REFLECTIVE ANALYSIS ON THE ROLE OF ADVERTISING TO CONSOLIDATE THE PROGRAMMED OBSOLESCENCE MODEL

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ABSTRACT

Purpose: Establish a link, based on the theoretical review, between the performance of advertising and advertising and the perception of obsolescence.

Theoretical framework: The theoretical foundation consists of two chapters. The first begins with the historical background of the phenomenon addressed, and then the concept and main types of Planned Obsolescence are presented. The text of the second chapter highlights the influence of advertising on the Perception of Obsolescence, raising consumerist behavior, which is environmentally unsustainable.

Method/design/approach: the option of the methodological course was for the hermeneutic approach and the interpretive method, for placing this work within the field of social sciences, according to the research proposal presented.

Results and conclusion: The phenomenon of programmed obsolescence finds support in social and behavioral changes of humanity, which stimulates individual competition, relativization of constituted social relationships, weakening affective and professional bonds, as well as the need for individual legitimation.

Research implications: The research highlights the process of construction of the advertising discourse to stimulate the perception of obsolescence, representing a contribution to the academy and society. For organizations, research is important, as it emphasizes the need for strategic change.

Originality/value: The phenomenon of programmed obsolescence still lacks studies from the perspective of stimuli arising from advertising communication aimed at influencing consumer behavior in the light of sociological, anthropological and psychological aspects.

Keywords: Publicity, Advertising; Influence, Scheduled Obsolescence, Sustainability.

ANÁLISE REFLEXIVA SOBRE O PAPEL DA PUBLICIDADE PARA CONSOLIDAR O MODELO DE OBSOLESCÊNCIA PROGRAMADA

RESUMO

Objetivo: Estabelecer vínculo, a partir da revisão teórica, entre a atuação da publicidade e propaganda e a percepção da obsolescência.

Referencial teórico: A fundamentação teórica consiste de dois capítulos. O primeiro inicia com antecedentes históricos do fenômeno abordado, sendo apresentado, na sequência, o conceito e os principais tipos de Obsolescência Programada. O texto do segundo capítulo evidencia a influência da publicidade para a Percepção da Obsolescência, suscitando o comportamento consumista, ambientalmente insustentável.

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Método: a opção do percurso metodológico foi pela abordagem hermenêutica e método interpretativo, por situar este trabalho dentro do campo das ciências sociais, de acordo com a proposta de investigação apresentada.

Resultados e conclusão: O fenômeno da obsolescência programada encontra amparo em mudanças sociais e comportamentais da humanidade, que estimula a competição individual, relativização das relações sociais constituídas, fragilização de vínculos afetivos e profissionais, bem como a necessidade de legitimação do indivíduo.

Implicações da pesquisa: A pesquisa evidencia o processo de construção do discurso publicitário para estimular a percepção da obsolescência, representando uma contribuição para a academia e a sociedade. Para as organizações a pesquisa é importante, ao ressaltar a necessidade de mudança estratégica.

Originalidade/valor: O fenômeno de obsolescência programada ainda carece de estudos sob a perspectiva de estímulos decorrentes da comunicação publicitária direcionados para influenciar o comportamento de consumidores à luz de vertentes sociológicas, antropológicas e psicológicas.


1 INTRODUCTION

The term sustainability has never been more up-to-date, speaking of sustainable development, as the ability to conserve existing natural resources, reconciling with economic development, in a just and equal society, while respecting the limits of the environment, has become a challenge (Tandoh et al., 2022). In this context, consumption is a great challenge, because it is precisely the way in which consumption is carried out that brings consequences. Since the industrial production model that still favors the volume and reduction of the life cycle of the product, to defend, then, the need for legal precepts to curb or regulate the practice of programmed obsolescence.

The question of planned obsolescence represents a practice adopted by the industries for the product placed on the market, in a short space of time, to become obsolete and have to be immediately replaced by another. In a philosophical approach, underlying the reflection of this theme, the practice of programmed obsolescence arouses the perception that production seeks to fill a space created by itself, that is, what satisfies the needs of consumers is something created by production itself. With this, one consumer starts to stimulate the other by acquiring a good, and, according to Galbraith, the desire to achieve a better standard of living, even better than the next door neighbor, is what really keeps this chain of consumption so lit, which can reach consumption higher than the real needs (Galbraith, 1987).

For Moraes, it was after the occurrence of the Industrial Revolution, that besides the injuries to workers' rights, the aggressions to the environment and to consumers were verified, submitted to products without the least quality control (Moraes, 2013). The author indicates that it was at the stage of mass consumption that the indiscriminate renewal of products brought the phenomenon of programmed obsolescence, in which products were being "made up" by small changes, with the intention of establishing a constant and uncontrollable consumption (Severiano, 2007).

