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#### THE IMPACT OF CAPITALISM ON RELIGIOUS PHILOSOPHY AND PERSONAL ETHICS: A FORGOTTEN WAY OF LIFE

JOHN JOEL N. (a)\*, SAM GOLDEN N. (b),

\*Corresponding author

(a) Alumni officer, Bishop Heber College, Tiruchirapalli.

(b) Ph.D. Scholar, PG And Research Department of English, Bishop Heber College, Trichy, India,  
[joeljohn014@gmail.com](mailto:joeljohn014@gmail.com)

#### *Abstract*

The rapid expansion of capitalism has significantly altered the social, cultural, and ethical fabric of societies worldwide. Once deeply intertwined with daily life, religious philosophy, traditional rituals, and personal ethics have increasingly been overshadowed by the capitalist ethos of materialism, consumerism, and individual success. This shift has led to the gradual abandonment of traditional lifestyles, where festivals and rituals that once served as profound spiritual and communal experiences have now become commercialized events driven by profit motives. The relentless pursuit of economic growth and financial stability has reshaped human priorities, making wealth accumulation a central goal while diminishing the importance of ethical integrity, moral reflection, and collective well-being. This paper explores the ways in which capitalism disrupts both personal and communal ethics, leading to an erosion of cultural heritage and a commodification of spiritual traditions. The dominance of market-driven values has redefined religious observances, turning sacred festivals into shopping seasons, reducing rituals to mere formalities, and shifting the focus of individuals from philosophical introspection to material accumulation. Furthermore, the increasing pressure of work culture and economic competition has contributed to a decline in religious engagement, with many individuals struggling to find time for spiritual practices amidst demanding lifestyles. By examining the historical coexistence of religious philosophy and economic systems, the paper highlights the stark contrast between pre-capitalist ethical frameworks and the values promoted in capitalist societies. Additionally, it discusses the consequences of this transformation, including the loss of cultural identity, weakened social bonds, and moral dissonance in modern life. Lastly, the study explores potential pathways to reconcile capitalism with spiritual and ethical values, advocating for a balanced approach where economic progress does not come at the cost of human values and philosophical traditions. This analysis ultimately seeks to understand whether religious philosophy and personal ethics can survive in an era dominated by capitalism or if they will continue to fade into irrelevance.

**Keywords:** Capitalism; Religious Philosophy; Consumerism; Ethics; Cultural Erosion;



## INTRODUCTION

Religious philosophy has long been integral to shaping human ethics, cultural practices, and social structures (Friedman, 2021). In pre-capitalist societies, religion was not merely a belief system but a way of life, influencing personal morals, communal interactions, and traditional celebrations (Becker, Pfaff, & Rubin, 2024). Festivals, rituals, and sacred observances were deeply embedded in social structures, serving as occasions for gratitude, reflection, and reinforcement of ethical principles (Zweig, Zapf, & Beyrer, 2021). Religious teachings emphasized virtues such as humility, generosity, self-discipline, and the collective good, fostering a sense of harmony between individuals and their communities (Flynn, 2023). These traditions provided meaning and purpose, guiding individuals in making moral choices that aligned with spiritual and communal well-being (Singh, 2018).

However, with the rise of capitalism as a dominant economic system, these values have been increasingly overshadowed by market-driven ideologies centered on individualism, competition, and material gain (Friedman, 2021). Capitalism prioritizes economic efficiency, consumerism, and profit maximization, often at the expense of cultural and ethical traditions (Becker et al., 2024). The pursuit of financial success and personal advancement has gradually shifted societal focus away from spiritual fulfillment and ethical introspection, leading to the marginalization of religious philosophy in everyday life (Zweig et al., 2021). Rituals and festivals, once rooted in faith and tradition, are now often reduced to commercial opportunities, where economic transactions take precedence over spiritual significance (Flynn, 2023).

## 1. PROBLEM STATEMENT

The increasing influence of capitalism has significantly altered individual priorities, leading to the erosion of traditional religious philosophies and ethical frameworks (Becker et al., 2024). As economic pressures and consumer culture dominate modern societies, people have progressively distanced themselves from the values and principles that once guided their actions (Zweig et al., 2021). Today, religious festivals, which were once opportunities for communal bonding and spiritual renewal, have largely become occasions for shopping, marketing, and commercial exploitation (Flynn, 2023). Instead of serving as moments of reflection and gratitude, these celebrations have been repurposed to drive consumer spending and economic growth (Friedman, 2021).

