

The abundance of needs and the role of creativity in human evolution in a commodity economy

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Abstract: The content of this research aims to clarify the abilities and needs created to become the driving force for each individual to develop their capacity, contributing to the evolution of "Humanity" in developing a commodity economy. The article's content uses the methodology of human philosophy, social philosophy, and qualitative methods, especially the inversion method, to point out the transformation of different aspects of life in developing a commodity economy to achieve this goal. The result is that the system of human relations with nature becomes human communication, which is the process of creating society; performing natural functions becomes a task in the division of labor, and each individual becomes a mission, carrying different messages of life so that they are all equally good, with no discrimination against people. The conclusion of the article affirms: first, human life is the natural communication of "humanity"; it is the process of humans constantly creating life, while simultaneously producing tools to help "mechanize the body"; second, creativity is the value of socialized life, and each individual can develop their full potential in social communication; third, the coercion of mutual life in "human" society with products makes money the dominant force, and people become commodities; fourth, money is the subject that governs life in the commodity economy, so the life of money is free.

Keywords: Capabilities, Creativity, Freedom, Money, Needs.

1. Introduction

Human needs diversity plays a vital role in promoting creativity and socialization. However, this process poses several challenges, particularly in sustainable commodity economy development. One of the biggest challenges is the pressure of overexploitation of resources. The diversity of needs leads to the exploitation of resources without good management, causing negative impacts on the living environment; as goods increasingly meet the needs of life, the risk of resource depletion and ecological imbalance becomes an urgent problem. Therefore, there is a need for a mechanism to control and orient the development of needs in a direction that is in harmony with the sustainable supply capacity of resources. Not all needs promote creativity and positive evolution. Some needs may lead to wasteful consumption, misguided lifestyles, or not contributing to sustainable social development; an adequate education and social guidance system is required to raise awareness of responsible consumption and the impacts of consumer behavior on the community and the environment. The distinction between rich and poor leads to different opportunities for creative approaches, causing social inequality. "Humanity" needs policies that ensure equitable development, allowing individuals to maximize their abilities, regardless of socio-economic conditions. Thus, social evolution requires a balance between social justice, economic growth, and environmental protection, which requires synchronous coordination between government levels, businesses, social organizations, and each individual to build a responsible, creative, sustainable, consumer society.

2. Research Status of The Topic

The article draws on existing literature on the richness of human needs and the importance of creativity in driving innovation, economic progress, and social adaptation.

First, economic and psychological literature has extensively studied human needs. Maslow [1] hierarchy of needs provides a foundational framework, categorizing needs into physiological, safety, love/belonging, esteem, and self-actualization. In a commodity economy, these needs extend beyond survival to social status, digital connection, and self-actualization [2]. Scholars argue that as economies develop, basic needs become more straightforward to satisfy, giving rise to higher-order wants [3]. The consumerist nature of modern economies maintains a diversity of needs, often driven by marketing and social influence [4] diversity requires constant adaptation, encouraging creative solutions in product innovation, service provision, and lifestyle changes. Second, creativity is fundamental to human evolution, enabling adaptation to changing conditions through problem-solving and social coordination. Psychologists have emphasized that creativity is achieved through problem-solving through experience and social coordination [5]. In modern economies, it manifests itself in entrepreneurship, artistic expression, technological invention, and scientific discovery [6]. Richard Florida's concept of the "creative class" emphasizes the economic importance of individuals who engage in innovative and knowledge-based activities, but this is consistent with Schumpeter [7] theory of "creative destruction," in which entrepreneurial innovation disrupts existing markets and drives economic growth and adaptation. The scientific and digital revolution has fostered this trend, enabling convenient and rapid global knowledge exchange and cooperation [8].

In a commodity economy, the creation of needs leads to human communication and interaction during socio-economic development. When needs are abundant, individuals and businesses innovate to adapt. Digital platforms have created a market for personalized services, entertainment, and remote online work solutions [9]. This momentum promotes sustainable development and ethical consumption and promotes innovative solutions for green technology and the global economy [10].

Furthermore, the transformation of life affects the way creativity is exploited. The market economy demonstrates that individuals use their creativity to meet the needs of the emerging economy, transforming traditional employment models into modern, industrial, science, and technology-based ones [11]. Likewise, the arts and media industries reflect aspirations and concerns about social problems, forming a sense of community and economic cooperation [12].

