

Tackling Overconsumption

APPRECIATING THE VALUE OF LESS

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TEXAS A&M
AGRI LIFE

1

Overconsumption

- Possessing in excess of our needs
- Taking more than we can or should use
- Gathering/ collecting/ holding on to items often without real purpose

2

“Overconsumption, however, is not only an objective measure but also a subjective feeling.”

(Kitzmann, 2024, pg. 16)

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4

We overconsume . . .

- Transportation
- Food
- Clothing
- Memorabilia
- Space
- Technology
- Debt/Loans/Credit
- Media

5

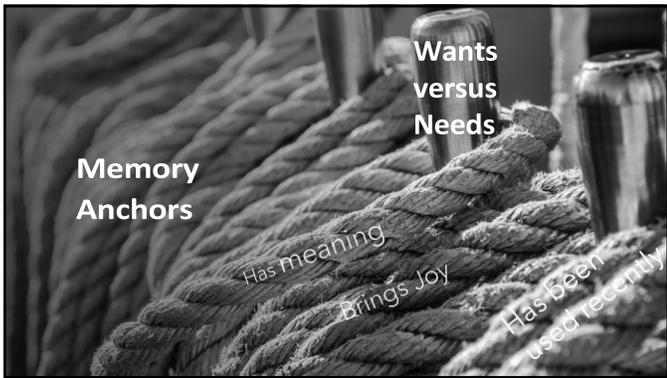
Why do we overconsume??

- Emotional Attachment
- Retail Therapy
- "Keeping Up with the Joneses"
- Difficulty of disposal
- Family obligations
- Quest for Convenience
- In an effort to "Brand"
- To commemorate

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