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THE SUBJECTIVITY OF CONSUMERISM AND ITS INVOLVEMENT IN THE ENVIRONMENTAL IMPACT

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ABSTRACT

The present study aims to analyze the behavior of the consumer through actions of impacts on the environment, caused by the consumerism of the society. We conducted a survey in the literature pertaining to the subject, to approach a case study. It is an exploratory, descriptive research, where it is used as an instrument for data collection, a semistructured questionnaire, having as a sample 100 inhabitants of the city of Cajazeiras-PB, who freely and willingly agreed to participate in the study. After the compilation of data concludes that, in spite of the studied population to be aware that the exaggerated consumerism caused irreparable damage to the environment, change of attitudes, and the adoption of practices considered sustainable actions are distant, why cannot perceive themselves as subjects transformers, do not fall into an ecologically correct behavioral posture. The loss of the diversity of soil and its biodiversity, causing desertification in the region and the pollution of soil, water and the atmosphere, are some of the impacts caused by the exaggerated consumption of the population. Therefore, it is clear that lack of commitment and responsibility of the studied population, to mitigate changes in consumption upon the impacts suffered by the environment.

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INTRODUCTION

The environment has gone through several transformations caused by anthropic action, where its preservation is of great importance, this is a sinequa non condition for the existence of all ecosystems. However through the current economic model, based on consumption, the increase of material flow, where all the time appear different marketing actions for the induction of consumption going to take part in a subjective way of context, such as social status. The exacerbated increase of consumerism has caused irreparable damage to an entire ecosystem, which required an awareness for a change of behavior, that is, if the act of consumption meets the needs of the present without prejudice to the future

possibilities of existence, this discussion is complex, but inevitable, as an attempt in reducing the harmful effects of bad use of natural resources, which are used for the purposes of consumption in the production process, this is new pipelines of behavior, a social equity more fully the real context. In this way, the importance in the paradigm shift, with measures to reverse this framework, modifying the attitudes of society and the government, seeks an ecologically correct life and a balanced environment. The natural environment can be defined as the one composed by natural resources, this is everything that is not found in nature. Brazil has an extensive territory, rich in natural resources and grandiose in biodiversity, however, with the emergence of industries from the industrial revolution, led to problems, exacerbated by the extraction of natural resources, which has lasting and kindling

until the current days, Guiddens (2016). Before the above the preservation of environmental resources becomes an arduous task, the sine qua non for the survival of humanity, especially when linked to a culture of consumerism exaggerated and unconscious. For this reason, you need an awareness toward the preservation of the natural environment as a fundamental part for the survival of biodiversity on the planet. This work proposes a review of consumer behavior through actions of impacts on the environment, caused by consumerism of society in the city of Cajazeiras. In this way, it will be necessary to demonstrate that the consumerism is one of the leading factors for the status changes of the ecosystem, as well as present as the environmental policies of control are applied in the city and analyze the consequences of consumerism for the region as a whole. The issue is so would be that as the Golbal Footprint Network (GFN) 2019, until the end of 2019, if mankind to keep the pace of consumption, the same will be consumed 1.7 of the resources of the planet Earth, and who in 2030 will need two planets Earth to meet the level of demand for natural resources. This means that the resources used for the maintenance of survival as water, mining, oil extraction, the consumption of animals, the planting of food with soil depletion, among others, will enter into "negative credit" for humanity. Within this context it is necessary to have an awareness of the development of a sustainable society, for it is necessary that both the consumer and the producer are in tune with the WHO recommends the policies of environmental regulations. With this, this research will contribute to the creation of a society ever more sustainable, as well as helping future research in respect to environmental impacts.