Fourth, while existing research provides valuable insights into the relationship between human needs and creativity, further research is needed in several areas: One, the impact of artificial intelligence and automation on creative industries and human adaptability. Two, the psychological impact of ever-changing consumer demands on individual well-being and social cohesion. Third, the role of education in fostering creativity in the demands of a changing economy. Fourth, sustainable strategies to balance economic growth with environmental and social responsibility. The diversity of human needs and the role of creativity in human evolution in a commodity economy are closely linked. Creativity drives the resolution of evolving needs and shapes economic structures. As economies develop, understanding this relationship becomes increasingly important to promote sustainable progress, social equity, and cultural enrichment.

3. Research Method

The content of this topic is approached from the methodology of human philosophy and social philosophy. The method of human philosophy believes that humans are the subject of satisfaction. When satisfying the ability to be creative, humans are divided into subjects and products. Products are not only the subject's survival object but also allow others to live. Human life gives and receives equally satisfying, so there is no need for reciprocation or profit. Still, giving and receiving something unsuitable for the ability is forced, and suffering becomes the possession of each other's lives. Possession is satisfying instinctive needs. Animals possess external objects for survival, which is instinct; they use food without creating sensory fatigue, and animals are still animals. Species originating from "humans" have each

other's lives by standards and money but do not know enough and always feel lacking, so they do not know how to stop; that is instinct, habit, and herd. When money is the object of possession, buyers and sellers emerge. Selling labor equates to buying work, while buying labor equates to selling work. Buyers have money, and sellers need it, turning human life into commodities. Each individual becomes a commodity driven by a money instinct, which can make labor and sex seem obligatory.

With social philosophy, the differentiation of "humanity" makes individual life rich in performing natural functions and tasks in the division of social labor. The richness of individual life becomes diversity in the division of social labor in agriculture, industry, and services, becoming rich in living standards and enjoyment. Each individual is developed as society uses and exploits what society wants. Each individual can choose a career that suits their abilities and needs, which is freedom in their career; it is not only the value of individual life but also the value of society. Freedom in a career is the freedom to buy and sell labor goods, and people become goods in the free market of money business. In addition, the author also uses qualitative methods through a system of concepts such as "cause and effect," "necessity and freedom", "need and ability", "instinct and creativity, "knowledge and will", "means and ends", subject and product" to clarify the issue of ownership. In particular, the inversion method is used to point out the transformation of the difference in the functions and tasks of individuals in the division of social labor, product distribution, living standards, and enjoyment in the process of commodity economic development.

4. Discussion and Results

4.1. *Performing Natural Functions Becomes a Task in The Survival Of "Humanity"*

Differences are evident when individuals perceive themselves through direct interaction with natural elements such as temperature, air, water, and food. Self-awareness of heat and cold, thirst and hunger, illness, sleepiness, and the need for rest become awareness of the natural world and the living environment. Diverse emotional experiences help individuals distinguish themselves from the world around them. Harmony means undifferentiated unity, while difference is the basis for creativity. Thanks to differences, the lives of individuals become more prosperous and diverse. The relationship between individuals and nature is inevitable. It is a mutual transformation process reflecting the direct law of cause and effect. However, individuals are both an independent entity and the result and cause of the development process. Nature is the inorganic body that nourishes individuals, but individuals are the subjects that create and control their lives.

Individuals interact with nature to perceive, create, and actively transform and choose the social environment for survival; each individual possesses talents, so discovering and promoting potential is the key to affirming one's value. However, in addition to personal characteristics, individuals also carry common human factors, including biological structure, communication ability, and freedom to choose a lifestyle. The combination of nature and individuals leads to the transformation of the world through labor, but at the same time, labor itself is also an essential need. In addition to the time to satisfy instinctive needs, the remaining time is to satisfy labor to fill the time gap, which is the time when individuals continuously create themselves in communication with the object. When labor becomes a habit and a hobby, it is no longer just a means of survival but also a means of self-affirmation. For life to be rich and meaningful, individuals must balance satisfying instinctive needs with creative abilities. Creativity and freedom are foundational to a developed society. Freedom to create affirms individuals' self-worth, transforming it into societal value. Therefore, "norms are rules of conduct that humans set to regulate behavior to protect their fellow humans. Adhering to norms becomes a way of behaving with them in social life, causing morality to be distorted and relative" [13]. Freedom and creativity have separated the individual into subject and product. Products are not only for the subject to exist but also for others to live. The value of products is disseminated through exchange, purchase, and sale, and they have become commodities in social life. Creativity brings value when exchanged, applied, and contributed to humanity's common development. In a commodity economy, people continually develop new skills. Harmony between skills and needs fosters individual progress, creativity, and freedom. Conversely, an imbalance between skills and needs leads to unhappiness and helplessness, as unused skills or unmet needs cause