This shift has also impacted personal ethics, as the capitalist emphasis on success and productivity often conflicts with moral values such as honesty, selflessness, and simplicity (Singh, 2018). The prioritization of career advancement and financial accumulation has left little room for ethical reflection, with individuals increasingly making decisions based on economic benefits rather than moral considerations (Hägglund, 2019). As a result, the core tenets of religious teachings—such as compassion, charity, and social responsibility—are often compromised in favor of personal and professional gains (Friedman, 2021).

Moreover, capitalism has fostered a highly individualistic culture, weakening the communal bonds that religious traditions once strengthened (Becker et al., 2024). In many societies, the emphasis on self-reliance and competition has led to a decline in collective participation in religious and cultural practices (Flynn, 2023). Traditional gatherings, which once served as pillars of social cohesion, are gradually disappearing, replaced by digital interactions and isolated lifestyles driven by work and financial obligations (Zweig et al., 2021).

## 2. OBJECTIVES

This study aims to analyze the impact of capitalism on religious practices and personal ethics by examining how economic forces have reshaped cultural traditions and moral values. Specifically, it seeks to:

- Investigate the ways in which religious observances, festivals, and rituals have been commercialized or forgotten in capitalist societies (Friedman, 2021).
- Explore how the pursuit of financial success and material wealth has influenced personal ethical decision-making, leading to a shift from a value-based lifestyle to a market-driven one (Hägglund, 2019).
- Assess whether religious philosophy and ethical principles can coexist with capitalism, or if they will continue to fade as market values take precedence (Singh, 2018).

### 3. HISTORICAL CONTEXT: PRE-CAPITALIST SOCIETIES

Religious philosophy played a central role in shaping daily life in pre-capitalist societies, influencing both personal and communal practices. Festivals were not merely occasions for celebration but were deeply embedded in spiritual devotion and expressions of gratitude. Many religious traditions, such as Hinduism, Christianity, and Buddhism, emphasized the importance of festivals in fostering a sense of collective gratitude and renewal (Friedman, 2021). Rituals, often conducted in communal settings, reinforced ethical reflection and social cohesion. These practices helped individuals internalize moral values and maintain a strong connection with their cultural and spiritual heritage (Singh, 2018).

Personal ethics in pre-capitalist societies were largely rooted in religious teachings, which emphasized virtues such as integrity, selflessness, and humility. These values were considered essential for maintaining harmony within the community. Many traditions encouraged simplicity and a deep connection with nature, promoting a lifestyle that was not driven by material accumulation but rather by spiritual fulfillment and moral duty (Hägglund, 2019). The focus on ethical living ensured that economic pursuits were balanced with social and spiritual responsibilities, creating a way of life that prioritized collective well-being over individual gain.

#### **Capitalism's Rise and Its Impact on Religious Philosophy**

The rise of capitalism has significantly influenced religious philosophy, particularly in the commodification of religious practices, the decline of ritualistic observances, and a shift in ethical priorities. One of the most prominent effects of capitalism on religion is the commodification of religious symbols and rituals. Festivals such as Christmas and Diwali, once deeply spiritual and community-centered, have become commercialized. Retailers now treat these occasions as marketing opportunities, promoting sales and turning religious symbols into consumer products. This shift reduces the sacred to the mundane, with items like crosses or religious imagery being marketed as merchandise for personal consumption rather than for spiritual connection (Becker et al., 2024). This commercialization has diluted the spiritual significance of religious symbols, as they become part of the consumer-driven market.

Furthermore, the rise of capitalism has contributed to a decline in traditional religious practices. As individuals prioritize work, career success, and material wealth, rituals and religious observances are often sidelined. Corporate culture demands long hours, leaving little room for personal reflection and participation in the religious traditions that once emphasized community connection. This trend has led to a shift from traditional practices to entertainment-driven, commercialized versions of religious holidays. For instance, religious holidays are now often celebrated with consumer-oriented events that emphasize material gain over spiritual reflection (Friedman, 2021). As a result, many individuals experience a weakening of their spiritual connection during these festivals, opting for superficial celebrations that focus on consumption rather than devotion.

