

**The Sociology of Everyday Life: Rituals, Consumption, and Identity in a Globalized Era**

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**Abstract**

Everyday life is not merely routine existence but a complex domain where rituals, practices of consumption, and processes of identity formation take shape. In the context of globalization, the sociology of everyday life offers insights into how individuals and communities navigate rapidly changing cultural and social landscapes. Rituals, both traditional and emergent, continue to provide meaning and continuity while adapting to new contexts. Consumption has moved beyond material necessity, becoming a marker of identity, lifestyle, and social belonging. Globalization intensifies these processes, producing hybrid cultural forms and reshaping local traditions through global flows of media, commodities, and symbols. This paper explores the sociology of everyday life through three main dimensions: rituals, consumption, and identity, emphasizing how they intersect in a globalized world. It argues that everyday practices are deeply embedded in power relations and social hierarchies while also serving as spaces for resistance, creativity, and transformation. By examining these dynamics, the study reveals how the mundane becomes central to understanding the broader social order.

**Keywords:** Everyday life, Rituals, Consumption, Identity, Globalization

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**Introduction**

Sociology has long been concerned with the structures and institutions that shape society, yet the study of everyday life highlights how meaning is created, reproduced, and contested in the ordinary activities of individuals. Everyday life encompasses daily routines, social interactions, consumption habits, and identity practices that, while seemingly mundane, reflect broader cultural and structural forces. The sociology of everyday life emphasizes the relationship between the micro-level experiences of individuals and the macro-level processes of globalization, economic systems, and cultural flows.

Rituals are a key part of this domain. They provide structure, continuity, and meaning to daily existence. From religious ceremonies to digital practices such as sharing posts on social media, rituals reinforce social belonging and collective identity. They also evolve in response to globalization, blending local traditions with global influences.

Consumption is another defining aspect of everyday life. No longer limited to the fulfillment of basic needs, consumption in contemporary societies is tied to lifestyle, identity, and symbolic communication. What individuals consume—whether food, clothing, technology, or cultural products—signals their social status and sense of self. In a globalized economy, consumption patterns are increasingly shaped by global brands and digital platforms, though they are often localized in culturally specific ways.

Identity, as constructed in everyday life, is shaped by these rituals and consumption practices. The self is increasingly expressed through choices in style, media, and digital interaction. In globalized contexts, identity is often hybrid, combining local roots with global cultural references. Yet these processes are not neutral. They are structured by inequalities of class, race, gender, and geography, which influence both access to consumption and recognition of identity.

This paper examines how rituals, consumption, and identity intersect within the sociology of everyday life in the globalized era. It argues that everyday practices provide an important lens for understanding contemporary social change, where globalization both connects and divides societies.

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**Subheadings**

**1. Rituals in Everyday Life: Tradition and Transformation**

Rituals have long been central to the sociology of everyday life. They range from formal religious and cultural practices to informal routines, such as greetings or digital check-ins. Rituals provide continuity, stability, and belonging, linking

individuals to communities and cultural traditions. In the global era, rituals are increasingly hybridized: traditional ceremonies incorporate global symbols, and digital rituals emerge as new forms of collective practice. This demonstrates how rituals adapt while retaining their significance as anchors of meaning.

## **2. Consumption Beyond Necessity: Symbolism and Lifestyle**

Consumption is not simply about meeting physical needs but also about expressing identity and social status. Sociologists such as Thorstein Veblen and Pierre Bourdieu have shown that consumption often reflects patterns of distinction, where individuals differentiate themselves through taste, style, and symbolic goods. In a globalized economy, consumption takes on transnational dimensions, as global brands shape local lifestyles. Yet, local adaptations ensure that consumption is never uniform; it is negotiated within specific cultural and social contexts.

## **3. Identity in the Globalized Everyday**

Identity is increasingly constructed through everyday practices, shaped by rituals and consumption choices. In globalized societies, identity is often fluid, reflecting multiple cultural influences. Social media intensifies this by providing platforms where individuals curate and display identities through consumption, lifestyle choices, and ritualized online behaviors. However, access to identity expression is uneven, shaped by socioeconomic and cultural inequalities. Thus, identity formation is both an individual process and a reflection of larger structures of power.

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## **Conclusion**

The sociology of everyday life reveals how rituals, consumption, and identity intersect to create meaning in a globalized era. Rituals provide continuity while adapting to global flows, consumption transcends necessity to become symbolic and identity-driven, and identity itself emerges as hybrid, fluid, and contested. Everyday practices, though mundane, are central to understanding broader social transformations.

Globalization has expanded the possibilities for cultural exchange and identity formation but has also deepened inequalities in access to resources, consumption, and recognition. By focusing on the everyday, sociologists can uncover how global structures shape intimate practices while also recognizing the potential for resistance and creativity. In doing so, the study of everyday life offers critical insights into how individuals and communities navigate the challenges of a rapidly changing world.

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