suffering. People are complex entities, both flawed and with unlimited potential. Each product reflects self-improvement and highlights human limitations. The living environment influences both individual abilities and needs.

Balancing skills with life's demands is an ongoing process. People rely on the community for support when a body part is defective. To enhance abilities, tools replace body parts, optics improve vision, and machines increase strength. Creativity involves transforming tools and products to meet life's needs. Nature's perfection highlights individual deficiencies, and vice versa, yet both coexist. Thus, improving nature or oneself aims to enhance life quality. Creative products reflect their creators' abilities, qualities, and moral values. Therefore, "Citizens have a fundamental right to good public administration or ethics" [14]. Community development relies on these products. Product creation and consumption are essential to life. Unlike animals, which use nature directly, humans live on products they create. Products with use and exchange value become commodities, entering circulation and governed by socio-economic laws. The exchange process integrates individual life into the market. Social behavior and relations are both affected by products and services, but "Positive thinking can strengthen a person's belief in his or her abilities and capacity to respond to challenges, enhancing self-efficacy" [15]. Individuals are not passive; they can create and transform their surroundings. Tools, machines, techniques, and knowledge are intellectual products initially owned by individuals but eventually absorbed, developed, and refined by society. Not all products meet humanity's needs. To adapt to the harsh environment, humans continuously create tools, even "mechanizing the body" by developing tools such as taking care of crops, domesticating animals, raising animals, manufacturing machines, cars, airplanes, computers, robots, AI, which are different forms in the process of "mechanizing the body". However, "while AI can be a useful tool, it is important to use it wisely and limit reliance to maintain originality, intellectual integrity, and the development of critical thinking skills in academic writing" [16].

More importantly, humans are not separate from their living environment. Each individual has similarities and differences with other living species. Understanding their place in the ecosystem helps humans manage, protect the environment, and develop sustainably. Learning within the "species" helps humans adapt and maintain life. Creativity is not aimed at class distinction or individual glorification but at improving the quality of life. Each individual is independent and capable of self-nourishment, creating tools, and perfecting themselves. From simple objects such as knives and scissors to complex technologies such as computers, robots, and AI – all reflect the process of "mechanizing the body", expanding awareness, enhancing the ability to act, and creating complex social relationships. "ChatGPT being a part of popular tools points to its use in idea generation and argument structure" [17]. Through work and creativity, humans constantly improve themselves and society. Human evolution involves biological changes, "mechanizing the body" and spiritual and social development. Different occupations – from farmers and workers to intellectuals and artists – contribute to the progress of society. Material wealth is the result of creative work, but the actual value of life lies in the experiences, relationships, and meanings that each person creates. The right to life and development are two fundamental human rights. Each individual expresses himself through the products he creates, and the quality of the product is a measure of the ability and dedication of the creator. The diversity of occupations reflects the richness of creativity, and regardless of differences in skills, knowledge, or qualities, they all aim at the same goal: to create value for society.

Life is value. What gives life and sustains "humanity" is value. Any object that does not give life to "humanity" is worthless; it becomes meaningless to "humanity". Therefore, "without humans, everything becomes meaningless; humans make everything come alive, protecting the survival of fellow human beings is a sustainable development process" [13]. Life-giving objects are objects that are perceived, created, and produced; objects chosen for life have value, and objects that are not chosen to become meaningless to life. The value of an object is the value of the chosen subject. The chosen subject makes the object valuable; that is, the object is the value of the subject. The individual is the subject who masters and chooses the way of life and the way of living. The individual's responsibility for his own life is the

value that makes the individual carry the whole message of his life with all its truth, creativity, and freedom.