MATERIALS AND METHODS

This chapter will be presented in a clear and detailed, all procedures for the preparation of this research, providing a better understanding of the same. Being a research with intellectual and practical purpose that contributes to further studies on the subject, of great relevance in the academic context, as well as the resolution of problems will provide obtained with same. It was done a review of consumer behavior through actions of impacts on the environment, caused by the consumerism of the society of the city of Pompeii, a survey of the exploratory, descriptive, opinion publishes a case study that used the quantitative and qualitative method in the compilation and analysis of data. With standardized technique for data collection was used a semistructured questionnaire, author of own researcher. The sample was performed in the city of Cajazeiras which is located in the Sertão of Paraiba – Brazil, with a population of 58,446 inhabitants (IBGE 2010). The questionnaire was applied to 100 persons randomly chosen motivated by the concordance and generosity of participants, who agreed to participate in the research of spontaneous free will, by answering the questionnaire that was applied in the second half of 2019, in the neighborhood of the city of Cajazeiras, in the days of free fair to acknowledge that this is a place of convergence of inhabitants, where the criterion used for the inclusion of participant shall be of legal age and be in concordance and accessibility of research objectives and free and spontaneous will, and for exclusion was to be under age and did not agree to participate in the research. At the end of the collection, these data were gathered and interpreted by means of Excel 2007 software. And their respective results displayed in tables and graphs for easy viewing and

understanding of themselves, highlighting the various strands assumed.

RESULTS AND DISCUSSION

The subjects in this study are from a sample of 100 people who in the days of free fair, respectively on Saturdays, were at the center of the city of Cajazeiras in the Sertão of Paraiba, who answered a structured questionnaire, where in the first part there were questions of demographic and socioeconomic character in the second stage of the character of the theme of research of public opinion about the impacts suffered in the environment through consumerism exacerbated the consumed.

Socio Demographic Aspect

Table 1. Socio demographic data with the distribution of the participants by: gender, age, marital status and your monthly income

Variables	Absolute References (unit)	References Relating
Genre		
Literacy	68	68%
Male	32	32%
Age Range		
Sailing 25 18	28	28%
Sailing 35 26	43	43%
Sailing 45 36	25	25%
Sailing 55 46	4	4%
Marital Status		
Beds (a)	37	37%
Married (a)	45	45%
Divorced (a)	18	18%
Monthly Income		
1 to 2 minimum wages	83	83%
2 to 4 minimum wages	15	15%
4 to 6 minimum wages	2	2%
Total	100	100%

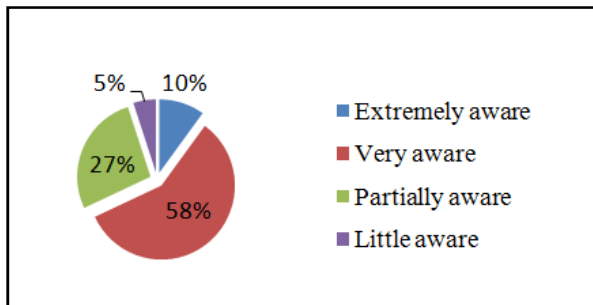
Source: Prepared by the author, 2020.

In this way we can realize the majority is of feminine gender among the interviewees being 68%. Most of the interviewees have aged 26 to 35 years of age, a sample of 43% regarding marital status 45% are married. In the income a significant percentage of 83% of those who receive from 1 to 2 minimum wages. Economic and cultural aspect associated with the demographic question influences and accelerates the pace of deterioration of environmental resources. Fact is extremely important, because from the data obtained with the results demographic partner has already concluded that are women, married, between 26 to 35 years are those that have a higher rate of consumption, be they the possession by the supply of homes (CHIAVENATO 2010). Before the above, the quantity of solid waste produced by populations has relationship not only with the level of wealth, reflected in the economic capacity to consume, but also with the values and habits of life, determining the degree of willingness to the achievement of consumption (BRAZILIAN ASSOCIATION OF PUBLIC CLEANING COMPANIES AND SPECIAL WASTE, 2008).

Refente the Thematic Data

After knowing demographically each subject, they were submitted questions related to the subject aiming to understand its behavior in relation to the theme. By analyzing the data obtained, we can say that 58% of consumers say be aware in relation to consumer, 10% actually has an extreme concern at the time of consumption, however there is still a vulnerable

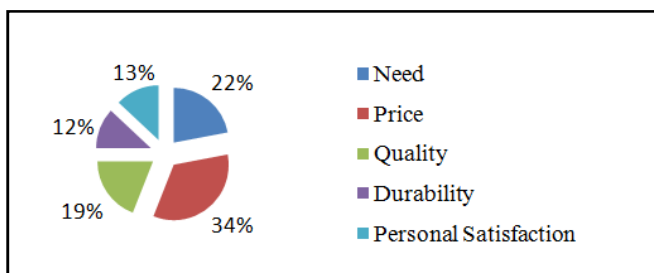
portion as the act of consuming in a conscious way, i.e., not concerned with the consequence of an exaggerated consumption, where, in the survey shows that 27% more 5% say they do not have any consciousness about the same, or even only partially, not worrying with the skid that consumption exacerbated because in the environment.



