Name:_____

Reading Part 7: Consumerism

You are going to read four people's opinions on their consumer experiences. For questions 1–10, choose from the people (A–D). The people may be chosen more than once.

Which person…

_____1. Mentions abruptly waking up to the realization that they'd been squandering money unnoticed.

_____2. Mentions abruptly waking up to the realiz2. Explains how shopping turned into a way of coping with tough feelings.

_____3. Mentions abruptly waking up to the realiz3. Discusses browsing different items for fun without always following through on a purchase.

_____4. Acknowledges that, despite spotting advertising tricks, they still get taken in sometimes.

_____5. Adjusted their shopping habits after stumbling upon a new philosophy.

_____6. Describes purposefully cutting back on unnecessary purchases for a while.

_____7. Mentions how easily one can get swept up while browsing products.

_____8. Talks about making a living in an industry that steers consumer choices.

_____9. Explains how they learned to go without constantly craving more.

_____10. Admits to having stacked up things they never got around to using.

A – Marta

I used to believe that shopping was just a necessity, but over time, I realized it had become more of an emotional escape for me. Whenever I felt stressed or upset, buying something new gave me an instant sense of satisfaction. Unfortunately, I also started accumulating things I didn't really need; my wardrobe became filled with clothes I had worn once or never at all. Over time, I began noticing that these impulse buys cluttered my living space and did little to improve my mood. It wasn't until I read about minimalism—and even attended a workshop on sustainable consumption—that I decided to change my habits. Now, I carefully ask myself if I truly need something before purchasing it, and I regularly purge items that no longer serve me.

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B – David

For me, consumerism is about the experience rather than the objects themselves. I enjoy the process of discovering new brands and testing different products, but I don't always buy them. Sometimes, I just like to compare features and read reviews while checking out different items for fun. Online shopping has made this easier than ever, but I have also noticed that it's easy to get lost in endless scrolling. I often set aside specific times for browsing, though I sometimes get carried away and lose track of time. Even when I decide not to purchase anything, the thrill of uncovering exclusive offers and hidden gems keeps me coming back for more.

C – Julia

I never thought much about my spending habits until I realized how much money I was wasting on things I barely used. One day, I looked at my monthly bank statement and was shocked at the amounts I had been throwing money away without noticing. That was my wake-up call. I decided to challenge myself to a "no-spending month." At first, it was difficult to resist sales and special offers, but by the end, I felt truly liberated. I began tracking my expenses and slowly started appreciating the things I already had instead of constantly wanting more. This experiment completely changed my relationship with money and made me focus on investing in meaningful experiences rather than fleeting material purchases.

D – Mark

Consumerism has always fascinated me, especially the way companies use marketing to influence our choices. I studied advertising, and I now work in a company that helps brands create appealing campaigns. I know all the psychological tricks behind advertising, yet I still fall for them sometimes! It's incredible how a well-placed slogan or a perfectly edited video can make you feel like you absolutely need something, even when you don't. Despite my expertise, I sometimes find myself captivated by catchy jingles or clever visuals. This irony drives me to analyze every ad I encounter, and in my work, I regularly research consumer behavior trends to understand how deeply persuasive marketing shapes our purchasing decisions.

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