4.2. Individual Creativity in the Commodity Economy

Fulfilling one's potential is creativity. Creativity is an individual activity and a process that promotes social development. Through exchange, learning, and cooperation, people continuously create new values. Universal values such as respect, truth, and justice are the foundation for understanding and cooperation among individuals, ethnic groups, religions, and nations. Although each country has different traditional characteristics, they are all human beings and can share core values such as sympathy and the desire for happiness. These values can connect individuals, forming a unified, consensual community of humanity.

When facing oneself honestly, each individual must face the products he creates. Creativity reflects personality and is the foundation of a meaningful life. People feel excited and love their work when they are free to develop, turning their career into a mission. Freelance work, performed according to ability and rewarded according to need, helps eliminate discrimination between professions and people. Although each product's value may differ, all are humane and must be recognized. A fair society is one where each person's standard of living reflects their ability and contribution due to different incomes. In such an environment, individuals can develop themselves and contribute to shared prosperity. Diversity in forms of labor creates material wealth, enriches spiritual life, and opens many career opportunities suitable to each person's capacity.

Personal life is a journey of constant search for satisfaction, in which creativity motivates people to explore new experiences and create meaningful values. People develop and use products not only to meet personal needs but also to contribute to the standard progress of society. It becomes "the administrative course of action necessary to ensure the protection of the public interest, consistent with the normative and ethical guidelines imposed by the organization" [18]. Giving and receiving are two inseparable aspects of life: when giving, people feel happy and connected to the community; when receiving, they appreciate the values they possess. However, their humanistic meaning will be lost if giving and receiving become forced. Like other creatures, humans compete and cooperate to survive and develop. Ecological balance is a prerequisite for ensuring biodiversity, and humans are no exception to this rule. However, the difference between humans and other animals is the ability to think generally and creatively. Needs and abilities are two important factors that govern human behavior. When satisfying needs becomes a survival instinct, it can lead to endless greed. On the contrary, when people are free to create and develop according to their abilities, they will feel satisfied and happy with life. Each individual is independent, but there is always a close connection between abilities and needs: "perceptual information contributes to visual memory" [19]. Therefore, they become the subject of all cognitive and creative activities. Health is not only a condition for existence but also the foundation for development and creativity.

Individuals affirm their position in society and nature through the products they create. The relationship between people and products is interactive in that individuals are both creative subjects and objects of those products. Products reflect labor, reflect labor, and express the identity and innovative thinking of the people who create them. However, in some cases, individuals can become "slaves" of the circumstances or the products they create. When this happens, people's creativity and freedom are limited, and they can become tools to serve the interests of others or the products they create. In a commodity economy, people must know their value and societal role. Creating valuable products is necessary, but they should not dominate life. People can only live a meaningful and happy life when they balance work and personal development. If they are too dependent on material things, individuals will quickly be dominated by goods and become "slaves" to the products they create. At that time, products as a means of survival could become the goal of making money, causing people to be far away from the true nature and value of "humanity".

On the contrary, creativity is a profoundly humanistic activity. It helps individuals express themselves, connect with society, and contribute to shared values. Creative people are independent individuals, free in thought and action, not bound by any stereotypes. However, in modern society, many

people are forced to do repetitive, uncreative work to make a living, which not only reduces creativity but also leads to pressure and stress. When work becomes a burden, people will feel tired and bored and lose the joy of life. In a commodity economy, balancing material and spiritual needs is very important. Each person needs to work to meet basic needs and have time to develop themselves, pursue their passions, contribute, and bring value to society. Creativity helps individuals find happiness, improve the living environment, and make it more prosperous. The history of "humanity" is the history of creation and production. Initially, humans created products to serve the needs of survival. However, when products became the primary goal, society witnessed negative consequences; they gave rise to tools and weapons of war that threatened the survival of humanity. Creativity is one of the most essential human characteristics, helping to solve problems and improve the quality of life. However, if exploited for harmful purposes, creativity can become a tool that harms society. When forced or dominated by the instinct of destruction, humans can create products against the common good. A free society is one where humans have the conditions to design, develop, and realize the ideal of "humanity". On the contrary, when caught up in the vortex of competition and consumption, humans quickly become tools serving the interests of a specific group of people. Therefore, maintaining and developing creative thinking is the key to ensuring a sustainable and humane society.

A market economy that encourages creativity and respects individual freedom to use technology responsibly are core elements that promote human potential, thereby contributing to sustainable social development. When people are tied to repetitive, uninnovative work, they lose their creativity and freedom. They become passive links in the social structure, where machines, robots, and AI replace activities based on time and survival habits. Giving up creativity means losing personal identity, leading to passivity and a decline in development motivation.

