

# The way to the healthy and effective consumption at the foundation of functional equivalence theory

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## Abstract

To consume it is to fulfill the needs arisen. It is supposed that every need is development of an imbalance caused by an overflow of informational, physical, and chemical factors that emerges over the course of life and cannot be eliminated by the organism independently without the risk of structure disturbance. Satisfaction of each need is a search for "channels" of equivalence establishment including consumption, in other words, increased or decreased number of informational, physical, and chemicals stimulus for elimination of this overflow. Elimination of each imbalance is limited by individual potential. Modern society interested in creation of a "qualified consumer" forms additional imbalances that are often unnecessary, within a person via means of mass media. At the same time, advertisement offers "channels" of eliminating these artificially-created imbalances through purchase of goods and services. If needs are not fulfilled, a stress appears accompanied by negative emotions. Prolonged lack of possibility to eliminate imbalances in case a person is out of individual potential, leads to such consequences as neurosis, psychosomatic diseases, and finally, lifespan shortening. As a result, development of economy through growth in sales volume can lead to degradation in population health and cause considerable economical losses. That is why a healthy and efficient consumption suggests mutual responsibility of seller and customer, and means not only sales promotion but also health promotion to provide adequate conditions to satisfy needs in future. It is proved that with the help of psychotherapy the ways of consumption could be made healthier.

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## 1. Introduction

For ages the development of the economy implies a continuous increase in the volume of goods and services consumed. Ideally, everything that is produced should be consumed with a subsequent increase in production for even greater consumption. This scheme assumes a constant increase in the amount of consumed resources of the Earth with the risks for their complete exhaustion. This situation is of great concern to the defenders of nature. In developed countries, there is a constant talk of responsible consumption. At the same time ideology of "consumerism" is wide spread though new consumption schemes more safe for nature are being proposed and evaluated. It should be noted that although the growth in consumer activity may lead to the formation of dependence on the purchase of goods and services, any restriction of consumption is considered an attempt on personal freedom (Reith, 2004). But now there are the talks about "consumer detox" have started. One of the most authoritative people calling for the restriction of consumption can be called the Dalai Lama. In one of his interviews, he wrote: "Some desires are positive – for example, the desire for happiness... Some desires are very useful. However, at some point, desires may become unreasonable. As a rule, this leads to trouble. So, for example, now I sometimes visit super-markets. I really like it there, as I see so many beautiful things. When I look at all this variety of objects, I have a desire and an initial impulse like "oh, I want this; I want that" Then, thinking about it, I ask myself: "Do I really need this? The answer is usually no. If we follow this first wish, our pockets will quickly empty. Reasonable desires, that belong to another level and are based on primary needs – the need for food, clothing and a roof over your head..." According to the Dalai Lama, there are two methods of

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