



**SOCIAL NOVELTIES
AND
SOCIAL SCIENCES**

№ 3 (5) / 2021

CONSUMER SOCIETY: AT THE THRESHOLD OF CHANGE

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O.V. Bolshakova, PhD (Hist. Sci.)

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Founder:

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CONTENTS

Introducing the issue	4
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THE SPACE OF DISCOURSE

<i>Ivanovskiy Boris</i> Advantages and risks of consumption in the digital age (Review)	7
<i>Kodaneva Svetlana</i> Prospects for sustainable development: transition to low-carbon energy	26
<i>Korovnikova Natalia</i> Changes in consumer behavior during COVID-19 pandemic (Review)	42

POINT OF VIEW

<i>Bolshakova Olga</i> Pursuing a mission or providing a service? Medical profession in the consumer society	54
<i>Petushkova Vlada</i> Commercialization of Olympic equestrian sport in Russia	85
<i>Semeko Galina</i> Consumer lending in the modern consumer society: growth and consequences	103
<i>Soldunov Andrey, Lexina Antonina</i> Universal human values as a criterion for evaluating the activities of transnational companies	123

PROFESSIONAL OPINION

<i>Polozhikhina Maria</i> Marketing and consumer society: a review of a collective monograph «Consumer Engineering, 1920s–1970s: Marketing between Expert Planning and Consumer Responsiveness» / ed. by J. Logemann, G. Cross, I. Köhler.	133
<i>Yadova Maiya, Yakimova Ekaterina</i> Tourism as a mass consumption phenomenon: new trends and prospects. Rec. ad op.: Consumer Tribes in Tourism: Contemporary Perspectives on Special-Interest Tourism / Ed. by Ch. Pforr, R. Dowling, M. Volgger.	156

INTRODUCING THE ISSUE

This second thematic issue of our journal, devoted to the consumer society, continues to examine various aspects of this worldwide phenomenon. The main focus is on today's realities and global trends, allowing us to conclude that today's consumer society is “on the threshold of change”. At the same time, much attention is paid to Russia, which, as our authors rightly emphasize, has long belonged to this category of societies. It is only logical that almost all of them in one way or another mentioned or explicitly addressed the COVID-19 pandemic situation, the impact of which on consumption and its patterns can hardly be overestimated.

The first section of the journal, “The Space of Discourse”, contains materials that focus on contemporary trends in consumption due to new realities. In particular, Boris Ivanovsky’s review “Advantages and Risks of Consumption in the Digital Age” examines the expansion of digital products and services consumption, which has been accelerated significantly in the situation of the COVID-19 pandemic. The author focuses on unresolved problems such as determining the profitability of the digital economy and assessing its benefits to consumers. Appropriate techniques, as shown in the review, are still under development. At the same time, the danger and even harm, real and potential, inflicted on society and the environment by the digital economy have been analyzed in depth enough by world scholarship.

The topic of conscious consumption, which received a deep consideration in the previous issue of the journal, is touched upon in the article by Svetlana Kodaneva “Prospects for Sustainable Development: The Transition to Low-Carbon Energy”. Its focus is the formation of less resource-intensive, sustainable consumption that can reduce the negative anthropogenic impact on the planet's ecosystem, namely, “green energy”. The author examines in detail the technological possibilities of such a transition (solar and wind generation, batteries, and hydrogen energy), assessing the potential of different countries in this regard, dwelling separately on the accelerating effect of the COVID-19 pandemic on the energy transition process. Natalia Korovnikova's review is devoted to the direct influence of the pandemic on consumption patterns. It notes the strengthening of the tendency to conscious consumption in this situation, analyzes the contribution of the psychological component to the changes taking place, with special attention to Generation Z (“zoomers”), which was somehow the “vanguard” of changes in consumption habits in the context of COVID-19.