The products of creativity not only bring positive values to society but also promote scientific and technological progress. On the contrary, the results of coercion often bring negative consequences, from unsustainable exploitation of resources to the production of weapons, rhetoric, discourse, and frivolous words that become "theoretical weapons" against humanity. A society that stifles creativity and encourages coercion will face stagnation and decline, both economically and culturally. Therefore, "factors highlight the importance of tailoring circular economy initiatives" [20]. In a market economy, creating a healthy working environment where people are respected, treated fairly, and allowed to develop their creativity is a prerequisite for building a prosperous society. People who work with passion and dedication will create economic value and find joy and meaning in life. Freedom, creativity, and truth play an important role in the development of human society and are the driving forces for innovation and progress. People feel happy and motivated to contribute when they are free to create. On the contrary, if restricted, they become passive and lose their motivation to work, negatively affecting their productivity and quality of life.

A realistic society is one where people can do jobs that suit their abilities and interests. However, reality shows that many individuals are forced to do unwanted jobs to maintain their lives, leading to stress, pressure, and poor mental health. When work becomes a burden, people will lose joy in life, affecting personal and community development. Balancing material and spiritual needs in a commodity economy is essential to ensure a meaningful life, which is "daily life satisfaction" [21] in work is a means for people to meet basic needs. At the same time, it is an opportunity to develop themselves, pursue their passions, and create sustainable social values. However, the desire for material things, especially money, sometimes makes people lose their core spiritual values. If the economy only operates based on material interests without paying attention to human values, society will fall into a state of imbalance, leading to injustice and conflicts of interest. When forced to do unsuitable jobs, people not only lose the meaning of life but also become tired, depressed, and even have negative behaviors that are harmful to themselves and the community. Society must create conditions for individuals to maximize their potential by building a fair, transparent, and creative working environment, improving labor quality, and creating a sustainable community. In addition, education and training play an important role in helping people correctly perceive the value of creativity and freedom of teachers. When individuals understand the importance of these

factors, they will be motivated to contribute positively to society instead of just working for survival. Human creativity is an indispensable factor in the development of society when the market economy operates effectively by ensuring harmony between economic interests and human values. Develop creativity, respect human rights, and individual freedom to build a sustainable society.

4.3. Promoting Freedom in Labor Becomes a Core Value in the Development of a Commodity Economy

People are increasingly aware that developing their abilities helps them survive and contribute positively to the community. Creativity is a core human trait, helping people overcome natural limitations and create new values. However, creativity is an individual activity and a social process that requires individual interaction and sharing. When people understand the value of freedom, creativity, and truth, they constantly seek ways to improve themselves and contribute to society. To realize this, the state must build a fair society where everyone can develop and pursue their dreams. "The state plays an essential role at the national level, which should mainly create a healthy business environment" [22]. When social norms become rigid and no longer fit with reality, people will find ways to overcome those limitations. Creativity is the driving force for innovation and development. However, if creativity is exploited for personal or selfish purposes, it can lead to negative consequences.

Sacrifice and renunciation of personal interests are sometimes glorified as noble acts. However, if sacrifice becomes an obligation, it can lead to suffering and injustice. Inequality and injustice in society can easily make people fall into a state of helplessness and depression, even leading to negative behaviors such as fraud and violence. In a commodity economy, it is necessary to encourage responsible creativity and build a fair and humane environment where everyone has the conditions to develop and realize their dreams. Therefore, "Power in public administration should not be used to avoid responsibility" [23]. Connection between people is essential to building a harmonious and developed society. However, this connection must be based on voluntariness and mutual respect. Forcing others to do something against their will violates personal freedom. To maintain a healthy society, each individual must avoid deviant and irresponsible forms of creativity.

Sexuality is a natural part of human life and should be treated with respect and responsibility. In a diverse society, each individual's sexual needs and abilities are different, so a general stereotype should not be imposed. When sexual needs are repressed or not fully met, it can lead to unhappiness and psychological disorders. At the same time, deviant behavior must be severely punished by law. To prevent negative consequences, building a society that respects differences is essential.

