

## CULTURE OF CONSUMPTION AS A WAY OF FULL LIFE (КУЛЬТУРА СПОЖИВАННЯ ЯК СПОСІБ ЖИТТЯ)

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*Однією з основ сучасної цивілізації стала ідеологія споживання. У цій праці визначено породжені нею морально-соціальні наслідки.*

Culture of consumption, that characteristic for the state with plan economy, and culture of consumption in a country with the market oriented economy are base on diametrically opposite principles.

In modern Ukraine the mechanisms of market self-regulation work to a full degree not as early as all industries, but the method of consumption answers a market type already. The base operates for forming of new culture of consumption principle: possibility of free consumer choice within the limits of present resources. Such transition was accompanied by the protracted economic crisis, hyperinflation, falling of standard of living of population, forms the specific phenomena in the field of a consumption. His basis are three main constituents: traditions, forming of new economic and social reality, expansion.

Culture of consumption in modern Ukraine is pied: the standards of traditional culture closely interlaced with the elements of western; norms and values of market culture of consumption abut upon the inheritance of soviet times. Forming of the integral system of consumer culture is possible only in the conditions of the developed economic system. Therefore to examine an economy as effective factor it is possible two-plane: firstly, from the point of view of prospect – the future culture of consumption will answer a market economy; secondly, from the point of view of modern moment. For majority of population the factor of price availability of commodity became qualificatory at a purchase. Therefore at mass level the state of culture of consumption is determined by the lack of money resources in a population.

Thus, the degree of readiness to the changes and perception of realities of market economy substantially differentiates among the different age-related and social groups of population. However a generation that was formed in the epoch of changes has the opportunity consciously to choose the that line of behavior, that will assist forming of culture of consumption.