Authors, such as Sánchez-León, warn that hyperconsumption generated mainly by programmed obsolescence can be considered the main cause of the ecological crisis by the impacts generated on the environment; they question governments and suggest changes in laws to pursue and penalize programmed obsolescence; they show that humans know the risks and
dangers that it generates to the environment, but follow them neglecting them (Sánchez-Leon, 2015).

This mindset, aimed essentially at consumption, that has been instilled for years, is that it needs to be rethought and modified, before it is too late to reverse the damage to the environment. Goods and services that are now mass-produced, once were luxury minority items, and what was desired comfort standard now makes average citizens live as only the wealthy were previously possible (Hobsbawn, 2000). For this transformation to occur, it was necessary that mechanisms of stimulation to consumers were used, through strategies that generated a new system of needs and desire to consume beyond what was considered indispensable for consumption and survival (Severiano, 2007).

In this perspective, in order to contribute to reflection on the theme on screen, the research was carried out, whose results supported the elaboration of this theoretical-reflective essay, highlighting the role of advertising and propaganda in stimulating the consolidation of the model of the consumer society, which legitimizes the adoption of programmed obsolescence, notably by industrial organizations. Therefore, the question that guided the research was: "In what way does advertising contribute towards consolidating the model of programmed obsolescence?"

The method adopted is the interpretative, of procedures provided for the hermeneutic approach, already consecrated in areas of knowledge such as philosophy, theology and literature. The dialog promoted between the authors of consulted works consolidates the finding that advertising plays act in the symbolic universe of the consumer, raising the perception of the consumer about the reduction of the useful life of products, in the face of their obsolescence, due to technological lag.

2 METHODOLOGICAL PATHWAY

The phenomenon of programmed obsolescence represents an increasingly present theme, mainly in the media and legislative and legal environment, based on the perception of empirical evidence that indicates its existence and adoption, as guiding criteria for the planning, development and launch of new products. Among the consequences of the planned obsolescence is the negative environmental impact, resulting from the significant increase in the volume of solid waste generated, which, even when properly disposed, in landfills, reduces, in an accelerated manner, the expected time for its existence, obliging the closure of its operation, in an early manner, implying the investment for the installation of a new location, to receive the waste.

Because of its relevance, the theme has attracted the attention of researchers, especially over the last two decades. Several studies have been produced on the topic, especially in relation to the disposal of generated waste. The work of organizations, with the purpose of evidencing and proving the existence of the phenomenon on canvas, is also the frequent object of scientific research. However, the influence of advertising messages, often subliminal, represented by aesthetically impeccable discourses, but which aim at stimulating consumer behavior in society, needs more in-depth studies, mainly from the reflective theoretical perspective.

For this reason, the choice of the methodological path was for the hermeneutic approach and interpretative method, because this work was placed within the field of social sciences, according to the research proposal presented. Hermeneutics, as an approach to scientific research, was originally conceived to interpret sacred, classical and legal texts, with the aim of promoting a theoretical and methodological reflection (Domingues, 2004). Its emergence is attributed to the philosopher Wilhelm Dilthey, in the year 1900, with relevant theoretical contributions from authors such as Mannheim (1974), Heidegger (1999), Hekman (1990) and Habermas (2000).
The hermeneutic approach is considered to be more suitable for the analysis of social and cultural phenomena and consists in the interpretation of worldviews in certain temporal, historical and contextual clippings (Mannheim, 1974; Heidgger, 1999; Hekmann, 1990; Habermas, 2000; Domingues, 2004). The axiological assumptions of the interpretative method, which arose in opposition to positivism that represented, until the middle of the last century, the dominant paradigm, in scientific research, are based on the statement that human beings construct multiple and different realities, which vary both according to their specificities and depend on the "theoretical lens", conceived ex-ante, by the researcher (Gubrium; Holstein, 2000).

The structuring axis of this work consists in the identification of central aspects that are discussed by authors of the central theme, which is represented by programmed obsolescence, its emergence and consolidation as a trend in the corporate environment, followed by reflection about the influence of advertising messages, which stimulate consumer behavior, giving support to the perception of obsolescence.

3 HISTORY, CONCEPT AND MAIN TYPES OF PROGRAMMED OBsolescence

Nineteenth-century capitalism was based on production, aimed primarily at expanding and increasing its own industrial apparatus, and its main function was to produce goods to meet the basic needs of its consumers. The priority was production over consumption, which, over time, was shifting to the production and consumption of non-durable products and, subsequently, to the production phase for consumption (Severiano, 2007).

