

Consumerism is a phenomenon that appeared from the very beginning of industrialization. That was a in result of high supplies and demands in the emerging cities and changes in citizens' lifestyle. It has been developed in to different manners. In the present decade new variables such as media play a role on-in its prevalence. For instance, American Youngsters are in favor of social Medias compared to rather than Europeans. The more popular social Medias are popular in a society, the more consumerism is developed in it. this is derived by-from the economic policies of the medias as their most important source of income is advertisement .consequently, the advertisingement has a subliminal effect on media users' mind to choose the aimed product. On the other hand, show off is a conduct that is mostly presented by the social Medias. Most of Youngsters try to wear in the a-same fashion that is trendyed and they try to intimate the superstars's life style. As a result, The abovementioned causes lead to consumerism.

From the economic point of view, consumerism doesn't cost us as much as it cost Americans. for developing countries but it has the same effects as .-As the citizens of low income countries allocate the big portion of their budget for shopping and they neglect other important needs such as leisure, education and creativity. It is obvious that expenses of consumerism is-are much higher for developing countries as we pay more than an American to buy a fashion wear. Therefore, consumerism costs much more than it may have-for low income countries despite its prevalence.

As a conclusion, it-iswe are supposed to focus on this phenomenon from a/the cultural aspect. Citizenship Training like telling talking about the importance of entertainment rather than show off is a useful strategy to manage the phenomenon in an appropriate way.