

**FACTORS LEADING TO MATERIALISM IN  
CHILDREN: A SURVEY OF SCHOOL CHILDREN IN  
AHMEDABAD, INDIA**

**Poorvaxi Chetanand Audichya**

Research Scholar, Faculty of Education  
CVM University

ISSN 2277-7733

Volume 12 Issue 4,

March 2024

**Abstract**

*Materialism is a philosophical perspective that emphasizes on physicalism or state of being. When children exhibit a tendency or express desire for material possessions, it can be termed as materialism in children. Researchers working on materialism among children highlighted that it is increasing among children. Past researchers have associated marketing, role of media, peers and so on as reasons for increasing materialism in children. However, there is still not much clarity with regard to the individual and situational factors that lead to materialism in children, which increases their vulnerability to such thoughts and behaviors. The present study is an attempt to understand the role of different internal and external factors that lead to child materialism.*

**Keywords:** *Materialism, children, socialization, advertising, child development, peer influence*

The term “materialism” can be viewed from several viewpoints. For example, from a philosophical standpoint, it emphasizes that physical matter is the only and ultimate reality (Belk, 1984). From a sociocultural standpoint, it places high importance to material possessions over quality of life and spirituality. It creates a belief that acquisition of material things is a primary source of satisfaction and fulfillment in life. In past, studies on materialism have tried to understand it beyond philosophical standpoint, i.e. from psychological, sociological, economic and so on. Past researchers have mainly tried to understand its impact on wellbeing (Balikcioglu and Arslan, 2020), which could be both positive and negative. Researchers have also studied the factors which impact materialism.

The growing influence of materialism in children is a matter of debate as well as concern to parents, educators, and government authorities. Although there are not many researches on child materialism, but past researchers have made direct attempts to understand the factors that lead to materialism in children or its impact on children (Allsop et al., 2021) and later part of their life (Manchiraju and Son, 2014). But still there is scope for descriptive researches on this theme. Indirectly, associated themes of child materialism have been studied in terms of “pester power”, “child advertising”, “child consumerism”, “children buying behavior” and so on. However, there is still not much clarity with regard to the internal and external factors that lead to materialism in children, which increases their vulnerability to such thoughts and behaviors. In present time, the children have emerged as avid consumers, which is a matter of concern from the point of view of increasing materialistic attitudes in children and adolescents (Chaplin & John, 2007; Bronfenbrenner, 1986). Past studies have highlighted family environment and parenting style have direct

## ***FACTORS LEADING TO MATERIALISM IN CHILDREN***

influence, while exposure to media, peer influence and advertising on TV as other influencers of materialism in children and adolescents (Speck & Peterson, 2010), and some researchers have studied materialism in 6 to 12 years old, but using different factors of child materialism an integrated model could be developed. Therefore, the present study is to attempt identify the factors of child materialism. In the subsequent sections of this article, important sections such as literature review, hypotheses, methodology, results and discussions are presented.

### **Literature Review**

A critical review was done to find out the factors of child materialism. Using keyword descriptors, we collected 117 research papers from major databases and then after reading the abstracts of these research papers online, we finally selected a sample of 64 articles based relevance to the theme and quality of publication, based on impact factor and rankings, for the literature review. Based on these 64 papers, a critical review of the proposed theme of research is presented in the subsequent paragraphs.

In the past two decades, there is a growing concern regarding targeting of children by businesses, which is leading to increasing materialism in children. Companies spend a huge marketing budget targeting children (Schor, 2005; Cook, 2009). Literature suggest, because of both parents working out of home, children use a lot of cable networks, smart AI and internet which may result in their consumer socialization and increase in materialistic attitude (Schor, 2004). Literature suggests that cultures which promote possession of material goods among children for personal gratification, to celebrate success, or for self-fulfillment result in child materialism by the age they enter fifth or sixth grade (John, 1999). Achenreiner and John (2003) and other researchers have found that children have high brand recognition and recall even at an early age of 4-5 years and they also prefer to use these brands as consumption symbolism and aspire to be own them, particularly this tendency or aspect of materialism increases with the growth in cognitive abilities. Thus, in past researches, we found inconclusiveness with regard to the effect of age on child materialism, particularly with regard to age (Chaplin & John 2007; Achenreiner (1997; Goldberg et al. 2003; Chan, 2003), particularly we observed that the relationship between age and child materialism vary among cultures.