Source: Prepared by the author, 2020.

Graph 1. The consumer is aware in the act of consumption

The act of consuming must be increasingly aware and ruled in the vision of protection of the environment. Consumption can no longer be seen as a matter strictly economic responsibility of the market or dependent on government regulation. It is a matter of the whole society and only the adoption of a new way of life in society can give an account of the challenges posed by the current capitalism (BARBER, 2009).

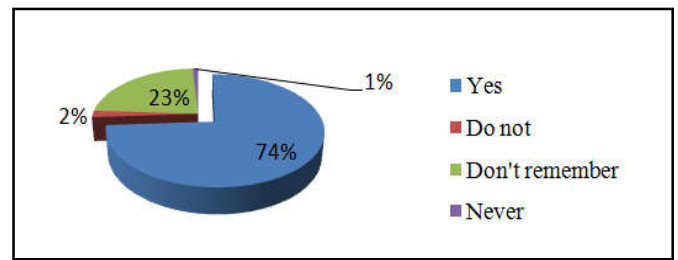


Source: Prepared by the author, 2020.

Graph 2. The consumer takes into account at the time of purchase a product

Before the graph 02, we can conclude that when purchasing a product the price makes all the difference to the buying decision, 34% of the sample stated that this factor is preponderant for choice in consumption, followed by item of necessity, 22%, and the quality of the product with 19%. It is worth emphasizing that only 12% took into account the durability of the product on which should have a greater importance avoiding the rapid disposal to the environment and 13% said that to consume which takes into account is the personal satisfaction.

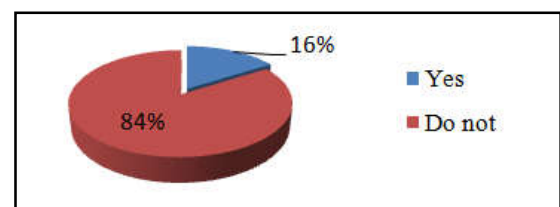
Consumer behavior has been the target of several studies, in reason of its importance for Marketing as a tool supplier of resources for actions in the attraction of the client to the consumption of the product. In recent years the marketing has expanded its power of influence, involving the most diverse publics, Cobra (2007) these stimuli exploit typical aspects of the universe of the young, leaving aside the concern with the environment, in the induction by consumption, leading a society to the Alarmism of consumption by the consumption and not for consumption by the need that portrayed just 22%.



Source: Prepared by the author, 2020.

Chart 3. Purchased product is not necessary, then highlighted

Chart 03 shows a high degree of destruction to the environment through the disposal of products, where 74% of the interviewees reported having already purchased a product in which there was the need of consumption and soon the discarded in the environment, compared with only 1% says have never done this practice. Reality demonstrated above and worrying, because this is a very common practice by the percentage displayed, harming the ecosystem, visas that discard entails the accumulation of waste and consequently irreversible damage to nature. Before the first industrial revolution the garbage produced in homes was composed primarily of organic matter, so it was easy to eliminate them, it was enough to bury, in addition, the cities were smaller and the number of people restricted (SANTOS, 2010). The development model in which we live, is causing changes in the environment. These changes are related mainly to the increase of the population, encouraging and lifting of consumption, globalisation and technological innovations. These innovations have emerged from the first industrial revolution in the 18th century and its global dispersion which triggered in large negative impacts to the environment, by means of anthropogenic actions. The incentive and the elevation of the consumption pointed out by the author above causes an imbalance in the ecosystems destroying whole life systems.

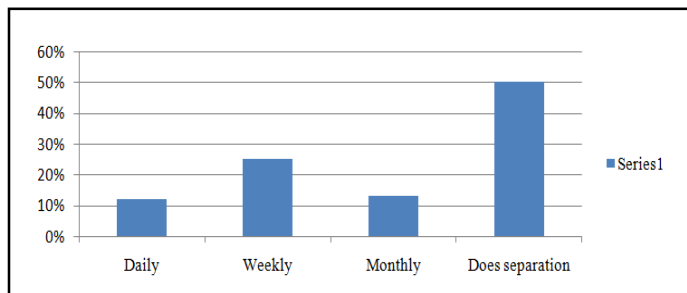


Source: Prepared by the author, 2020.

