

## **Serdyuk E. Social Philosophical Reflection of Phenomenon Consumption.**

**Post industrial society - is a society of mass consumption, which acts as a stable form of organization of social life, acquiring the features of a social institution, which becoming in the process and form of reproduction of sociality. Consumption radically alters social relations: it has become a universal tool for public modification of modern styles of behavior, lifestyle and personality type.**

***Key words:* consumer society, Postmodern, consumption, oniomania, post-industrial capitalism, consumer culture, identity, consumer freedom.**