.