The “Viewpoint” section opens with an article by Olga Bolshakova, “Pursuing a Mission or Providing a Service? The Medical Profession in a Consumer Society”. Using the history of the medical profession in

the United States, where the trends of commercialization and consumerism are most pronounced, the author examines the problem of the crisis of profession as a social institution and the factors that lead to deprofessionalization. The subject of commercialization is continued to be examined in the article by Vlada Petushkova, devoted to equestrian sport in Russia, its history and present day situation. Equestrian sport, one of the five most expensive sports disciplines, inevitably underwent commercialization after the removal of the state from this sphere in post-Soviet Russia. The author shows its pros and cons, stressing that unequivocal conclusions are not possible here.

The article by Galina Semeko gives a detailed analysis of consumer lending in Russia, which has long turned into a typical “consumer society”. Examining the types of consumer credit, including microloans, and the factors of its expansion, the author assesses the problems and risks leading to a debt-based consumption model. Separately, she dwells on the situation of the pandemic, which has had a “sobering” effect on many.

Ethics in its relationship with economics was the subject of the article by Andrey Soldunov and Antonina Leksina “Universal human values as a criterion for evaluating the activities of transnational companies”. The authors suggest using basic ethical categories, such as justice, human rights, freedom, etc., to evaluate the activities of transnational corporations. As an instrument of influence they propose to use the practice of the so-called cancel culture, but without specifying the mechanisms of its application.

The third section “Professional opinion” contains two reviews that introduce two exceptionally interesting and informative books. The first one, a review by Maria Polozikhina, presents the reader with a collection from the Worlds of Consumption series being published by the University of Heidelberg in English. It represents the developments in marketing in Europe and America in the 1920s and 1970s, a period marked by the application of the practices of so-called consumer engineering. Of particular interest are the author's reflections on the fate of marketing in Soviet and post-Soviet Russia as well as on the problems and prospects of its study.

Maiya Yadova and Ekaterina Yakimova's review “Tourism as a mass consumption phenomenon: new trends and prospects” gives an idea of specialized tourism, which the authors analyze in the framework of the concept of “neotribalism”. The focus of foreign sociologists is on “consumer tribes” of tourists, who are united by their interest in certain places and events. The review quite rightly emphasizes the transitional nature of the current situation, where the process of segmentation of the tourist market is already capturing the virtual space. At the same time, the book provides useful material for social forecasting, in this case - in the field of tourism and tourism services market. In many respects, the goal of this issue coincides with these tasks: to acquaint social scientists with new trends in the development of the consumer society, as well as with the methods of their study.

Olga Bolshakova

THE SPACE OF DISCOURSE

ADVANTAGES AND RISKS OF CONSUMPTION IN THE DIGITAL AGE (Review)

Ivanovskiy Boris

PhD in economics, leading researcher, The Department of Economics at the Institute of Scientific Information for Social Sciences of the Russian Academy of Sciences (INION RAN), Moscow, Russia

Abstract. The review examines the influence of digital technologies on consumption indicators and the interrelationship between digitalization and the dynamics of consumer income. The negative consequences of growing demand for digital products and services, especially during the COVID-19 pandemic, are analysed.

Keywords: digitalization of consumption; consumer income; risks of digital consumption; pandemic COVID-19.

For citation: Ivanovskiy B.G. Advantages and risks of consumption in the digital age (Review) // Social Novelties and Social Sciences. – Moscow: INION RAN, 2021. – № 3. – P. 7-25.

URL: <https://sns-journal.ru/ru/archive/>

DOI: 10.31249/snsn/2021.03.01

**PROSPECTS OF SUSTAINABLE DEVELOPMENT:
TRANSITION TO LOW-CARBON ENERGY (ARTICLE)**

Kodaneva Svetlana

PhD (Law. Sci.), Leading Researcher, The Department of Legal Studies, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (ISISS RAS), (Moscow, Russia)

Abstract. Since the middle of the twentieth century, the concept of consumer society based on the overproduction and overconsumption of consumer goods has become widespread. Intensive industrial development destroys the Earth's ecosystems and leads to dangerous climate changes. One of the main mechanisms for reducing the negative anthropogenic impact on the environment is the formation of models of sustainable, i.e. less resource-intensive consumption. The article analyzes one of the aspects of sustainable consumption associated with structural changes in the balance of energy consumption: the gradual move from hydrocarbons to “green” energy. The key technologies underlying the transition to a low-carbon economy are considered, as well as the potential of different countries to develop these technologies.