Between the years of 1920 and 1930, it begins a mass production movement in which it is forged "un nuevo modelo de mercado en el cual el análisis detallado de cada sector deviene un factor fundamental para el éxito" in the long term. The architecture of the economic growth model starts to internalize that manufacturing products that quickly become obsolete would be a premeditated way of keeping consumption active and the company remaining in the market. Two movements were observed: i] the use of cheaper technological components; ii] the deliberate projection of products with shorter useful life (Gomes, 2015).

Competition between Ford and General Motors in the 1920s is referred to by Slade as the milestone for deliberately encouraging product obsolescence. Ford had values based on product durability and designed its automobiles to last for many years. She was proud to announce to the American public that the Model T, produced by her, was the result of good manufacturing practice, and not bad ethics. He argued that he would not change the design often so that old models quickly became obsolete in order for new ones to be purchased. Henry Ford said that competitors based their practices on changing design to make people buy more often and that it would be a bad deal to try to produce any product that would last forever. For Ford his business principle was precisely the opposite: he didn't want to see his product becoming obsolete. Henry Ford was recognized as the father of mass production, but openly rejected the obsolescence of the product. He was adamant in his determination to provide American buyers more than a fair amount, and they responded with enormous brand loyalty. Henry Ford stood firm against unnecessary obsolescence. It guided the business ethic in offering products with quality and durability. Unfortunately, these principles he followed literally became the cause of his defeat (Slade, 2007).

General Motors' (GM) Alfred Sloan, for his part, learned the opposite lesson at MIT: that the dynamism of capitalist economies makes technological obsolescence almost inevitable. Sloan initially tried to compete with Ford with the tools of classical engineering: making GM cars technologically superior to his competition. However, as this fight failed, Sloan resorted to more creative means of marketing his product, bolstered by the idea that successive improvements in technologies and creative designs would provide an advantage over his competitors. As a consequence, cars with technology and design differentials became
Americans’ desire to buy. In the brave new world inherited by Sloan and his engineering colleagues at MIT at the turn of the century, progress toward a technological utopia was accepted without much questioning. The rapid succession of inventions, which had already improved the performance of cars, and the desire of consumers to have the last launch was the proof that they needed it. Therefore, it dates from the early years of the 20th century to the "New and improved" advertising cliché that "captures the idea that products advance in response to changing market competition, just as species evolve in response to changing habitats". Sloan relied on techno-scientific research, marketing tools from many different areas and investment in new designs to compete with Henry Ford and used technological obsolescence as the best competitive advantage of GM cars (Slade, 2007).

The basic axiom of programmed obsolescence was published in 1928 by Printee's Ink magazine with the following statement: "an article that does not wear out is a tragedy for business". During the crisis of 1929, obsolescence was assumed as a mechanism for fostering economic recovery. The key to prosperity propagated in the early 20th century was in the market rather than in government, in short-lived consumer goods rather than long-lived goods (Joaquim, 2020).

In 1932, Bernard London proposed the planned obsolescence to encourage the consumer to change the product after a certain period in response to the 1929 crisis. For London, this practice would allow factories to continue producing, and thus jobs would also be maintained if the consumer switched their product more frequently. Although the idea of London did not prosper, in the 50s of the 20th century, programmed obsolescence resurfaced as the principal dean of economics with Brooks Stevens, who transformed the idea that the medium does not seek to force the consumer, but rather to seduce him, introducing the conception that it is always necessary to be in search of the new. Thus, the confirmation that provoking the perpetual dissatisfaction of the consumer with the launch of new product models would confirm a new maxim of the economy: the programming of the obsolescence of a product to move the economy in the 1950s (Esteban, 2013).

Lipovetsky reports that, around this same period, Western society saw a new phase of the mass consumption society or its real strengthening. As a consequence, the act of consuming spread through the different layers of society, and products that were once considered valuable (such as automobiles, television, household appliances, among others) began to make up the heritage of an ever-increasing number of people, allowing many consumers to free themselves from the urgency of strict necessity, "consuming the miracle of consumption" (Lipovetsky, 2007).

It was in 1958, with the book The Affluent Society, that John Kenneth Galbraith socialized the idea of programmed obsolescence, modifying the relations of necessity and consumption. Thus, stimulating the production and consumption of goods (which alone would not be awakened in the consumer), in a culture that gives them great social value, transformed the notion of "acquiring", which becomes a "necessity" (Galbraith, 1987). The book deals with the transformation of the consumer society, with an analysis of the economy and of the forms of production and stimulation of the purchase of goods by the consumers.

