

Climate Change and Consumerism: New Dimension of Understanding

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ABSTRACT:

Climate change is a global issue with enormous localized effects. It is the biggest challenge of 21st century which needs urgent attention and importance. Human activities are altering natural climatic system 170 times more as compared with natural factors according to a new research. Human consumerism is greatly responsible for climate change. Consumerism is an economic and cultural ideology that encourages the acquisition of goods and services. It is a belief that both personal happiness and economic prosperity stem from consumption, primarily of material goods. It is estimated that 1.7 billion people around the world belong to the consumer class who are able to purchase non-essential goods like expensive cars, fancy jewellery, big houses and much more. Household consumerism is responsible for an estimated 60% of global greenhouse gas emissions and between 50% and 80% of total land resource and water use. The manufacturing of everyday goods is responsible for 20% of carbon dioxide emissions and 35% of global electricity use. So consumerism is directly linked to causing drastic changes in the climate. One of the most powerful shifts to a more sustainable world lies in our everyday choices. Simple decisions such as not buying the latest gadget, choosing mass transport means or reusing bottles or plastic can help mitigate climate change.