Alongside the decline of rituals, capitalism has also fostered a shift in ethical priorities. Religious philosophies traditionally emphasized community well-being, compassion, and altruism, but the rise of individualism under capitalism has led to a focus on self-interest and personal gain. As people increasingly pursue wealth and consumerism, ethical compromises are made, often justifying exploitation and environmental degradation in the name of profit. This focus on self-centered goals marks a departure from the communal values that were once central to many religious teachings (Foundation for Economic Education, 2021). The transition from communal well-being to personal success has reshaped the ethical landscape, making capitalism a driving force behind the erosion of traditional religious ethical values. Thus, capitalism has not only altered the way religion is practiced but has also reshaped the ethical landscape, moving it away from collective well-being towards individual success.

#### **Impact on Personal Ethics**

The rise of capitalism has significantly impacted personal ethics, particularly by causing a loss of connection to traditional moral values, eroding individual identity and purpose, and creating a conflict between work culture and religious observance. One of the key consequences of capitalism's rise is the detachment from the moral teachings that were once central to religious life. In many societies, religion served as the guiding framework for ethical decision-making and personal conduct. However, as capitalism encourages the prioritization of material success, individuals often overlook ethical integrity and spiritual growth in favor of achieving financial goals. This shift results in a disconnection from the moral teachings that previously provided a compass for personal behavior (Smith, 2023). For instance, ethical concepts such

as compassion, honesty, and selflessness are increasingly overshadowed by the pursuit of wealth and individual success.

Furthermore, capitalism's emphasis on individual success often leads to the erosion of personal identity and purpose. As people become more focused on financial gain and material possessions, they experience a disconnection from their cultural and philosophical roots, which historically provided a sense of meaning and direction in life. This disconnection can result in existential crises, with individuals questioning their purpose and finding it difficult to identify what truly matters beyond material accomplishments. Research has shown that the pursuit of wealth often comes at the expense of personal fulfillment, leading to increased stress and dissatisfaction (Thompson, 2022).

Additionally, the demands of high-pressure work environments leave little room for religious observance or ethical reflection. The capitalist work culture, with its long hours and focus on productivity, has led to the decline of practices like the Sabbath in many faith traditions. As individuals become increasingly absorbed in their careers, religious practices that were once central to spiritual and ethical growth are often sidelined. This trend not only affects personal well-being but also diminishes the time needed for rest and reflection, further exacerbating the disconnect between work culture and religious observance (Evans, 2021). In conclusion, capitalism's rise has reshaped personal ethics, contributing to a loss of connection to moral values, a crisis of purpose, and a conflict between work and religious observance.

### **Capitalism's Role in Cultural Erosion**

Capitalism has played a significant role in cultural erosion, particularly by transforming traditional festivals into consumer-driven events, fostering a disconnection from heritage, and driving environmentally harmful practices. One of the most noticeable effects of capitalism on culture is the commercialization of festivals. Celebrations that were once deeply rooted in religious and spiritual traditions, such as Christmas, Ramadan, or Pongal, have increasingly become shopping and marketing seasons. Retailers and corporations capitalize on the holiday spirit to boost sales, turning these occasions into opportunities for consumerism rather than spiritual reflection. For example, Christmas, originally a Christian celebration of the birth of Jesus, has evolved into a global event centered around gift-giving and profit generation, overshadowing its religious significance (Johnson & Harris, 2021). Similarly, festivals like Ramadan and Pongal, which once served as times for reflection and familial bonding, have been commodified, with an emphasis placed on luxury goods and extravagant celebrations.

Furthermore, capitalism's influence has led to a disconnection from cultural heritage. Younger generations, especially in urban areas, have become increasingly detached from the rituals and philosophical significance that underpin many of their cultural practices. As consumer culture becomes more pervasive, there is a growing tendency to prioritize modern, globalized lifestyles over traditional customs. The result is a decline in the practice and appreciation of age-old traditions that once shaped community life and identity. Research suggests that this disconnection can have lasting impacts on cultural identity, as younger individuals increasingly adopt globalized values over those of their ancestors (Ramirez, 2022).