Lipovetsky states that around 1960 the term "factory to sell" arose, which involved production and distribution on a large scale. Then mass production and consumption was created, and therefore mass distribution, presenting a reality in which many products are offered by the market at the same time a large quantity of them goes out of use (Lipovetsky, 2007). Goods and services that were once luxury minority items are now mass-produced, and what was the desired comfort standard now allows average citizens to live as was previously allowed only to the wealthy (Hobsbawn, 2000). For this transformation to occur, it was necessary that mechanisms of stimulation to consumers were used, through strategies that generated a new system of needs and desire to consume beyond what was considered indispensable for consumption and survival (Severiano, 2007).
In 1965, Packard postulates that sales and marketing experts advocate that for the economy to advance, "consumption needs to grow and keep growing." As an example, these experts indicate that the average citizen should "increase their purchases by almost 50 percent over the next twelve years or the economy will get sick." To increase the level of consumption, the American citizen, as stated by the advertisers, should "improve their level of consumption on the same scale that their ancestors managed to improve it in two hundred years, from the colonial period until 1939" (Packard, 1965).

Neves defines programmed obsolescence "as the artificial precipitation of the death of a good, or of the perception of its imworthiness by the user, to the benefit of the members of the productive chain". For the author, there are three modalities of "programmed obsolescence, which are: obsolescence by artificial irreparability, obsolescence by accelerated deterioration and obsolescence by false deterioration" (Neves, 2013).

For the economy, obsolescence means a productive asset that may become outdated and thus lose its utility to the consumer, either in relation to technological advances or by going out of fashion, even if the product is in its perfect operational state. Mellal notes that two patterns introduce different definitions for the word "obsolete". The first is given by IEC 62402: 2007 which uses the word "obsolete" to refer to a product that "is no longer available" for different reasons and the expression "obsolescent" to indicate a product that is "subject to the announcement of a future order" in relation to its availability on the market. By IEC 62402: 2007, the two terms "do not signify loss of use of the item, but its unavailability, and differ only by a time gap (the item is obsolete before becoming obsolete), therefore the obsolescence of an item (obsolete item) is defined as follows: the item is no longer suitable for current demands", or the original manufacturer no longer makes the product available. In turn, the AFNOR NF standard X60-012: 2006, defines that "obsolete" for what "is no longer used" or for a product that is "outdated", which in summary represents that the product is no longer available. Mellal, when analyzing the two standards, sums up that the stage of technological obsolescence is when a product can even show the same functionalities, but with higher metrics and performances, which in short would be the same as saying that "obsolescence is a phenomenon induced by technological change by 'lowering' equipment more or less prematurely" (Mellal, 2020).

In the same vein, Packard defines three different ways in which a product can become obsolete: i) obsolescence by function; ii) obsolescence by quality; iii) obsolescence by desirability and i) technological obsolescence (Packard, 1965). Goméz, when analyzing Packard's work, observes that obsolescence by function is when a product with superior functionality replaces another that had previously been placed on the market. However, obsolescence by quality occurs when the product becomes obsolete due to a previously programmed malfunction, becoming useless with the passage of time. And obsolescence by desirability occurs when the product ceases to be desired by fashion or style, even when it is in full working order, and depreciative values are attributed to it that diminish its desire for purchase and stimulate its substitution. The psychological or perceived way - in which manufacturers promote new products based on fashion and luxury, making the previous models unattractive, in which the desire factor is that drives the exchange -, is common in the fashion industry and increasingly in the consumer goods industry. Finally, technological obsolescence: it is the continuous and rapid updating of products that need software updates, as occurs with smartphones available in the market (Gomez, 2015; Porto et al., 2022).

Mellal says that technological obsolescence does not occur because of the wear and tear of the product, but rather when a new product replaces the old one, because of technological evolution, and when in economic terms it is preferable to use the new technology instead of the old product, even if this product is still working. In functional obsolescence some "items may become functionally obsolete when the component's primary function is degraded" or when the component cannot be updated. As an example of functional obsolescence, the author cites the mobile phone in which the "features available in the new devices make the old obsolete and
unlikely to still be used for the current functionalities”. When dealing with planned obsolescence, Mellal observes that this type occurs when companies introduce production policies to generate in the short and medium term a significant volume of product sales, with the objective of reducing the time for the consumer to change the product, which could also be included in technological obsolescence. As an example, the author cites the "production of a device deliberately designed so that in the next three to five years obsolescence will push consumers to "inevitably" replace the product". The fourth type of obsolescence - style obsolescence (or psychological) - is when "a product is no longer attractive because it is out of fashion, the style becomes obsolete". As an example, Mellal cites some styles of clothing that became fashionable in one year and the next are considered as old-fashioned. Finally, the author relates the optional obsolescence that is the one in which the company could make technological improvements in a given product, but makes the option not to implement so that it can continue in the market with less production costs (Mellal, 2020).

