

## ABSTRACT

Consumerism in the Filipino society is an elusive phenomenon that needs to be understood with a clear-cut explanation to grasp the Filipino culture as a whole. This paper primarily exposes Jean Baudrillard's concept of hyperreality as an interpretative framework in elucidating the condition of Filipino consumerism. The concept of hyperreality, manifestations of consumerism in the prevailing Filipino consumption behavior and the implications of Jean Baudrillard's hyperreality to explain these following consumption behaviors were extracted through an explanatory approach. This was done by examining credible references on the condition of Filipino consumption in the Philippines in the light of Baudrillard's *Simulacra and Simulations* (1988) and *The Consumer Society* (1970). To identify the manifestations of consumerism, this research adhered to its indicators which include: the combining of material affluence with symbolic-emotional attachments to shopping, possessions and wastes; high levels of consumption; cultural corrosion through mass mindset distortion, and; its harmful effects to the environment. Through the aforementioned indicators, manifestations such as minimal product differentiation, susceptibility to mass media advertising, the retail system of merchandising and the "mall-ing" phenomenon were given with much depth in the light of Baudrillard's work. As discussed in this paper, consumerism in the Philippine consumer society is not just a product of high-consumption of goods and services that is premature in nature but of the commodification of both the object of consumption and the consumer as they dwell in an endless simulation in a hyperreal world. By studying the elusive phenomenon of Filipino consumerism, this endeavor can provide an enrichment to the theoretical corpus of Philippine studies.