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Keywords : *Materialism, Materialistic Person, Money, Advertisement, Poverty, Culture, and Personal Happiness.*

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Materialistic Thoughts among People

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Abstract - The focus of this research study is to see the level of materialistic thoughts among the people. Now people value to extrinsic things rather than intrinsic. Enjoyment, physical pleasure, material possessions and comfort are now becoming necessities of life. This study was conducted in January-June 2010. To analyze the materialistic thoughts among people five variables money, poverty, personal happiness, advertisement and culture were used as measurement tools to find materialistic thoughts among housewives, students, businessmen and salary person. Questionnaire was developed which includes demographic portion which was with some open and some close ended questions. Questions related to variables were all close ended. Stratified random sampling technique was used. Sample size was of 200. In results, there was no association between money, advertisement, poverty, culture, personal happiness with Study group. The materialistic thought is increasing among people due to two factors money and advertisement. Under recommendation it's said that all that glitters is not gold so we should not give importance to luxurious things.

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I. INTRODUCTION

Man is hasty and greedy by nature. He always remains in search of better to best. His appealing urge to get the best for him has made materialistic, making him a machine with no emotions and feelings. He is only interested in making more and more money irrespective of religious and moral values. The man of today is a perfect example of materialism. We hardly realize the fact our desires are never-ending. The more we get, the more we want. The more we have the more we want. Material luxurious objects have sadly failed to give us true happiness and peace. It goes without saying that luxurious life without peace of mind and inner happiness is of no significance and value. (Hussain,k.) "We have found that material possessions don't provide as much lasting happiness as the search of life experiences. The mistake we can sometimes make believes that pursuing material possessions will gain us status and admiration while

also improving our social relationships. It seems to have exactly the opposite effect. Trying to have a happier life by the acquisition of material possessions is probably not a very wise decision. Not just our research, but a lot of other research has found that people who are materialistic acquire many mental health costs and social costs, they're less happy and more prone to depression" Van Boven said. (Boven,L.V.2010).

Money can't buy you love. It can't buy you happiness either. According to an article on CNN, "by and large, money buys happiness only for those who lack the basic needs". (Burns.G.) Materialism has had its grip on humanity since the introduction of man to this planet. Every culture, country, and generation has been plagued with the need for material goods. Materialism has turned child against parent, wife against husband, and husband against wife. Children confront their parents on "why can't we afford this? A culture full of spoiled children breeds spoiled and irresponsible adults. Showing our children reality and not "reality" television will benefit them and our culture. (Huffan,G.W.) Overall they have shown that aging is a part of an individual's culture and like other parts of culture, it has an important influence on the individual's world view and subsequent behavior (Graham 1981; Webster and Beatty 1997).(Wei,Y.) The media in general and advertising in particular show images of materially well-off consumers, those consumers exposed to heavy doses of advertising and other media would overestimate the material well-being of typical consumers (see Belk and Pollay 1985a,b and Friedman 1985 for the depiction of material themes in advertising and media).(Richins,M.L.1987) I want", "I need", "I must have" are the three phrases heard a little more than seldom from your typical American teenager. (Romaniuk,O) Advertising as a major social event expresses a key change in values, beliefs, behavior and buying patterns of the peoples which influence the lifestyles of people (Polly and Mittal, 1993). (Usman,M.2010.) Advertising also encourages materialism in which material goods and money is conceived important for personal happiness and social progress as compared to intellectual or spiritual concerns was increasing amongst children and adults. (Abiden.Z.2010.) Kasser argues that when people turn to material things to feel better, they compound the problem, because they seek experiences that "don't do a very good job of meeting their psychological needs." Studies show that poor people who emphasize materialistic goals are especially likely to be unhappy,

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while in some studies, materialistic rich people show fewer ill effects, most probably because they are meeting more of their goals. (Goldberg, C.2008.)

Our love of money is evident too in our attitudes toward wealth and poverty. Although 92 percent believe that the condition of the poor is a serious social problem, our hearts are fundamentally with the rich. (Wuthnow, R.1993.) Early research conducted by Ward and Wackman (1971) suggested that materialism was the result of individuals viewing material goods and money as a path to personal happiness and social progress. Ger and Belk (1996) examined the concept of cross-cultural materialism by using undergraduate and graduate respondents from 12 countries. It was concluded that variables such as dramatic cultural or social change might well lead to higher levels of materialism. (Parker, R.S.) Materialistic persons seek products that show the success and status they wish to be observed by others and themselves (Richins et al. 1992) (Bernard,R.J. 2009.) The urge to lead an

extravagant life. Personal satisfaction and greed are the most important aspects of life of the society driven by materialism. Materialism promotes many other negative feelings as well like lust, selfishness, jealousy, sense of hopelessness, etc. People are forgetting their moral values and often fail to understand the distinction between right choices and the wrong ones. The only thing that matters is good quality life and false comforts. (Materialism in society).

II. METHODOLOGY

This study was conducted from January to June 2010. One questionnaire was developed. The sample size of our study is 200. The questionnaire consists of 27 questions. All questions were close ended. We have distributed our sample into four categories. The stratified random sampling technique was used for making four stratum, which consists of Housewives, Businessmen, Salaried person and Students.