There is abundant literature on influence of media on child materialism. They found that advertisements impact children even at an early age of 4-5 years (Goldberg and Gorn 1978). Other factors such as peer communication and television viewing also influence child materialism (Churchill & Moschis, 1979). But based on the past studies, we could observe that the influence of media exposure on child materialism could vary because of culture, i.e. it was found different in Latin American (Speck & Peterson, 2010), Chinese (Chan et al., 2006) or in samples across cultures

## ***FACTORS LEADING TO MATERIALISM IN CHILDREN***

(Speck & Roy, 2008). Chaplin & John (2007) found the role of ineffective family communication patterns in influencing child materialism. Thus, based on the literature review on materialism among children, we may think of categorizing the factors of child materialism into three types: individual (age, gender, self-esteem), semi-contextual (family status), contextual (media exposure, peer influence, media celebrities).

Based on the extant literature review, we identified the role of individual level, family level and some external environment level factors which are responsible for the perceived development of materialistic values among children and adolescents. Therefore, we thought of summarizing them in a table, as given in Table 2.1 below to highlight the factors responsible for formation of materialistic attitudes and behaviors in children and adolescents.

**Table 1 : Overview of effects of factors on child materialism**

Group	Factor	Effect	References
Internal factors	Age	Mixed results, increases at 12, or no difference between 8-9 and 12.	Buijzen & Valkenburg (2005); Chao & Schor (1998); Kasser & Ryan, (1996); Litt & Stock (2011); Lui & Wong (2012); Nelson, & McLeod (2005); Richins, (2004); Richins & Dawson (1992); Sirgy, Grzeskowiak, & Su (2005)
	Gender	Higher in males in western societies,	
	Self-esteem	NS in Chinese samples. (-) related	
Semi contextual factors (Family related)	Family materialism	(+) related	Goldberg et al. (2003); Kasser & Sheldon (2002); Nelson & McLeod (2005); Oprea, Buijzen & Valkenburg (2011); Pope & Manglesdorf (2012); Richins & Dawson (1992); Rose,(2007); Zhou & Belk (2004).
	Family income	(+) related, but mixed findings in adult samples.	
	Family disruption	(+) related	
	Family communication	(+) in families with socio-oriented communication patterns	
	Family religiosity	No studies in children. (-) related in adolescents	
Contextual factors (External influences)	Media exposure	TV viewing: mixed results, (+) or NS	
	Peer influence	TV ad viewing: mixed results, (+) or NS (+) related to peer communication (+) related to susceptibility to peer influence	
	Media celebrities	(+) related to admiration for media icons	

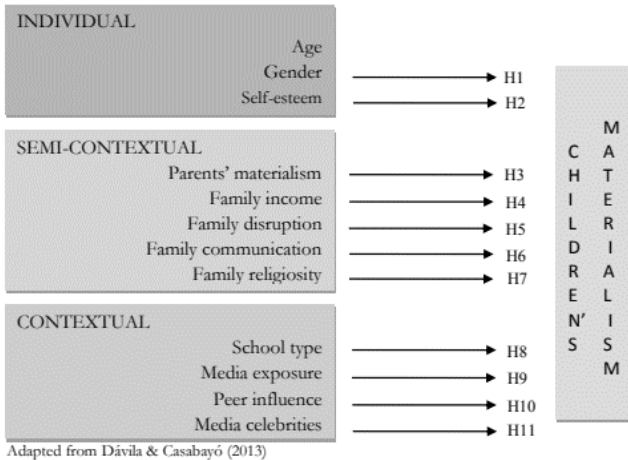
The study uses three levels of factors of child materialism, which has been used to develop a conceptual framework. Table 2.1 presents the identified measurement variables for child. The relationship between child

## ***FACTORS LEADING TO MATERIALISM IN CHILDREN***

materialism and the identified factors have been explained in the above literature review.

