

## The way consumerism take hold of us

Consumerism is a phenomenon that has taken over the world in the past century. It is a way of life that has come to define modern society. It is characterised by the constant pursuit of material goods and the belief that these goods will bring happiness and fulfilment. The rise of consumerism has led to a culture that is obsessed with consumption, often at the expense of other aspects of life, such as relationships, health, and spirituality.

At its core, consumerism is a philosophy that places material possessions at the center of life. It is a belief system that values material goods over all else. This philosophy has been perpetuated by social media, advertising, and popular culture, which constantly promote the idea that happiness and success are linked to the acquisition of more material possessions. This has led to a culture that is obsessed with consumption and the pursuit of material goods. Consumerism has also had a significant impact on the environment. The constant demand for the new and best products has led to the depletion of natural resources, the destruction of ecosystems, and the pollution of the air, water, soil and some other things. This has created a global crisis that threatens the future of the planet and all living things.

Furthermore, consumerism has had a negative impact on society and in our lifestyle. It has created a culture of greed and selfishness, where people are more concerned with their own wants and desires than with the needs of others. This has led to a breakdown in social cohesion and a lack of concern for the common good.

Consumerism is also deeply connected to the culture of capitalism. Capitalism is based on the idea that the pursuit of profit is the most important goal of society. This philosophy has led to the creation of a system where the accumulation of wealth is valued above all else, and where people are encouraged to consume as much as possible in order to fuel economic growth. This has led to a culture that is focused on consumption, rather than on other important aspects of life.

In addition, consumerism has had a significant impact on the individual. It has created a culture of materialism, where people are encouraged to define themselves by what they own rather than who they are. This has led to a sense of alienation and a lack of connection to others, as people become more focused on their possessions than on their relationships.

Philosophically speaking, consumerism can be seen as a symptom of a deeper malaise in society. It is a reflection of a culture that has lost touch with its spiritual and moral values, and that has become obsessed with the pursuit of material goods. It is a symptom of a society that has forgotten that true happiness and fulfilment come not from the accumulation of wealth, but from the pursuit of spiritual and moral values.

To overcome consumerism, we must first recognize its negative impact on society and on the environment. We must acknowledge that the pursuit of material goods cannot bring true happiness or fulfilment, and that it is ultimately a self-destructive path. We must also recognize that our culture has become obsessed with consumption, and that we must work to change this culture if we are to create a sustainable future.

To do this, we must begin to prioritise other aspects of life over the pursuit of material goods. We must focus on building strong relationships with others, on cultivating spiritual and moral values, and on working to create a society that is more equitable and just. We must also work to create an economic system that is based on sustainability rather than on the constant pursuit of profit.

In conclusion, consumerism is a phenomenon that has had a profound impact on society, the environment, and the individual. It is a symptom of a deeper malaise in our culture, and it is a reflection of a society that has lost touch with its spiritual and moral values. To overcome consumerism, we must recognize its negative impact, and we must work to create a culture that leads us to a sustainable, spiritual and moral integration of human beings.