Family is the foundation of society, but when rigid rules and material interests bind, it can lose its warmth and happiness. Unhappy marriages can lead to infidelity and divorce. In modern society, wealthy people are sometimes pressured by social norms, forcing them to sacrifice personal happiness to maintain their status. However, trading personal happiness for social recognition is not always worth it. Every individual has the right to live authentically and freely. Outdated rules should not become barriers that limit people. Being too attached to the past or too worried about the future can cause people to miss the value of the present. Suffering is inevitable, but instead of letting it dominate, people must find ways to overcome it to move towards a more meaningful life. Unfortunately, in many cases, suffering is exploited as a tool to serve personal or social interests. When people become tools to achieve material benefits or power, their values and dignity are eroded. Standards limit and bind people, creating conflicts and contradictions between individuals and society. When individuals are forced to do things against their will, they feel disadvantaged, helpless, and unhappy. In modern society, love and empathy - core human values - are gradually pushed away by selfishness. Organizations such as churches, governments, and businesses often set rules to regulate human behavior. However, when these rules become tools of control and exploitation, they cause negative consequences; it is "not possible to separate cognitive load from negative affect" [24].

Social norms are not always correct. Sometimes, outdated rules create evil, perpetuate injustice, and stifle creativity, but when people accept them unconditionally without questioning, they inadvertently give up their freedom of thought. A society dominated by extreme individualism will lead to division and

disunity. When personal interests overwhelm the common good, the truth becomes difficult to distinguish, and social evils such as corruption and injustice have the opportunity to increase. In a commodity economy, it is necessary to encourage independent thinking, respect differences, and promote community spirit. Everyone must be responsible for society, joining hands to build a better future. However, personal interests have hidden and obscured the truth of life, causing lies, fraud, and deception to create a toxic environment and make personal life selfish. Individuals who create and benefit from these negative behaviors must be equally responsible. Therefore, "Pay of all kinds must be pegged against the performance of duties and responsibilities given but not necessarily titles" [25].

Laziness, lies, hatred, and contempt are social "diseases" that exist in every individual and contribute to division. Although humans have both good and bad sides, opposing sides if left unchecked, can cause discord and conflict. Helping others is noble, but if not considered or without practical capacity, it can lead to undesirable consequences. A just and civilized society must be based on mutual respect, promote personal responsibility, and encourage responsible creativity. When each individual knows his or her role, he or she will contribute to a better society and find true meaning in life. Each person must carefully consider every decision and action to ensure that his or her contribution is truly valuable. Violence often arises from a sense of helplessness and frustration. Many people try to project an image of politeness, perfection, and intelligence to hide their weaknesses. They may be willing to resort to lies or fake behavior to gain social approval. When people feel powerless, they are likelier to fall into negative habits such as greed, fear, and jealousy. In a commodity economy, people tend to use sophisticated tactics to achieve their personal goals. While "knowledge acquisition also increases the confidence of the workers in tackling challenges" [26] a lack of self-confidence makes them sensitive to criticism and quick to blame others. Life presents countless difficulties and challenges, but how individuals respond to these obstacles determines their true nature and values. Some endure and sacrifice to protect their principles, while others may give up or engage in harmful behavior.

Pretense and flattery are often disguised as politeness and courtesy to gain attention and sympathy from others. These behaviors may be accompanied by abandonment of personal needs in exchange for social approval. In globalization, a comfortable lifestyle increasingly replaces traditional norms and values, reversing value systems where money and power become life's goals. At the same time, truth, creativity, and freedom are easily overlooked.

Diversifying social norms opens up many economic opportunities, but at the same time, it also poses the risk of losing personal identity and dependence on the system. However, "economic and legal gaps in managing sustainable and innovative development in modern economic systems must be bridged" [27]. More and more people are willing to trade freedom, creativity, and truth for status and material benefits. They become "entrepreneurs" in commercializing themselves, knowing how to "sell" personal qualities to suit the needs of others. Depending on the situation, they can show politeness, sincerity, enthusiasm, patience, or professionalism to achieve their goals. However, this raises many issues about ethics and human values in modern society. The relationship between individuals and money is increasingly complicated, leading to the commercialization of people. When material things and social norms are considered criteria for assessing value, noble qualities such as sincerity and kindness are gradually disregarded. At the same time, hypocrisy and deception have the opportunity to thrive. Social norms are often established to serve the interests of a particular group of people, in which individuals who hold power and wealth can use them to manipulate and control others, it "could prompt individuals to exhibit" [28]. Overemphasizing the role of money and status has eroded the actual value of human beings.