### **Conceptual Framework and Hypotheses**

Based on literature review, three categories of factors emerged, i.e. individual, family related and situation related factors. Figure 3.1 presents the conceptual framework and hypotheses. From literature we found that it was inconclusive regarding influence of age, gender and self-esteem on child materialism. With regard to family related factors, literature suggested parent’s materialism, household income, family communication, religiosity etc. could have impact on child materialism. External factors such as exposure or access to media, school type, peer influence and influence of media celebrities could have influence on children. So, based on these findings from the literature, the following hypotheses could be formulated, as given in Table 3.1.



**Figure 1 : Conceptual Framework and Hypotheses**

**Table 32 : Hypotheses**

No.	Hypothesis	References
1	Boys aged 8 to 12 years old will be less materialistic than girls.	Buijzen & Valkenburg (2005); Chao & Schor (1998)
2	Self-esteem is negatively related to children’s materialism	Litt & Stock (2011); Lui & Wong (2012)
3	Parents’ materialism is positively related to children’s materialism	Goldberg et al. (2003)
4	Family income is negatively related to children’s materialism	Goldberg et al. (2003); Kasser & Sheldon (2002)
5	Children of disrupted families are more materialistic than children of intact families.	Nelson & McLeod (2005)
6	Socio-oriented communication is positively related to children’s materialism.	Oprea, Buijzen & Valkenburg (2011)

## ***FACTORS LEADING TO MATERIALISM IN CHILDREN***

7	Family religiosity is negatively linked to children's materialism	Pope & Manglesdorf (2012)
8	Children in religious schools are less materialistic than children in non-religious schools.	Richins & Dawson (1992)
9	Media exposure and positive attitudes toward ads are positively linked to children's materialism	Kasser & Sheldon (2002)
10	Susceptibility to peer influence is positively linked to children's materialism	Rose,(2007)
11	Admiration of celebrities is positively linked to children's materialism.	Zhou & Belk (2004)

### **Methodology**

After deciding the research purpose, conceptual framework and hypotheses, the methodology of the study was decided. Primary data was required to test the hypotheses. Therefore, in order to collect the data, scales for measurement was compared on the basis of suitability and scope of constructs (Churchill, 1979). The measurement variables were identified, and the questionnaire was developed. The questionnaire included four sections: description of basic terms, description about materialism among children with an example, items related to dimensions of conceptual framework, and demographic details. In this case the questionnaire was prepared in MS Word, and administered in person and through intermediary contact.

For this research, data was collected from children, and each of the child's parents (mother or father, if not then grant parent or guardian). Therefore, it was two different surveys planned for a single questionnaire. Different scales were used for preparing the questionnaire, which was pilot tested before administering on the main sample. There were few critical things that needed attention in the survey, i.e. there were few questions which were out of purview of the children so their parents had to be interviewed, and interview of two different stakeholders increased the risk of non-response and common method variance.

In this research, a stratified random sampling was used. Roughly 6149445 (2011 Census) students age group 8-12 years study in Gujarat. Out of this population, 65% study in public schools and 35% in private schools. Public schools represent 58% of schools and 21% schools are Private. For this research, we student sample aged 8 to 12 years studying in academic year 2021-2022, as they are neither too old nor very small that their survey results would vary greatly. Surveys were conducted in 4 public and 4 private schools in Ahmedabad with the permission of school authorities. Children filled the survey questionnaire in their classroom, which took 15 to 25 minutes to complete, with longer time required for those who needed explanations. A separate survey was administered on parents telephonically. Both Children's and parents' surveys were kept anonymous.