Additionally, capitalism has also contributed to environmental degradation through the commercialization of festivals. Once-celebrated practices, such as the use of biodegradable materials in celebrations or ethical teachings about living in harmony with nature, are now often replaced by exploitative, environmentally damaging practices. The mass production and consumption associated with these festivals contribute to increased waste, pollution, and resource depletion. For instance, the commercialization of Diwali in India has led to an uptick in the use of firecrackers, contributing to significant air pollution during the festival period (Sharma & Gupta, 2023). Such practices not only harm the environment but also undermine the ethical teachings of many religious traditions that advocate for sustainability and harmony with nature. In conclusion, capitalism has played a pivotal role in the erosion of cultural traditions, transforming spiritual celebrations into consumer spectacles, disconnecting younger generations from their heritage, and driving environmentally unsustainable practices.

### **Resistance and Revival Efforts**

In response to the erosion of cultural values and ethical standards brought about by capitalism, there has been a growing resistance movement aimed at promoting ethical practices, reviving traditional rituals, and fostering sustainability through religious teachings. One such initiative is the movement for ethical capitalism, which seeks to align business practices with moral and spiritual values. This movement

advocates for companies to operate in ways that benefit society and the environment, rather than prioritizing profit at the expense of these considerations. Ethical capitalism encourages corporations to adopt practices that are not only economically viable but also socially responsible and environmentally sustainable. A significant example of this movement is the rise of corporate social responsibility (CSR) programs and businesses that emphasize fair trade, environmental stewardship, and community well-being. Advocates argue that businesses should contribute positively to society by addressing global challenges such as climate change, poverty, and inequality (Williams & Thompson, 2022).

To promote ethical business practices, there has been a concerted effort to revive rituals and festivals, to restore their traditional significance. Community-driven initiatives are playing a central role in this revival, as people seek to reclaim the spiritual and cultural value of their celebrations. These initiatives often involve reintroducing practices that emphasize communal participation, reflection, and reverence, rather than commercialism. For instance, in several parts of India, communities have started celebrating Diwali and other festivals with a focus on simplicity, family bonding, and spiritual growth, rather than consumerism. Such movements aim to create a more meaningful connection to cultural heritage and reduce the negative impact of commercialization on these significant occasions (Reddy & Kumar, 2023).

Furthermore, there is growing interest in leveraging religious teachings to promote sustainability and eco-friendly lifestyles. Many religious traditions emphasize the importance of living in harmony with nature, and this philosophy can serve as a foundation for promoting environmental consciousness. By incorporating these teachings into modern practices, individuals and communities are encouraged to adopt more sustainable behaviors, such as reducing waste, conserving resources, and adopting eco-friendly technologies. For example, certain Hindu teachings about non-violence (ahimsa) and respect for nature have been reinterpreted to encourage environmentally conscious living, especially during festivals that often involve excessive waste and pollution (Sharma & Singh, 2022). Movements for ethical capitalism, the revival of traditional rituals, and the promotion of sustainability through religious teachings represent key efforts to resist the negative effects of capitalism. These initiatives aim to reconnect individuals with their cultural heritage, restore the ethical foundations of society, and promote a more sustainable future.

#### 4. CASE STUDIES

##### **Christmas in Western Societies: From Spiritual Celebration to a Consumer Holiday**

In Western societies, Christmas, once a deeply religious celebration marking the birth of Jesus Christ, has undergone a significant transformation. Initially, Christmas was centered around spiritual observance, family gatherings, and acts of charity. However, over time, it has become a commercial event driven by consumerism. The rise of the retail sector and the growing focus on material gifts have overshadowed the religious aspects of the holiday. Christmas has increasingly become a time for shopping, with Black Friday sales and holiday promotions starting earlier each year. For many, the essence of Christmas—its spiritual significance—has been diluted, as festive rituals are now accompanied by extensive marketing campaigns and a focus on consumer goods. The commercialization of Christmas has led to debates about the loss of its moral and religious core, with critics pointing to the environmental and psychological impacts of excessive consumerism, such as heightened stress levels, debt, and overconsumption (Miller & Johnson, 2021). Despite this shift, there remains a strong counter-movement advocating for a return to the holiday's roots, with an emphasis on family, reflection, and charity.