Planned obsolescence is used by companies as a central marketing strategy to motivate the consumer to exchange the product more frequently for new releases made available on the market. The company's intention is to increase revenue and profit by reducing the value of older versions (Kuppel Wieser, 2019). The obsolescence of style (psychological) is also associated with changes in the design of products to convince consumers to replace products with a new one that has some change in its design, as is the example of the automotive sector that constantly promotes superficial changes, such as new frizzes and headlights to differentiate the car from the one produced in the previous year, without altering the technical specification. Style obsolescence can also be a planned obsolescence, i.e. the new product is launched with the incorporation of technological enhancements or new features such as notebook with more powerful memory, which makes the new product more attractive compared to the old one that did not have these new features or functionality (Satyro, 2018).

It is then the manufacturers' strategy to instill this format, and so far they have succeeded. Several factors influence whether this behavior is exercised in the consumer market - or the replacement of parts of used products is no longer available, because there is already a new model in the market, or it is more expensive than switching for a new product - not to mention the appearance of the products, which change in a speed, before, not even imagined (Leonard, 2011).

Aragon describes some reasons that may lie behind the early obsolescence of goods, stating: "the lack of quality of products, the high complexity of products, the long distances separating producers and consumers and the low prices of new products". With regard to quality, the author points out that, on the one hand, the 'reparability' and novelty of products runs counter to the interests of producers who profit more from more fragile but cheaper products and who sell much more, than products that are more resistant, more durable but much more expensive'. On the other hand, "ultra-miniaturization, compaction and lack of standardization are factors that lead to a shortage of know-how and components necessary for repairs". This is also one of the reasons for not training specialized workforce for repairs, which, for the author, "leads to the services of repair of durable goods being in danger of extinction" (Aragón, 2006).

In the same vein, Aragón also cites the distance that the globalization of products produced "from the other side of the world" can bring, which makes it difficult to provide after-sales services, making it cheaper to replace the product than to import parts and develop specialized labor (Aragón, 2006).

Bauman calls "liquidity", as an antonym for solidity, which is the case of the globalized society, in which nothing is permanent, everything boils down to rapid and fleeting, and makes mention of the so-called programmed obsolescence, which, in short, is the way in which the products placed on the market soon become obsolete/outdated, all this previously programmed by the supplier (Bauman, 2008).
With regard to the capitalist economy, Bauman reports that the first rule is that "products appear (being invented, discovered by chance or planned by research and development agencies), only to find their applications afterwards". Most of these new inventions "travel quickly to the garbage dump, unable to find interested customers, or even before they start trying." Furthermore, the author notes that products that "can find or invoke a need, desire or will whose satisfaction they can demonstrate is relevant (or have the possibility of) soon tend to succumb to the pressures of other "new and improved" products". Thus, the consumer is again induced to purchase new products that promise to "do all that others could do, only better or faster - with the extra bonus of doing some things that no consumer had ever imagined to need or purchase, long before his ability to function had reached its predetermined end" (Bauman, 2008).

So a new strategy for consumption was created, based on the premise that people cannot have limits to what they consume, and this can only be achieved when the products are manufactured in such a way as to be programmed for disposal. Furthermore, it would be a means of stimulating the consumer for the new, of making him always interested in what he does not already have (Leonard, 2011).

It was in the phase of mass consumption that the indiscriminate renewal of products brought the phenomenon of programmed obsolescence, in which products were "made up" by small changes, with the intention of establishing a constant and uncontrollable consumption (Severiano, 2007; Ribeiro, Ruiz & Serra, 2015)).

Starting from this idea, programmed obsolescence can be understood as the programmed time for the useful life of a given product, at the option of the producers, whether by technological renewal, its rapid wear and tear, or just because it is no longer "in fashion". To this end, it is essential to use them in conjunction with marketing strategies capable of influencing consumers to discard old products, opting for new ones, for the reasons mentioned above (Baggio, 2008).

