

Analysis paper

[History](#)



Insert due A Consumers' Republic Analysis The individual consumer became a target of the politicians towards the end of the twentieth century and extended to the significant part of the twenty-first century (Cohen 345). Commitment to address the issues affecting the individual consumer led to the politicizing of the consumer issues. This was found to be effective in strategizing for means to gain power. Unions that were involved in consumer protection observed that millions of the American population were victims of defraud (Cohen 347). This followed the claim that the marketplace was full of unsafe food for consumption by humans as well as shoddy products. Consequently, in the pursuit to deal with defraud, there was the need for the consumer protection agency. In addition, improved product warranties were also a necessity at this time. Closely associated with the issue of products warrant improvement was ensuring that there was no fault insurance. Besides the major changes that were being advocated for seeking to protect the consumer, there were other fundamental but rather minor changes that were to be addressed. Meat inspection was needed to ensure that people consumed safe food. Truth in lending, as well as packaging, was to be ensured as part of a means to ensure consumer protection. Auto safety and improvement of the workers' living standards were also to be addressed by the consumer protection agency. Unions' commitment to the notion of organization was a means of getting to power. Activities associated with the commitments of the unions such as their important roles that they played in the government legislation as well as protection of workers were a strategic route to power. Well, this strategy was a success and it favored most of the candidates who championed for the consumerism agenda in his/her manifesto such as President Kennedy,

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Johnson and Nixon (Cohen 352). Thus, consumer politics, which include more such as the socialism, cooperatives, self-sufficiency, anti-consumption as well among others, are associated with political success (Cohen 359).

As much as the unions had self-centered interests of power, they contributed substantially to ensuring that consumers were provided with safe and quality products. Thus, children could no longer be fed on low nutrition foods or play with poor quality toys. There was more integrity in the labor market as well as with the processing of genuine products. Transparency was enhanced which could be seen in the truth in labeling and packaging (Cohen 352). The obvious tenacity that was profoundly established in the advertising world was well dealt with by the consumer protection agency.

Consumers from low-income households benefited profoundly too from the consumerism movement. The government's intervention to ensure that low-income people were not exploited in the product market was a major benefit to them as it eliminated the discrimination that existed in the marketplace. Remedies were provided to this effect to make sure that even in the face of profound social unrest that the disadvantaged would have fair access to mass consumption (Cohen 357).

This paragraph contains questions/issues that warrant discussion in class. The employment of consumer unions as a strategic route to power was successful due to the big population of adherents who were associated with these unions. Championing a consumerism agenda was chiefly for its rank and file. Championing a consumerism agenda was more concerned with the broadening of its base of support not only to workers but also to all American consumers than its rank and file.

Work Cited

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Cohen, Lizabeth. *A Consumers Republic: The Politics of Mass Consumption in Postwar America*. New York: Knopf, 2003. Print.