##### **Diwali in India: The Commercialization of a Festival Once Rooted in Simplicity and Spiritual Victory**

Diwali, the Hindu festival of lights, has similarly undergone a commercialization process, particularly in urban areas. Traditionally, Diwali was a celebration of the triumph of good over evil and light over darkness, marked by prayers, the lighting of lamps, and the exchange of sweets among family members. However, in recent decades, the festival has become increasingly commercialized, with advertisements promoting extravagant shopping, fireworks, and the purchasing of expensive gifts. The growing consumerism surrounding Diwali has shifted its focus from spiritual reflection to material indulgence. While the festival retains its religious significance for many, the pressure to buy new clothes, gifts, and fireworks has made it a time of financial strain for some families. Environmental concerns over the excessive use of firecrackers, which contribute to air and noise pollution, have also arisen as a direct consequence of the commercialization of Diwali. Despite these challenges, grassroots movements have



emerged, encouraging people to celebrate the festival in simpler, more environmentally-conscious ways (Patel & Mehta, 2022).

#### **Modern Work Ethics: How Workplace Demands Overshadow Traditional Practices Like Fasting During Ramadan or Attending Sunday Church Services**

The rise of modern capitalism has also had a profound impact on religious practices, particularly in the context of work culture. The pressures of modern work environments, with their demanding schedules and constant connectivity, have often led to a disregard for traditional religious observances. For example, in Muslim-majority countries, fasting during Ramadan is a central practice of spiritual reflection, but the pressure to meet work deadlines and perform well in highly competitive environments often leads to the neglect of this sacred tradition. Similarly, the tradition of attending Sunday church services, which was once a cornerstone of Christian practice, has been diminished due to work commitments, travel schedules, and the growing culture of individualism. In many cases, employers expect employees to prioritize work over personal and religious commitments, making it difficult for individuals to maintain a balance between their professional and spiritual lives. While some progressive companies are introducing policies to support religious observance, such as flexible hours during Ramadan or allowing time off for religious holidays, the overall trend in modern work culture is that religious practices are often sidelined (Smith & Lee, 2023). These case studies highlight the complex relationship between capitalism, religion, and culture, showing how the commercialization of religious events and the pressures of modern work culture can erode traditional spiritual practices. Yet, these trends also spark conversations about the possibility of revitalizing these traditions and integrating ethical considerations into the corporate and cultural spheres.

### **5. DISCUSSION**

The intersection of capitalism and spirituality has increasingly been a topic of discussion as modern society witnesses a growing conflict between material success and religious values. Capitalism, with its emphasis on personal gain and economic growth, has led to the commodification of religious celebrations, turning them into commercial events rather than spiritual observances. For example, festivals like Christmas, Diwali, and Ramadan, once central to religious practices, are now overshadowed by shopping sales, marketing campaigns, and consumer-driven trends (Patel & Mehta, 2022). The transformation of these festivals into opportunities for consumer spending has diluted their original meaning, shifting the focus from spiritual reflection to material accumulation. This shift reflects a broader trend where ethical priorities rooted in religious teachings are often overlooked in favor of economic success and individual wealth. According to Miller (2021), the growing dominance of consumer culture has resulted in a decline in traditional rituals and values, with fewer individuals prioritizing religious practices or communal observances.

Despite these challenges, there are efforts to find a balance between capitalism and spirituality, particularly through the rise of ethical capitalism, which seeks to integrate business practices with moral and spiritual values. Ethical consumption, fair trade, and eco-friendly businesses have gained traction in recent years, reflecting a growing awareness of the need to align profit-making with ethical considerations (Smith & Lee, 2023). However, the scale of consumerism often undermines these efforts, as the overarching profit-driven mentality of capitalism tends to overshadow ethical ideals. As noted by Williams (2024), while ethical capitalism can offer an alternative, its widespread implementation remains constrained by the very structure of global economic systems, which are often designed to maximize profits at the expense of sustainability and social responsibility.

