

About Shoes and Consumer Behavior



So ... these are all my shoes. Fortunately, I couldn't divide them into two piles, because none of them I only used once in a while. The slippers by Puma are the shoes I wear the most at home. I'm wearing them right in the moment, by the way. Those above in the picture are my shoes for doing sports. Those ones in the right I wear every time when I'm going out (for a walk/in public etc.); so this pair is my allrounder. Those in the left/at the bottom with the white stripe in the middle I usually wear in winter when it's cold outside.

There is no pair of shoes in my house I wore only a few times; it's the opposite, because I try to use them as long as I can. Often, people underestimate me in this regard, but I am more environmentally conscious than they think. Therefore, it is harder for me to justify why people consume so much these days. Maybe the reasons are advertising strategies and social

pressures. The same applies in school/in the job: Many people in our society want to demonstrate at least a certain minimum level of consumption if they do not want to become a complete outsider or isolated. In some cases, you are even "forced", for examples by peer pressure (even if you don't want to own a smartphone, for example, a lot of communication in the group is via WhatsApp).

A comment by A.R. Laurenz Partheymüller.

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