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INTERRELATION BETWEEN PRODUCTION AND CONSUMPTION IN CONTEXT OF MASS CONSUMER SOCIETY THEORIES

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Research methodology. The results are obtained on the basis of historic-chronological approach through the analysis of evolution of historians' viewpoints on the interconnection between production and consumption, and methodological approaches used in the research are defined. Abstraction helped in determining the cause of replacement of the dominant position of consumer by the producer. With the method of general and specific, the essential differences in conceptual approaches to «consumer society» are defined in the works by representatives of different directions of economic science.

Results. On the basis of study and critical analysis of theoretical and methodological fundamentals of the institutional theory by T. Veblen and J. K. Gelbreit, sociological concept by J. Bodriar and non-Marxist approach by E. Fromm and G. Markuze it is established that consumption in the course of social evolution is increasingly becoming the consequence of social logic of differentiation, as well as creates a new social phenomenon – «consumer society».

The main characteristic features of consumer society are defined, in particular: demonstrative and prestige nature of consumption, exaggerated desire of the consumer to possess goods that make him seem more significant in the eyes of others rather than to meet primary needs; symbolic power over the consumer.

It is revealed that the transformation of relationships between the consumer and the producer in the modern world, on the one hand, has resulted from the influence of social environment on the person and his consciousness of social environment, and, on the other hand, the power of the producer that increased with the evolution of the market system.

Novelty. The main cause of formation and exaggerated development of consumer society in Ukraine is revealed, in particular: domination of economic power in all spheres of social life, as well as deterioration of the society spirituality resulting in the inability of creating new higher values, leaving its consciousness open and available for filling with primitive values of mass culture.

Practical value. The results of the research can be used to develop the directions of state policy aimed at the regulation of the market power, as well as deep reforms in spiritual sphere.

Keywords: production, consumption, production-consumption interrelation, consumer society, consumerism, spirituality, spiritual sphere.

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