Moreover, the role of individuals, families, and religious institutions is crucial in ensuring the survival of spiritual values in this capitalist environment. Individuals can resist the pressures of consumerism by prioritizing spiritual practices such as mindfulness, meditation, and religious observance, which counterbalance the materialistic focus of modern society (Singh, 2021). Families, too, play a key role in nurturing religious traditions, providing a space for spiritual values to be passed down despite the pressures of work and consumer culture. Religious institutions must also innovate to stay relevant while preserving the core teachings of their faiths. These institutions can serve as platforms for promoting sustainability, ethical living, and social responsibility, demonstrating that religious principles can coexist with modern challenges (Patel, 2022). However, if capitalism continues to dominate without integrating ethical and spiritual values, the long-term implications could be severe. The erosion of cultural and

philosophical traditions, combined with the environmental toll of unchecked consumerism, could lead to increased social fragmentation, heightened stress, and environmental degradation (Smith & Lee, 2023).

Thus, while it is challenging to reconcile capitalism with spirituality, efforts from individuals, families, and religious institutions can help mitigate the negative effects of capitalism. If these efforts are not made, the future could see an increase in societal and environmental consequences that threaten both spiritual and material well-being (Williams, 2024). The ultimate question remains whether a balance can be achieved or if the scales will tip further toward the dominance of consumerism, leaving spiritual values and community-oriented ethics as remnants of a bygone era.

## CONCLUSION

Capitalism has undeniably shaped contemporary society, driving economic growth, technological advancements, and increased access to goods and services. However, its influence extends beyond the material realm, permeating deeply into cultural, spiritual, and ethical domains. The rise of consumerism, driven by capitalism, has transformed religious practices and cultural traditions into commercial enterprises, where the sacred is often reduced to a product for sale. This shift has contributed to the erosion of core values that once centered on community, ethical responsibility, and spiritual fulfillments. For instance, religious festivals and rituals, once designed for spiritual reflection and communal bonding, have increasingly become opportunities for profit and consumer engagement, distorting their original intent and purpose. As capitalism promotes individualism and material success, it often leads to a detachment from the moral teachings that were historically integral to religious life. The prioritization of wealth and status over spiritual growth and ethical integrity has further fuelled this disconnection. People, driven by the pressures of modern work culture, are often left with little time or inclination to engage in meaningful religious observance or reflection, resulting in a loss of identity and purpose. In many cases, the rapid pace of consumer-driven lifestyles leads individuals to overlook the importance of slowing down to engage with their spiritual and cultural roots, leading to existential crises and a sense of emptiness.

In light of these trends, it is crucial to reinstate a focus on ethical practices and spiritual meaning in modern life. Efforts to restore cultural heritage can be seen in the rise of movements for ethical capitalism, which advocate for businesses to operate in ways that align with moral and environmental considerations. Additionally, community-driven initiatives and religious institutions play a key role in reviving traditional rituals and practices, ensuring that their significance is preserved and passed down to future generations. In this context, religion can serve not only as a source of personal growth and fulfillment but also as a guide for sustainable living and social responsibility.

The way forward involves a delicate balance between embracing the benefits of capitalism while safeguarding the spiritual and ethical values that provide individuals with purpose and a sense of connection to their culture. Through conscious efforts to prioritize spiritual and ethical integrity over materialism, individuals and communities can navigate the challenges posed by capitalism, finding a way to merge modern advancements with timeless wisdom. If left unchecked, the growing dominance of consumerism could further dilute cultural traditions and religious philosophies, leaving society in a perpetual state of moral and spiritual disarray. Hence, the challenge lies in fostering a new societal mindset—one that embraces both material success and spiritual fulfillment, ensuring that the essence of human connection, ethics, and spirituality remains intact.

### Author Contributions:

Joel John N. Conceived and designed the study, collected data, and undertook initial data analysis. Further, he wrote the manuscript and assisted with result interpretation. Mr. Sam Golden, Leonardo Chutia and Dino L. oversaw the study design, contributed extensively to methodological and analytical considerations, reviewed manuscript drafts and supervised the development of the conceptual framework, and endorsed the final revised version.

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