

Consumer culture in the 19th century essays example

[Business](#), [Marketing](#)



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Consumer culture is a trend that emerged in the middle 19th century. This is a trend by consumers purchasing items in larger quantities. Researchers in consumer trends attributed this mode of purchasing to the rise in the use of media and advertisements. This period saw a rise in advertisements through different types of media, which became the best way to target potential customers. Researchers also noted the important role that women played in the rise of consumerism. This paper presents the history of consumer culture and the major components in the rise of consumer culture during the 19th century.

The Use of Media in Advertising

In the periods presiding the 19th century, businesses had their ways of advertising products to the public and introducing new products into the market. A period had come when similar products were being produced, and the only way to make each product appear different lied in advertising. Billboards and colorful newspaper segments emerged as the best way to advertise products. Businesses would place the image of the product they

wanted to advertise to capture the mind of the consumer. In the stores, consumers preferred products that they had seen before; they felt familiar with the product.

The Rise of Advertising Language

Women's role in the rise of consumer culture

Women too played an important role in the rise of consumer culture. Women form the backbone of the household and are major determinants of what a household will purchase. The sales and advertisement approach was centered on women as they carried the decision on what to purchase as a household. Businesspersons would book their advertisements to run at the break of a cooking show to capture the audience of women. Convincing a woman to buy a product ensured that many households would buy the product.

The Shopping Craze

After advertisements through media had taken the center stage in product promotion consumer culture was on the rise. Women developed the "shopping craze", where shopping became a leisure activity. Anytime was shopping time, advertising had captured the minds of consumers. People rushed to the stores to purchase products which had been introduced in the market shortly. People also purchased products, which they had no experience using due to the advertising effect. This presented an important stage in the rise of consumer culture.

The Rise of Consumer Activists

As the rise of consumer culture took center stage in the economy, the need to form consumer groups emerged. Consumer groups were formed to fight for the rights of consumers. Consumer groups also played the role of providing consumers with information and protecting consumers from producers of faulty products. These streamlined different industries ensure that they focused on produced consumer friendly products.