Next, we aim to reflect on the role of advertising as a paradigm tool of programmed obsolescence that found in the eternal dissatisfaction of the human being the perpetuation of business practices to instill that happiness is associated with the acquisition of the new product launched.

4 THE INFLUENCE OF ADVERTISING ON PERCEIVED OBSOLESCENCE

Advertising is the means by which information providers bring their products to the consumer, the main purpose of the information conveyed through advertising being profit, in that it creates new possibilities for more products to enter the market, and thereby generates more sales and more profits (Rocha, 2011). Advertising acts globally in culture and promotes economic interests anchored in the dissemination of the idea that consuming is the main sense of existence (Rocha, 2011). Lipovetsky adds: "While the ‘targeted obsolescence’ of products is accelerated, advertising and media exalt instant enjoyment, exhibiting a little throughout the dreams of Eros, comfort and leisure" (Lipovetsky, 2007).

It is basically as if production were to fill a space created by itself, what satisfies the needs of consumers is something created by production itself. A consumer, in this way, when acquiring one good, starts to stimulate the other, and, according to Galbraith, the desire to achieve a better standard of living, even better than the neighbor next door, is what really keeps this chain of consumption so lit, which can reach consumption higher than the real needs (Galbraith, 1987).

It is through advertising that suppliers promote their products, in which it is possible to make contact with the market and its consumers. It is through it, too, that suppliers will expose their releases, seeking to arouse the interest and desire of consumers, because the media acts as a way to call buyers, reaching their main goal, the profit (Severiano, 2007). Thus,
the first temple of bourgeois society is the supermarket; it is the abundantly supplied shelves that satisfy the freedom of consumption. The second modern freedom is self-transportation, no matter whether it is a luxury imported car or a bicycle. What is important is the feeling of having a vehicle standing at the door, permanently granting freedom of movement. The third freedom is television, the window to the world that makes us close to kings, criminals, superathletes, distant and exotic places. It is mainly through television that society is induced and stimulated to an ever greater consumption. We also have the latest "freedoms" such as: mobile phone, internet and e-mail (Cortez, 2007).

The main role of advertising is to incite the desire and interest of its consumers, and it has a fast access to all, making accessible and instigating such desire for participation in the consumer market (Severiano, 2007; Galleli, Sutter & Mac Lennan, 2015). Advertising, therefore, uses different seduction tools to induce people to consume a multitude of unnecessary products. Advertising in the media is "responsible for generating an active influence on people's behavior, so that they no longer need to think about daily behaviors, mass media dictate what kind of clothing should be worn, what food and drink should be consumed", invading consumers' minds in an almost totally manipulative way (Secchi, 2017). In the same vein, Serge Latouche states that three ingredients are needed for the consumer society to continue its diabolical circuit: advertising, which creates consumer desire, credit, which provides the means, and the accelerated and programmed obsolescence of products, which renews its need (Latouche, 2012).

Consequently, the role of the consumer in the consumer society is basically to seek credit to buy objects that it does not need, following the calls of capitalism for a logic of economic growth (Latouche, 2012). From a producer society, it has become a consumer society in which the "dominant entrepreneurial philosophy insists that the purpose of business is to prevent the needs from being met and to evoke, induce, conjure and expand new needs that claim satisfaction and new potential customers, induced to opt for those needs". With consumerism also grew the philosophy of expanding the supply of loans and credit cards with seductive slogans, such as: "Do not delay the realization of your desire", "Enjoy now and pay later". And unpaid credit card debts generated astronomical interest and "modern, benevolent (as well as very ingenious) creditors resolved and managed to turn credit into the main source of constant profit." The publicity did not talk about the interest, but continued advertising products with the promise to meet the needs (Bauman, 2010). In this context, mass advertising "produces a conceptual change in the meaning of credit whose power is greater than that of consumption, offers the consumer more than goods or services, confers status" (Bolade, 2012).

For its part, the business cycle (buy, enjoy, throw away), in order to function effectively, needs the State to play a crucial role: to stimulate credit to ensure the continuous circulation of goods and services. Besides facilitating credit, the State also grants "incentives to certain economic activities or indirectly by delegating to banks and finance that this cycle is not interrupted with the massive supply of credit and debit cards". With more financial resources or with the vitamined credit, the advertising finds fertile ground to induce the consumer to buy the smartphone of the latest generation, to exchange the car for the latest model that is "superconnected to show that it is a successful person", to increase the wardrobe with the launches of the new station, to buy more sophisticated household appliance, and so, successively. "As quickly as a product is desired, it is discarded and, in sequence, a search is made to buy a new product that can meet the individual will and bring the much desired ‘happiness’" (Hupffer, 2020).

