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In all societies in our known history, beliefs and ideologies have been present, as they appear to be an integral part of human society. Beliefs, as a set of ideas and explanations, and ideologies as a set of values and beliefs, play an important role in society as they appear to provide people with a meaning and goals in their lives. The economic worldview of consumerism does this by providing people with a set of beliefs and the ideology that ~~and~~ ultimately, consuming products will lead to greater happiness and fulfillment.

As the majority of people in our society are steadfast consumers, the ideology and beliefs of consumerism reveals their importance in society. On a personal level the main belief in consumerism is that continuing to purchase goods will lead to happiness and that ~~in time the goods that we want turn into products that we need, not in the~~ these are goods that we need- not in the sense that we need shelter and food- but that we need products for self-fulfillment. On a broader level the belief is that as a society we must continue to consume

to maintain our current high standard of living and our growing economies. As these beliefs are so widespread, the importance of their role in society is revealed.

The majority of people as acceptors of these beliefs and ideology have also been influenced by many other factors, ~~suggest~~ further implying the integral role of consumerism's beliefs, in society. For example, technology as a constantly advancing factor of our society has greatly influenced the economic worldview of consumerism's beliefs as it has allowed easier access to products, through inventions such as internet ~~shopping~~ <sup>shopping</sup> and brought in a whole new range of products available to consumers. Technology has incorporated the belief that if you want <sup>a product</sup> ~~something~~ you can easily access it from your own home through internet shopping and also the constantly evolving range of technological gadgets has introduced the belief that in today's modern world you can't possibly belong without consuming the latest available products in technology. All of this highlights how the beliefs and ideology of consumerism are not only

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ingrained in our society but also have become integrated with other aspects of society.

This integration can also be seen through society's introduction of being able to purchase goods on credit. This introduction lead to the belief of wanting the very best of every product and being able to ~~also~~ purchase it straight away, the belief that now with fast access to the very best, instant happiness and fulfillment can be achieved. However unrealistic this may seem, as essentially we are purchasing happiness without the money to pay for it, it again emphasises the unquestionability and ~~the~~ resulting trust people put into the ingrained beliefs and ideologies of society.

In conclusion, through the examples relating to the economic worldview of consumerism it becomes evident that the role of beliefs and ideology in society is an ~~important~~ significant, essential one as they are an ingrained, integrated feature of society.

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