III. RESULTS

Table 1 : Distribution of effects of money on people

Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Is money first priority in life now?	11(5.5%)	30(15.0%)	32(16.0%)	60(30.0%)	67(33.5%)	200(100.0%)
Can money satisfy all needs of life?	33(16.5%)	38(19.0%)	38(19.0%)	62(31.0%)	29(14.5%)	200(100.0%)
Is money sign of high status now?	9(4.5%)	11(5.5%)	15(7.5%)	40(20.0%)	125(62.5%)	200(100.0%)
Can money give respect?	29(14.5%)	31(15.5%)	42(21.0%)	51(25.5%)	47(23.5%)	200(100.0%)
Is money key to success?	23(11.5%)	39(19.5%)	47(23.5%)	56(28.0%)	35(17.5%)	200(100.0%)
Can money change our lifestyle?	9(4.5%)	11(5.5%)	17(8.5%)	54(27.0%)	109(54.5%)	200(100.0%)
Is the unfair distribution of money leading us towards materialism?	12(6.0%)	17(8.5%)	45(22.5%)	56(28.0%)	70(35.0%)	200(100.0%)
Is money a solution of every problem?	41(20.5%)	64(32.0%)	37(18.5%)	35(17.5%)	23(11.5%)	200(100.0%)

33.5% respondents strongly agree and 15.0% disagree that money is first priority in life now. 31.0% respondents agree and 19.0% disagree that money can satisfy all needs of life. 62.5%% strongly agree and 5.5% disagree that money is sign of high status now. 25.5% respondents agree and 15.5% disagree that money can give respect. 28.0% respondents agree and 19.5%

disagree that money is key to success. 54.5% respondents strongly agree and 5.5% disagree that money can change our lifestyle. 35.0% respondents strongly agree and 8.5% disagree that the unfair distribution of money is leading us towards materialism. 17.5% respondents agree and 32.0% disagree that money is solution of every problem.

Table 2 : Distribution of effects of advertisement on people

Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Do advertisements Show glamour?	3(1.5%)	15(7.5%)	30(15.0%)	85(42.5%)	67(33.5%)	200(100.0%)
Do advertisements motivate for luxurious life?	8(4.0%)	19(9.5%)	40(20.0%)	72(36.0%)	61(30.5%)	200(100.0%)
Can our lifestyles be changed by advertisements?	14(7.0%)	38(19.0%)	53(26.5%)	63(31.5%)	32(16.0%)	200(100.0%)
Does excess of advertisement have negative impact on life?	13(6.5%)	30(15.0%)	49(24.5%)	60(30.0%)	48(24.0%)	200(100.0%)
Does charming advertisements attract you?	7(3.5%)	19(9.5%)	40(20.0%)	76(38.0%)	58(29.0%)	200(100.0%)

42.5% respondents agree and 7.5% disagree that advertisements show glamour. 36.0% respondents agree and 9.5% disagree that advertisements motivate for luxurious life. 31.5% respondents agree and 19.0% disagree that lifestyle can be changed by advertisements. 30.0% respondents agree and 15.0%

disagree that excess of advertisement have negative impact on life. 38.0% respondents agree and 9.5% disagree that charming advertisements attract.

Table 3 : Distribution of effects of poverty on people

Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Is poverty creating wish for charming life?	11(5.5%)	19(9.5%)	51(25.5%)	74(37.0%)	45(22.5%)	200(100.0%)
Is poverty influencing mind towards glamour?	11(5.5%)	32(16.0%)	65(32.5%)	63(31.5%)	29(14.5%)	200(100.0%)
Is poverty creating greed for wealth?	6(3.0%)	23(11.5%)	41(20.5%)	76(38.0%)	54(27.5%)	200(100.0%)
Are only poor people materialistic?	44(22.0%)	59(29.5%)	60(30.0%)	31(15.5%)	6(3.0%)	200(100.0%)

37.0% respondents agree and 9.5% disagree that poverty is creating wish for charming life. 31.5% respondents agree and 16.0% disagree that poverty is influencing mind towards glamour. 38.0% respondents agree and 11.55 disagree that poverty is creating greed for wealth. 15.5% respondents agree and 29.5% disagree that only poor people are materialistic.



Table 4 : Distribution of effects of personal happiness on people

Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Does personal happiness means more?	4(2.0%)	24(12.0%)	50(25.0%)	72(36.0%)	50(25.0%)	200(100.0%)
Can personal happiness create satisfaction in life?	5(2.5%)	21(10.5%)	31(15.5%)	74(37.0%)	69(34.5%)	200(100.0%)
Is wealth source of personal happiness?	14(7.0%)	42(21.0%)	52(26.0%)	71(35.5%)	21(10.5%)	200(100.0%)
Can materialism create personal happiness?	25(12.5%)	53(26.5%)	59(29.5%)	43(21.5%)	20(10.0%)	200(100.0%)
Does personal happiness makes you selfish?	24(12.0%)	42(21.0%)	44(22.0%)	58(29.0%)	32(16.0%)	200(100.0%)

37.0% respondents agree and 10.5% disagree that personal happiness can create satisfaction in life. 35.5% respondents agree and 21.0% disagree that wealth is source of personal happiness. 21.5% agree and 26.5% disagree that materialism create personal happiness. 29.0% respondents agree and 21.0% disagree that personal happiness makes us selfish.

