

## Some people get into debt by buying things they do not need and cannot afford. What are the reasons for this behavior? What actions can be taken to prevent people from having this problem?

In this day and age, experiencing a lavish lifestyle, many people have been brought to their knees in order to pay off their debts. While there are many contributing factors motivating individuals to spend money beyond their means, I opine that many steps could be taken to tackle this problem.

Huge/massive retailers and tycoons are the backbone of capitalist societies and they adopt diverse policies in order to promote false needs. To that aim/to that end, they bombard people with an avalanche of eye-catching advertisements ranging from billboards to pop-up icons. For example, the profit-making fashion industry uses celebrities to introduce rapidly changing trends, thereby putting a financial burden on individuals' shoulder to be stylish. Moreover, social media play an active role by providing an environment whereby the well-off individuals can brag about their extravagant lifestyle and ornate houses which evokes a sense of competition amongst masses. This trend could make them, especially youngsters, more materialistic, thus propelling them to toil from dawn to dusk to fulfill their dream of living like a royal family member. In addition, the emergence of credit cards which enable customers to postpone paying for merchandise fans the flames and motivates s people to go on a shopping spree.

Although this trend has become prevalence-prevalent amongst people all across the globe, many measures could be taken to alleviate the situation. Firstly, it is incumbent upon officials to raise individuals' awareness towards the repercussions of their excessive purchases on their life. Many a person leads a hectic lifestyle in order to pay for his credit card bills and expenses, however unnecessary. Finally, the government should put a halt to providing customers with loans beyond their means and introduce laws and introduce restrictions for credit card companies and banks in order to discourage people from overspending.

In conclusion, by buying unnecessary merchandise not only will individuals send their-the fruits of their labor/efforts directly to the hands of the owners of huge retailers and their shareholders, but also they will deprive themselves of enjoying their free time far from the stresses of working overtime, hence the importance of enhancing people's education and restricting-barring the business hubs fromto propelling them to become more materialistic.