Chart 4. Products consumed in their day-to-day that not essential

With these data, we can perceive that the majority 84% stated that not all products consumed in the day-to-day are essential, it is understood that the consumer is aware of the erroneous way that induces the act of purchase, but ends up being influenced by other factors, such as the wish, status, price, esteem, among others, which leads to acquire a good or service that is not their need. As Baumann (2008), consumption seems to be something trivial, even trivial, that occurs in the activities we do every day, but as characteristic of contemporary society, consumerism produces worrying impacts on the natural and built environment, causing climate change, depleting natural resources, in particular the raw materials and energy. Therefore, it is necessary to think in a sustainable consumption, which involves a set of practices related to the acquisition of products and services that aim to reduce or even eliminate the impacts to the environment. It is positive attitudes that preserve natural resources, maintaining the

ecological balance on our planet and that only through awareness, the subjects had a change of attitude.



Source: Prepared by the author, 2020.

Chart 5. Frequency with which consumers separating the garbage for recycling

The practice of separating waste as an environmentally correct policy, is not dwell among the interviewed subjects, where half of the interviewees (50%) makes no recycling, against 12% who performs daily this separation, as the argument many respondents stated that the municipality itself does not have the selective collection. Recycling is a resource recovery system designed for the re-use of waste, transforming them again in substances and materials useful to society, which can be called a secondary matter. Recycling is currently a practice that has been developing in first world countries. Already in the least developed countries is performed rudimentary way, little rational and disorganized and already in other regions there is the practice (SANTOS, 2010).

Table 2. Actions in reducing the consumption of water

No interviewees	Eating Habits	%
13	Reuse of water for washing clothes	13%
19	Do not use hoses for washing sidewalks	19%
9	Storage of water from rain	9%
24	Keep taps closed when not using	24%
6	Shorter baths	6%
29	Did not describe any response	29%

Source: Prepared by the author, 2020.

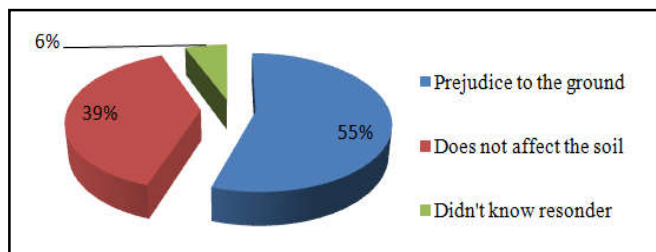
The rational use of water is one of the most important consumption to be observed and the fight to your waste, is today a worldwide concern. The problems associated with water are related to its geographical distribution uneven, the disorderly growth of the population and the misuse of the feature. Studies conducted by the International Institute for Management of Water (IWMI, 2000) estimated that around 1/3 of the world population will experience extreme effects of water shortages by the year 2025. It was observed that the subjects, have a concern with the consumption of water by the awareness that is already being done by various public and private bodies, given the scarcity of water existing in the region of the SertãoParaíba, but this awareness needs to be intensified in order to achieve a change of attitude in 29% who have not understood the cry of the planet.

Table 3. Practices in the use of energy conscious

No interviewees	Eating Habits	%
11	Uses solar energy	11
45	Make the most of the light of day	45
33	The apparatus of taken off when not using	33
11	Did not describe any practice	11

Source: Prepared by the author, 2020.

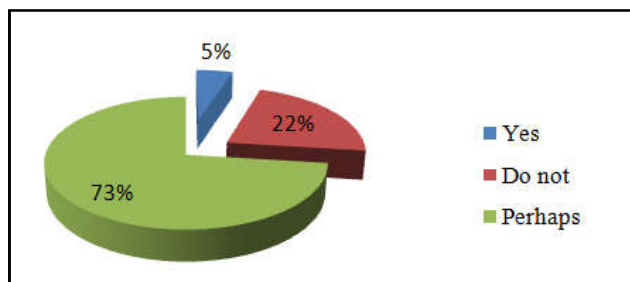
The concern with the reduction of consumption and the rational use of energy has increased in recent years mainly due to two factors: the changes in the structure of the Brazilian electrical sector and concern to reduce environmental impacts with the construction new sources of energy, this is gradually changing the culture of the population by adhering to conscious actions in the use of energy (MANUAL OF EDUCATION IDEC 2005). Displayed that only 11% do not use of strategies for the reduction of energy consumption, the other everyone has a concern in adopting actions in the minimum use of this resource.