Advertising is so important in the consumer market that partnerships between
advertisers and psychologists act to reach the consumer with a bombardment of advertising in the media and social networks that instill in the consumer's mind a discomfort in not owning what is new, and feeling even worse for what he has (Leonard, 2011). Artificial Intelligence systems are developed supported algorithms that map the interaction of the user in social networks and on the internet to direct propublicity.

in today's society, advertising, as a "very powerful instrument of consumer influence", plays a fundamental role, both from an economic, social and cultural point of view, and from a legal perspective, since it is an influential tool for the formation of consumer consent (Benjamin, 2011).

Consumers are forced to rely on the information provided by the market, even assuming the vulnerability attributed to them, because they do not have the technical knowledge of what they acquire. What has changed in the relationships of consumption, in the course of time, even as a result of the massification that is being presented today, is the question of convincing. Leonard notes that "in addition to becoming more sophisticated, propaganda is more invasive. It seems to be everywhere, even in places we would like to have preserved from commercial appeals" (Leonard, 2011). The author also notes that

Advertising is ubiquitous; it is everywhere: in the media - radio, television, press and cinema -, on public roads (through billboards), in sports, in the theater, etc. modernly, wherever man is, he will find it, advertising, from it not being able to escape or hide (Leonard, 2011).

Advertising gains ground in all age groups and is sustained by the eternal quest for happiness and personal vanity. On social media and in the media, "people are bombarded all the time and everywhere for countless pieces of information" to reach the consumer. For some people, the concept of "happiness" may lie in the purchase of a new car or the last cell phone released that can bring new and engaging experiences and lead the consumer to "be part of a vicious dominating circle that makes people empty" (Baracho, 2018).

Everyday objects are "objects of a passion, that of private property, whose affective investment is in no way behind that of human passions, the daily passion that often prevails over all others, which sometimes reigns alone in the absence of others" (Baudrillard, 2002). Sennett refers in consumptive passion "that may be a passion that extinguishes itself in intensity" as in the desire to buy certain clothing, which may be burning as a passion, "but a few days after buying and wearing it, it no longer excites us as much". The expectation fueled by the imagination to succeed becomes "increasingly feeble with use. Today's economy reinforces this kind of self-consumptive passion, both in shopping centers and in politics" (Sennett, 2006).

Thus, to entice the consumer to buy new products in a short period of time, the market makes use of several strategies, such as: "seductive advertising, ease in credibility, presentation of new technologies with ever greater speed, short life of products, high cost of spare parts, waiting time for repair, and inefficiency of technical assistance". On the other hand, the consumer has an important role "in combating programmed obsolescence, since he must review his practices of consumerism, avoiding buying products by impulse, without necessity". The consumer must assume his role as an active and non-passive agent of the strategic techniques used by advertising. To decrease the practice of planned obsolescence, the consumer cannot link the reach of happiness and full satisfaction with the constant acquisition of something new (Vieira, 2015).

The consumer society ended up being educated for consumption, for the desire for what is new, different, brand-based and design-based. From that point on, the consumers themselves
began to demand that the goods be constantly renewed. Thus, the difference in the product is the one that stands out, which holds the attention of the consumer, and therefore causes him to buy it (Severiano, 2007). Therefore, it is believed that

there are no limits to man's needs as a social being (i.e. as a product of meaning and as relative to others of value). The quantitative absorption of food is limited, the digestive system is limited, but the cultural feeding system is revealed to be undefined. And yet it represents a relatively contingent system. It is precisely there that lies the strategic value and cunning of advertising: to reach each one according to the others, in their longevity of heightened social prestige. It never addresses only the isolated man; it targets him in the differential relationship and when it gives the impression of delaying his deep motivations, it will always do so in a spectacular way, that is, it always summons the neighbors, the group, the fully hierarchized society to the process of reading and making it expensive (Baudrillard, 2016).

Pre-modern societies distrusted every new product that was released, contrary to what obsolescence did to modern society: it addicted it to new products. Obsolescence was not developed only for products. Advertising has taken care of creating the feeling of obsolete also for minds, as the "purpose of intentionally keeping us constantly dissatisfied" (Santiago, 2016).

Annie Leonard brings a concept of programmed obsolescence and yet differentiates it from the so-called perceived obsolescence. It deals with what has already been mentioned previously, products placed on the market with reduced durability, or with the lack of availability of spare parts in used products, which characterizes the programmed obsolescence. The perceived modality, the author classifies as being the one most tending to reach the psychological of the consumer, is when taste and fashion come to be considered as determinant factors of purchase choice (Leonard, 2011).