Keywords: energy transition; carbon-free economy; green energy; hydrogen energy; COVID-19 pandemic.

For citation: Kodaneva S.I. Prospects for sustainable development: transition to low-carbon energy // Social novelties and Social sciences. – Moscow: INION RAN, 2021. – № 3. – P. 26-41.

URL: <https://sns-journal.ru/ru/archive/>

DOI: 10.31249/snsn/2021.03.02

CHANGES IN CONSUMER BEHAVIOUR DURING COVID-19 PANDEMIC (Review)

Korovnikova Natalia

PhD (Polit. Sci.), Senior Researcher, Department of Economics, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (INION RAN), Moscow, Russia.

Abstract. The article discusses changes in consumer preferences of the population in the context of the COVID-19 pandemic. A positive trend of responsible consumption is discussed. Noticeable patterns of social adaptation and consumption among generation Z are listed.

Keywords: consumption; responsible consumption; generation Z; pandemic COVID-19.

For citation: Korovnikova N.A. Consumption changes in pandemic COVID-19 context // Social Novelties and Social Sciences. – Moscow : INION RAN, 2021. – N 3. – P. 42-53.

URL: <https://sns-journal.ru/ru/archive/>

DOI: 10.31249/snsn/2021.03.03

POINT OF VIEW

PURSUING A MISSION OR PROVIDING A SERVICE? MEDICAL PROFESSION IN THE CONSUMER SOCIETY

Bolshakova Olga

PhD (Hist. Sci.), Leading Researcher at the Department of History, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (Moscow, Russia)

Abstract. The article traces the history of the medical profession during the twentieth century and its transformation under the influence of commercialization and the development of consumerism culture in the USA. The conflict between professional ethics and the market values introduced to health care by the ideas of neoliberalism is discussed. The study emphasizes close connection between the processes of standardization, bureaucratization, and the practice of consumerism in health care, which reduce professional autonomy of healthcare providers and contribute to deprofessionalization.

Key words: history of medicine, the U.S., medical professionalism, commercialization of health care, medical consumerism, managed care, patient-oriented care, patients-consumers.

For citation: Bolshakova O.V. Pursuing a mission or providing a service? Medical profession in the consumer society // Social Novelties and Social Sciences. – 2021, N 3, P. 54-84.

URL: <https://sns-journal.ru/ru/archive/>

DOI: 10.31249/snsn/2021.03.04

COMMERCIALIZATION OF OLYMPIC EQUESTRIAN SPORT IN RUSSIA

Petushkova Vlada

PhD in Economics, researcher, The Department of Economics at the Institute of Scientific Information for Social Sciences of the Russian Academy of Sciences (INION RAN), leading specialist, Radiation Biophysics and Ecology Group, Federal Research center for Chemical Physics, RAS, Moscow, Russia

Abstract: Basic Olympic principles and commerce have gone a long way from complete incompatibility to the successful coexistence. Equestrian sport can be considered a good model for examining the process of commercialization that has permeated sports in Russia in the last few decades, as it is one of the five most expensive Olympic disciplines.

Key words: Olympic sports; equestrian sport, commercialization of sports.

For citation: Petushkova V.V. The problem of commercialization of Olympic equestrian sports in Russia // // Social Novelties and Social Sciences. – Moscow : INION RAN, 2021. – N 3. – P. 85-102.

URL: <https://sns-journal.ru/ru/archive/>

DOI: 10.31249/snsn/2021.03.05

CONSUMER LENDING IN THE MODERN CONSUMER SOCIETY: GROWTH AND CONSEQUENCES

Semeko Galina

PhD (Econ. Sci.), leading researcher, The Department of Economics at the Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (INION RAN), Moscow, Russia

Abstract. Consumer lending is examined as a fundamental institution of modern society, which accelerates investment and spreads the debt model of consumption. The factors of consumer credit

expansion and the impact of consumer loans on the economy and people's welfare are analyzed. The development of consumer lending in Russia and the associated problems and risks are discussed.

