

The Psychology behind our Consumerism

Points of research: what are the leading drivers that form our human desire of wanting more material goods?

Background	Dopamine & Cognitive Biases	Advertisement & Social Media	Solutions & Moving towards sustainable consumption
Consumerism is characterized by the relentless desire for material goods - becoming a more defining feature of modern society. Mass consumption and production leads to degradation of the environment and a disconnect with our priorities.	The role of dopamine controls our decision-making process. our feel-good transmitter builds habits and patterns. We associate buying goods with pleasure, reinforcing our behaviors. Cognitive biases / consumer bias are our mental shortcuts and assumptions that factor into how we perceive products , and ultimately influence our purchases.	Businesses have leaned into individual interests and preferences when creating advertisements, which only prompts citizens to have a stronger connection with these products. The newer development of social media and influencer marketing does nothing but add to the impact of advertising. Consumers blindly trust the endorsements from popular sources in their social media feeds.	Embracing this mindset and lifestyle means cutting down on unnecessary spending and impulsive buying and focusing on things outside of material possession. Having our life satisfaction linked with our possessions won't last, we need to learn to find contentment in simplicity.

Embrace sustainability & Learn about the psychology behind our consumerism!