Obsolescence would be a way of managing products on the market, considering a certain time and conditions under which the product must remain for purchase. Some of these products leave the market because they no longer fulfill certain functions, and are then replaced by more modern, and obviously better, products. There are also those products that need to be replaced because of their early break or wear, which stop being used for what they were planned and acquired. Finally, there is also obsolescence by desire, which is when a product ceases to be desired in the market, as a result of fashion, in the majority of times, even being in perfect conditions of use (Giacomini, 1991). That said,

we can broadly understand the planned obsolescence of products such as artificially reducing the durability of a consumer good, so as to induce consumers to buy substitute products within a shorter time frame and therefore more frequently than they would naturally (vio, 2004).

This phenomenon can present itself in various forms, as something more subtle and not so much perceptible, as occurs with those products that cease to be fashionable, to be replaced by more modern ones, in which a series of factors contributes towards the consumer being convinced that certain goods should no longer be used, even causing an aversion to them. It can also be seen in a simpler way, when a supplier only ceases to offer on the market essential inputs for the use of a product, and makes available on the market another more modern one, and the consumer will be obliged to set aside the older one and buy the new one, for being that exclusive producer (Vio, 2004).

This can be easily perceived, and it can be said to be increasingly sharp. Lipovetsky cites the creation of artificial needs, a passion for the new, as an act programmed to encourage consumption more and more. He clarifies that it is as if production filled a space created by itself, and thus, one consumer would start to stimulate the other, through his behavior, the
eternal competition of being better than the next-door neighbor, with an ever better standard of living, acquiring more and more products (Lipovetsky, 2007).

Also, it is important to point out that the phenomenon of planned or planned obsolescence is strongly defended and practiced by suppliers aiming at profit, this because without the adoption of this practice, the supplier will be forced to wait for cycles of time until future sales, usually for long periods, decreasing their sales and consequently their profits (Vio, 2004).

In the 21st century, the demand of the consumer society is far beyond buying the fashionable products, as it requires the individual to always be ahead of his time, which means that "he must be readily prepared to buy the launches of mobile phones, automobiles, computers, televisions, notebooks, or any other material good that can be sported". Assuming such a stance, the 21st-century human being "has become a puppet, as he is enslaved to the standards imposed by the consumer market, as well as subordinated to economic strategies". In this scenario, there is the programmed obsolescence that generates a large part of the consumer demand, because it renews the need to always be one step ahead (Baldissera, 2017).

The basis in the consumer economy works as follows: products are launched (discovered, planned), advertising praises them, the consumer buys them and then discards them. In the production process, many of them are quickly discarded without even being acquired, this is because they have not aroused the interest of the customers. But even those acquired, it does not take long to be replaced by a new and improved product, even before it stops working (Bauman, 2008).

Moraes says that society has currently changed the way of life, seeking to meet insatiable needs, and this change ends up causing damage to the environment, as the consumption of both goods and services affects the production of waste harmful to humans and the world in general (Moraes, 2013). This will therefore address in sequence the environmental impacts of planned obsolescence.

5 FINAL CONSIDERATIONS

The objective of this work was to reflect on the influence of the communication adopted in advertising and advertising for the perception of obsolescence of durable products, thus stimulating consumer behavior and contributing to the increase of solid waste generated, negatively impacting environmental sustainability. In order to achieve this objective, we opted for the format of theoretical-reflective essay, promoting dialog between the authors of the two central and structuring themes, namely programmed obsolescence and advertising and propaganda. Both seminal and contemporary authors were deliberately chosen to highlight not only the different schools of thought, but also different positions in relation to the topics addressed.

In alignment with the proposed objective of the work, the methodological path adopted was that of hermeneutic approach and interpretative method, for placing this work within the field of social sciences. Hermeneutics, as an approach of scientific research, is justified, for providing the construction of the environment of dialog and discussion between chosen authors, to highlight the different argumentative nuances and visions of reality.

As results of the discussion promoted among the authors, we highlight evidence of the existence of the phenomenon of programmed obsolescence, which finds support in social and behavioral changes of humanity, which stimulates individual competition, relativization of constituted social relations, weakening of affective and professional bonds, as well as the need for legitimization of the individual before society and the social groups to which he belongs, or seeks to be linked. As a counterpoint, in terms of ongoing trends, it can be seen that the theme of sustainability has increasingly raised awareness of certain social strata, with particular emphasis on the new generations, which may indicate a change in consumer behavior, in course.
REFERENCES