Keywords: consumer society; consumer lending; debt model of consumption; credit debt; welfare of the population.

For citation: Semeko G.V. Consumer lending in the modern consumer society: development problems and consequences // Social Novelties and Social Sciences. – Moscow : INION RAN, 2021. – N 4. – P. 103-122.

URL: <https://sns-journal.ru/ru/archive/>

DOI: 10.31249/snsn/2021.03.06

UNIVERSAL HUMAN VALUES AS A CRITERION FOR EVALUATING THE ACTIVITIES OF TRANSNATIONAL COMPANIES

Soldunov Andrey

PhD in Philosophy, associate professor, Department of State Legal Regulation and Personnel Policy of the Yuri Gagarin State Technical University, Saratov, Russia

Lexina Antonina

A student (bachelor's degree) in Human Resources Management at the Department of State Legal Regulation and Personnel Policy of the Yuri Gagarin State Technical University, Saratov, Russia

Abstract. The article addresses the global influence of multinational companies and large businesses on socio-economic relations. It is proposed to evaluate the actions of TNCs by using universal criteria of social responsibility such as traditional ethical categories and basic universal concepts of justice, natural human rights, freedom, equality, humanism, public and personal good, moral duty. As a socially accessible sanction in relation to market participants for behavior that contradicts the basic universal human values, it is proposed to use the «cancel or call—out culture» principle.

Keywords: transnational companies, large business valuation, evaluative criteria, «cancel culture».

For citation: Soldunov A.V., Lexina A.P. Universal human values as a criterion for evaluating the activities of transnational companies // *Social Novelties and Social Sciences*. – 2021. – №3. – P. 123-132.

URL: <https://sns-journal.ru/ru/archive/>

DOI: 10.31249/snsn/2021.03.07

PROFESSIONAL OPINION

MARKETING AND CONSUMER SOCIETY:

A REVIEW OF A COLLECTIVE MONOGRAPH

«Consumer Engineering, 1920s–1970s: Marketing between Expert Planning and Consumer Responsiveness» / ed. by J.Logemann, G.Cross, I.Köhler. - London: Palgrave Macmillan, 2019. - 296 p.

Polozhikhina Maria

PhD (Geograp. Sci.), Leading Researcher, The Department of Economics, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (Moscow, Russia)

Keywords: marketing history; consumerism; marketing practices; social engineering; consumer movements.

For citation: Polozhikhina M.A. Marketing and consumer society: a review of a collective monograph «Consumer Engineering, 1920s–1970s: Marketing between Expert Planning and Consumer Responsiveness» / ed. by J. Logemann, G. Cross, I. Köhler // *Social Novelties and Social Sciences*. – Moscow: INION RAN, 2021. – № 3. – P. 133-155.

URL: <https://sns-journal.ru/ru/archive/>

DOI: 10.31249/snsn/2021.03.08

**TOURISM AS A MASS CONSUMPTION PHENOMENON:
NEW TRENDS AND PROSPECTS. Rec. ad op.: Consumer Tribes in Tourism:
Contemporary Perspectives on Special-Interest Tourism / Ch. Pforr, R.
Dowling, M. Volgger (eds.). – New York: Springer, 2021. – 268 p.**

Yadova Maiya

PhD (Sociol. Sci.), head of the Department of Sociology and Social Psychology, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (INION RAN), Moscow, Russia

Yakimova Ekaterina

PhD (Phil. Sci.), leading researcher, The Department of Sociology and Social Psychology, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (INION RAN), Moscow, Russia

Key words: special interest tourism, mass consumption, neotribalism, consumer tribes in tourism.

For citation: Yadova M.A., Yakimova E.V. Tourism as a mass consumption phenomenon: new trends and prospects // Social Novelties and Social Sciences. – 2021, N 3. – P. 156-164. – Rec. ad op.: Consumer Tribes in Tourism: Contemporary Perspectives on Special-Interest Tourism / Ed. by Ch. Pforr, R. Dowling, M. Volgger.

URL: <https://sns-journal.ru/ru/archive/>

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