Table 5 : Distribution of effects of culture on people

Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Is our culture depicting materialism?	8(4.0%)	29(14.5%)	66(33.0%)	68(34.0%)	29(14.5%)	200(100.0%)
Is our culture moving towards modernism?	12(6.0%)	26(13.0%)	31(15.5%)	67(33.5%)	64(32.0%)	200(100.0%)
Is there any effect of culture on our lives?	10(5.0%)	18(9.0%)	37(18.5%)	65(32.5%)	70(35.0%)	200(100.0%)
Is culture negatively promoting materialistic thoughts?	9(4.5%)	30(15.0%)	72(36.0%)	62(31.0%)	27(13.5%)	200(100.0%)
Is our culture rigid to follow the materialistic norms?	15(7.5%)	47(23.5%)	81(40.5%)	40(20.0%)	17(8.5%)	200(100.0%)

34.0% respondents agree and 14.5% disagree that our culture is depicting materialism. 33.5% respondents agree and 13.0% disagree that our culture is moving towards modernism. 35.0% respondents strongly agree and 9.0% disagree that there is an effect of culture on our lives. 31.0% respondents agree and 15.0% disagree that our culture is negatively promoting materialistic thoughts. 20.0% agree and 23.5% disagree that our culture is rigid to follow that materialistic norms.

IV. ANALYTICAL RESULTS

a) Chi-square test

Table 1 : Overall comparison of money and study groups

Study group	Money				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Housewife	2.0625%	2.9375%	2.5625 %	4.5625 %	6.375 %
Business-man	1.9375%	2.375%	2.125 %	3.8125 %	4.75%
Salary person	3.625%	5.125	5.625 %	8.5625 %	7.5625 %
Student	2.8125%	4.625	6.75%	8.9375 %	12.875 %

The value of chi-square test is 24.345 and p value is 0.06 which is greater than 0.05, so there is insignificant difference between money and study groups.

Table 2 : Overall comparison of advertisements and study groups

Study group	Advertisement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Housewife	1%	2.2%	4.5%	7.1%	3.7%
Businessman	1%	1.2%	3%	5.1%	4.7%
Salary person	1.8%	4.4%	7.4%	10.2%	6.7%
Student	1.7%	3.8%	6.3%	12.7%	11.5%

The value of chi-square test is 26.23 and p value is 0.13 which is greater than 0.05, so there is insignificant difference between advertisements and study groups.

Table 3 : Overall comparison of poverty and study groups

Study group	Poverty				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Housewife	2.25%	3.25%	4.625%	5.375 %	3%
Business-man	1.375%	2.5%	3.5%	5.25%	2.375%
Salary person	2.625%	5.25%	8.875%	9.875 %	3.875%
Student	2.75%	5.625%	10.125 %	10%	7.5%

The value of chi-square test is 11.141 and p value is 0.517 which is greater than 0.05, so there is insignificant difference between poverty and study groups.

Table 4 : Overall comparison of personal happiness and study groups

Study group	Personal happiness				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Housewife	1.3%	4.9%	4.6%	6%	2.7%
Businessman	1.3%	2.3%	3.5%	5.4%	2.5%
Salary person	2.3%	4.9%	8%	9.5%	5.8%
Student	2.4%	6.1%	7.4%	11%	8.1%

The value of chi-square test is 16.331 and p value is 0.177 which is greater than 0.05, so there is insignificant difference between personal happiness and study groups.

Table 5 : Overall comparison of culture and study groups

Study group	Culture				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Housewife	1.2%	3.3%	5%	5.5%	3.5%
Businessman	.6%	1.7%	3.7%	5.6%	3.4%
Salary person	2.4%	4%	9.4%	9.3%	5.4%
Student	1.2%	6%	10.6%	9.8%	8.4%

The value of chi-square test is 19.242 and p value is 0.083 which is less than 0.05, so there is insignificant difference between culture and study groups.

V. CONCLUSION

Materialism is that everything which has physical existence is important in life. Materialistic thought create greed for luxuries in life. Researches show that people are always attracted towards glittering things. People are giving preference to material things so unhappiness, jealousy, greed, depression, aggressiveness, social anxiety is increasing and they start using people for their means. Greed of money, motivational effects of advertisements, problem of poverty, wish of personal happiness and negative norms depicting culture have influenced the people particularly teenagers. The results of our study show that money, advertisement, culture, poverty and personal happiness have insignificant relationship with study groups.

VI. RECOMMENDATIONS

To avoid and eliminate materialistic thoughts from life we should:

- Think positive
- Believe in spirituality
- Give more importance to relations than luxuries
- Don't be the part of wrong norms in the culture instead, change it

- Don't think much about the adds on television because "all that glitter is not gold"
- Material poverty is not poverty real poverty is of mind so be pure and honest in your intentions and goals.

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