Source: Prepared by the author, 2020.

Chart 6. Opinion on the burning and its effects on the ground

Soil burning is an old practice in the region, however, still very much used in the local rural properties to clean the surface of the earth and preparing it for a new planting. However, using the fire with this purpose does not bring benefits and, yes, damage both to the soil as well as to natural resources, having as a consequence in production. The burning cause the withdrawal of important resources such as nitrogen, potassium and phosphorus, which are fundamental for the development of the plants. It is common to identify the use of burned out on the ground by producers who have fewer financial resources and appropriate machinery for cleaning, taking as alarming the fact even 39% more 6% do not have this sustainable awareness, causing the ground to the desertification of the same. Whereas the city of Pompeii, the process of desertification reaches 99.09% of the region, being 63.46% in high level of desertification (PAE-PB, 2011), this is the loss of soil fertility and its biodiversity, having as main characteristic the burned.

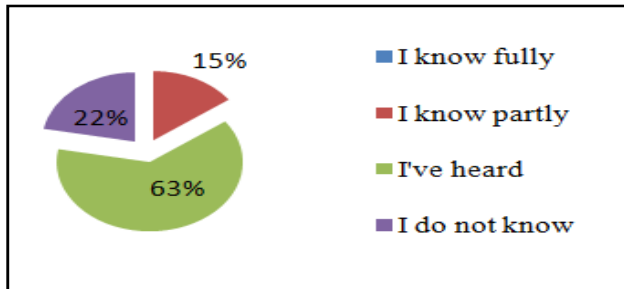


Source: Prepared by the author, 2020

Chart 7. Consumers able to renounce the consumption, due to the damage on the environment

Oliveira (2011) proposes some tips apply to day-to-day to consume with responsibility, rethinking the consumption as a model of life, to consume less and better: Recycle; investigate origins of products; be voluntary; valorize cooperatives and local trade; use public transport, cycling or walking; save electricity and water; choosing environmentally friendly products, medicines and dangerous substances; protect the green areas, public and private; extend all the good practices to work and the company. In the citation of the author

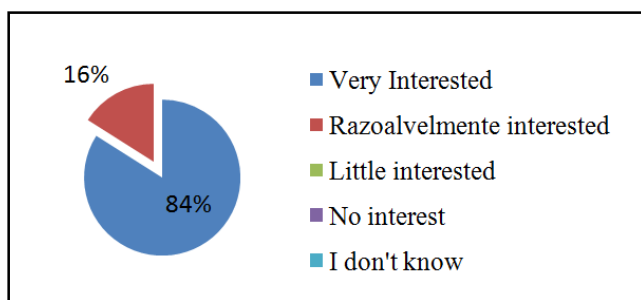
mentioned above, indicates a change of attitudes to sustainable behavior, we on the other hand a disastrous outcome, since 22% stated that it would not change the attitude in face of the certainty of being consumed a product that causes damage to the environment, this is worrying, because even aware of the posture has not changed. As Boff (2009), this whole issue has its form egocentric and selfish the way the human being to deal with the natural resources of the environment in which they live not worrying with the depletion and environmental degradation. Also in accordance with Boff, Cavalcante, Silva and Lima (2016) affirms that there are many environmental impacts caused by the anthropic actions that is destroying the environment, caused the pollution of soil, water and atmosphere.



Source: Prepared by the author, 2020

Chart 8. Understanding on the municipal environmental policies adopted

Highlighting the results none of the interviewees said knowing in totality, in this way, nobody knew how to describe actions of local measures, which is worrying. Barbieri (2006) defines environmental policies as a set of guidelines, objectives and instruments of action that the government uses to produce undesirable effects on the environment, but when the population is unaware of the significance of the environmental public policy, it becomes more difficult to the fulfilment of people's supervision, that is, a people has no consciousness of their role in the community.

