



Tüketim Olgusunun Değişimi ve Sosyal İlişkiler Üzerindeki Etkisi

Change of Consumption Concept and Its Effect on Social Relations

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ARTICLE INFO

Submitted: 20. 02. 2023
Revision Requested: 09. 03. 2023
Final Revision Received: 09. 03. 2023
Accepted: 24. 03. 2023
Published Online: 15. 04. 2023

Keywords:

Consumption Relations
Change
Capitalism
Consumption Society
Consumption Culture

ABSTRACT

The aim of this study is to examine the change in the historical process, the effects of traditional social structures and the consumption relations, change processes and social relations in capitalist society structures called modern, starting from the social aspects of the consumption phenomenon. Consumption is a concept that emerged with humanity. For this reason, it has important effects on the shaping and changing of social relations. As a matter of fact, in the historical process, from primitive societies called hunters and gatherers to today's capitalist societies, it is seen that the thought and means of consumption have been constantly changed and developed. Similarly, as consumption relations become more complex, social relations have been evolved into more complex social structures and forms of thought. However, consumption concept, which was perceived as negative in the previous periods, has started to gain new meanings with the capitalist system. Consumption relations have been more visible than ever before, and have begun to be effective. Thus, the concept of consumer society, which was shaped within the framework of the consumption culture that was ignored in the previous periods, has been started to be discussed. As a matter of fact, in this form of thought, which appears as a consumer society, consumption has wrapped abstract chains in the minds of individuals with its cultural tools and ideological apparatus that sanctify it, and has created a new type of slavery that lives for consumption, shapes their lives accordingly, and finds freedom in consumption.

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Kaynak Gösterimi/ Citing This Article: Alp, A. ve Bayhan, M. (2023). Tüketim olgusunun değişimi ve sosyal ilişkiler üzerindeki etkisi. *Sosyolojik Bağlam Dergisi*, 4(1), 80-90. doi:10.52108/2757-5942.4.1.6