Faced with the adverse effects of materialism, each person must stay alert and not be swept away by frivolous temptations. People who are not aware of the limits of money and social norms often fall into a vicious cycle of ambition, willing to do anything to achieve wealth and fame, regardless of the consequences, when the economic and social system overemphasizes money as a measure of value, social injustice increases, creating a gap in opportunities between classes. Treating people as "commodities" to be bought and sold reduces the actual value of each individual and causes negative consequences for the development of society. Building a culture that respects people and creates equal development

opportunities is important in a commodity economy. Individuals who are too dependent on money and status often become "slaves" of the system, leading to insatiable greed, unhappiness, and imbalance in spiritual life. Excessive priority for material things has contributed to increasing inequality and social injustice. Therefore, instead of eliminating individuality and creativity, each person needs to find a way to balance personal needs with the common good of society. Money and social norms often reflect social injustice and division. When people are turned into "commodities", individual values are distorted, limiting development and creativity. With rigid principles, the system of social norms makes life lose freedom, forcing life to become unfair. Therefore, "capacity building, shared norms, and addressing root causes like inequality are crucial for long-term stability" [29]. Therefore, it is necessary to change lifestyle, perception of success, and happiness so that each individual can develop himself/herself sustainably and meaningfully.

Possessing values that do not belong to him - including material assets obtained by illegal means or reputation based on artificial standards, makes people fall into a vicious circle of unhappiness and self-deception. True wealth and social status must come from honest work, creativity, and contribution. When people focus too much on accumulating wealth and forget core values, they lose true freedom and happiness. Therefore, in the commodity economy, each person needs to return to the fundamental values of humanity: creativity, freedom, and honesty. When each person is respected and has the opportunity to develop themselves, society will move towards a more just and humane model.

5. Results

This scientific article sheds light on the role of needs and creativity in developing individuals and social evolution in a commodity economy. Through the methodology of human philosophy and social philosophy, the study emphasizes that the relationship between humans and nature is transformed into social communication, in which each individual becomes a task carrying different life messages.

The research results show that (1) Human life is a natural communication, at the same time a process of creativity and mechanization of the body; (2) Creativity is a social value, helping individuals to develop their maximum potential in social communication; (3) The coercion of commodity social life makes money become a dominant force, turning humans into commodities; (4) Money plays a central role in a commodity economy, making monetary life have its freedom.

The study contributes to systematizing the concept of individual needs and abilities, setting out the following research direction on the motivation to promote creativity and barriers from instinctive life to the evolution of "humanity".

6. Conclusion

Through discussion and results, the author draws some conclusions in the research process:

First, human life is natural communication. The most characteristic of this communication is the communication of "humans," which is the process of humans constantly creating life while producing tools to help "mechanize the body." Life is the value that becomes the value of the product that is perceived, designed, and made in the evolutionary process of "human" society.

Second, satisfying the ability is creativity. Creativity is the value of a social life; each individual can develop their full potential in social communication. Value is the similarity of cooperation between countries with different socio-economic conditions. However, the created product is the means for "humans" to evolve, but when the product is the purpose, it makes those products become a force against "humans".

Third, the coercion of mutual life in the "human" society by-products makes money the dominant force, and people become commodities. Buying labor is selling jobs, buying jobs, making life an investment, and being a human business in the commodity economy.

Fourth, money is the subject that governs life in the commodity economy, so money life is freedom. Free life becomes a free market in purchasing and selling labor goods, jobs, and job positions, making human life a popular commodity in developing the commodity economy.

7. Limitations, Significance, and Future Research Directions

The content of this scientific article has contributed to systematizing personal life not only as satisfying needs but also as satisfying abilities, which is the creativity of individuals in the evolution of "humanity". However, the content of this topic still has certain limitations, which are the author's viewpoints, subjective opinions, and different approaches. With successes and limitations, the topic's content has an essential meaning for promoting the creativity of personal life for jobs and careers that are instinctive and repetitive when machines, robots, and AI are gradually applied and replace human labor in the commodity economy. However, the content that needs to be further researched in the coming time is to find the motivations to promote creativity while clarifying that instinctive life becomes a barrier to the development process of "humanity."

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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