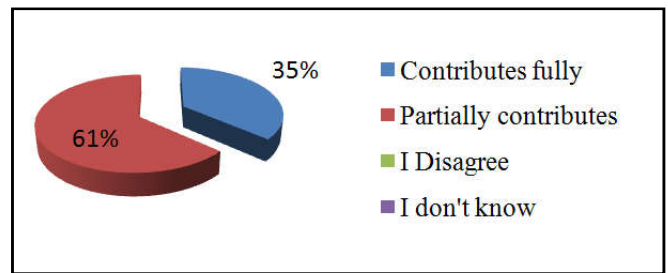


Source: Prepared by the author, 2020

Chart 09. Interest in matters related to the environment

84% of the participant has much interest with the subject related to environment, as well divergent from the presented in chart 8, where there is little interest of the population in the public environmental policies of your municipality, or even the result presented in chart 7, where the participant would consume a product when the same harms the environment, also observed in contradiction of Calgaro, And giron in your quote below. Second Calgaro and Giron (2006), each day there is a growing preference of consumers that have ecological awareness and environmental responsibility in saying that people end up preferring to acquire environmentally correct

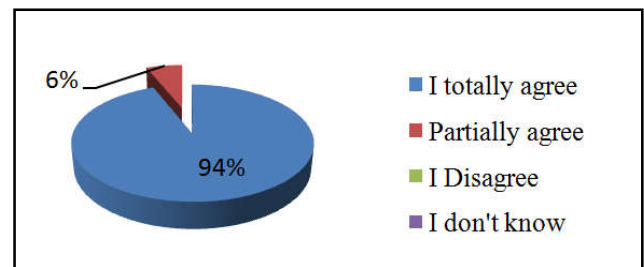
products, i.e. products recyclable or biodegradable, this is very important for society.



Source: Prepared by the author, 2020

Chart 10. The relationship of consumerism with the environment

We can conclude that 61%, the majority of respondents stated that the consumerism contributes in part to the impacts on ecosystems and 37% contributes fully, i.e. people aware, but with several ridges in the stimulus for change in behavior regarding the consumption. Holthausen (2006) affirms that the globalisation, the shortening of distances, technology, appearance and development of advertising and marketing, were some of the factors that allowed the advances of capitalist ideals and dissemination of products from happening in the world market.



Source: Prepared by the author, 2020.

Chart 11. Scarcity of natural resources as reality to measures adopted ecologically correct for the maintenance of the future

As shown in the chart above all public agrees that the scarcity of natural resources is a reality and that if not adopted ecologically correct measures they may end up in a near future, 94% agree completely with this statement and 6% agree partially. Natural resources are finite. They renew themselves as they are respected the biological cycles of regeneration. Environmental education is the basis that awareness about this reality. Making the human being to feel a part of nature, use sustainable consumption, including the environment as a system in which we live, depends on it (PANAROTTO, 2008).

Final Considerations

The purpose of this study was to analyze the behavior of the consumer in the city of Cajazeiras-PB, located in the Sertão of Paraíba, through actions of impacts on the environment, caused by consumerism society, demonstrating that the consumerism is one of the leading factors for the changes in the ecosystem, showing how the environmental policies of control are applied in the city and analyzing the consequences of consumerism to the region. After cataloging and analyzing the survey data, it can be concluded that, in spite of the population cajazeirense affirm their knowledge and their concern with the problems related to the environment, i.e., the same is aware that the exaggerated consumerism caused irreparable damage to the environment destroying diverse

ecosystems, however, changes in attitudes and adoption of practices considered sustainable, many times, are insignificant actions for the population, not being able to perceive themselves as subjects transformers do not fall in an ecologically correct behavioral posture. To analyze the environmental policies implemented in the city, it was observed that the majority of participants surveyed are unaware of such policies and actions practiced as: selective collection and recycling of water and the conscious use energy, are carried out in a very shy and who still has a lot to be done to bring an environmentally correct social responsibility of the population. In this way, it is necessary to promote an awareness of these individuals, for a better control of the act of consumption, so that they experience effectively practices and solutions that will minimize the environmental impacts, whether through corrective action of environmental policies of control, through penalties and fines, or even by the efforts in understanding of each individual citizen. The unbridled consumption has caused a series of environmental problems, such as losing the diversity of soil and its biodiversity, which has been highlighted the occurrence of desertification in the region and the pollution of soil, water and the atmosphere. Therefore, it is clear that lack of commitment and responsibility of the studied population, to mitigate changes in consumption upon the impacts suffered by the environment, causing the gradual degradation of soil, water and the atmosphere.

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