## ***FACTORS LEADING TO MATERIALISM IN CHILDREN***

**Table 3 : Survey by School and answer rate**

	Children's survey	Parent's survey	Answer rate (parents)
School 1	93	44	47%
School 2	143	114	80%
School 3	133	120	90%
School 4	123	107	87%
Total	492	385	78%

The survey response consisted 492 school students and 385 parents of surveyed students. The response sample comprised of 243 girls (49.4%) and 249 boys (50.6%). The age group of the respondents was 7 to 13 years (M=10.40, SD=1.48). The survey parent sample consisted of 289 respondents.

**Table 4 : Demographic Details**

Sample Characteristics	N	%
Gender (N=492)		
Boys	249	50.6
Girls	243	49.4
Age (N=490)		
6-7	13	2.6
8	91	18.5
9	94	19.1
10	106	21.5
11	98	19.9
12	84	17.1
13-14	6	1.2
Yearly family Income (N=339)		
Below 1,00,000	86	25.4
1,00,001-2,00,000	84	24.8
2,00,001-5,00,000	51	15.0
5,00,001-10,00,000	32	9.4
10,00,001-15,00,000	22	6.5
15,00,001-20,00,000	19	5.6
Above 20,00,000	45	13.3
School type (N=492)		
Private School	369	75.0
Public School	123	25.0

### **Data Analysis & Results**

We used two techniques for our data analysis. A correlation analysis to understand the nature relationships between factors of child materialism and to establish causation through structural equation model (SEM). Table 5.1 gives the correlation matrix suggesting correlation and their level of significance. The results suggest the following:

Thus we may conclude that all factors having external influences on child materialism have a positive and statistically significant correlation, whereas only one semi-contextual family related factor, i.e. family income, had statistically significant negative correlation with child materialism. Two individual factors, i.e. age and self-esteem had negative statistically significant relations. Table 5.3 summarizes these findings.

## **FACTORS LEADING TO MATERIALISM IN CHILDREN**

Age and child materialism were negatively correlated. The age mean in upper quartile was lower was significantly different; The correlation with gender was not significant, i.e. mean of boys and girls was not significantly different. So, H1 testing gender difference in the materialism levels of school students was not supported; Similarly, H2 testing influence of Self-esteem was found to be negatively related. Therefore, H2 was supported; The correlation between child materialism with parents' materialism was not found to be significant. So, H3 was not supported; Family income was negatively correlated with child materialism. The mean value was significantly different in upper and lower quartile. So, H4 was supported; Family disruption did not have influence on child materialism. The mean for single parent family was higher than intact families, but with no significant difference. So, H5 testing family disruption to be a significant cause of child materialism was not supported; The correlation with communication pattern in the family was not significant. Hence, H6 was not supported; Religious orientation of the family also did not significantly correlate with child materialism. So, H7 was not supported; School type had significant influence on child materialism. Students in private schools were less materialistic than students in public schools. Income of parents in private school was higher than public schools, so partial correlation between the two groups of students did not affect the model, but when controlled for income, the relationship was significant. So, H8 was supported; The relationship with exposure to media was overall supported, i.e., internet, and attitudes towards ads. Hence, H9 was supported; Correlation with susceptibility to peer influence was highly significant. Therefore, H10 was supported; Imitation of celebrities had highly significant correlation. Similarly, role model influence was positively correlated. Hence, H11 was supported based on the data.

**Table 5 : Correlations and p values of each factor with children's materialism**

Factor	N	relation	p	p value	
<b>INTERNAL</b>					
Age	490	negative	-.223	.000	<i>p</i> <.001
Sex (girls=0, boys =1)	492	positive	.008	.858	NS
Self-esteem	472	negative	-.097	.036	<i>p</i> <.05
<b>FAMILY INFLUENCES</b>					
Parents' materialism	366	positive	.061	.242	NS
Family income	339	negative	-.222	.000	<i>p</i> <.001
Family disruption (disrupted/single =1, both parents =0) Family communication patterns)	381	positive	.077	.131	NS
1. Socially oriented communication	366	positive	.079	.134	NS
2. Concept oriented communication	375	positive	.049	.340	NS
Family religiosity	368	negative	-.074	.154	NS
<b>EXTERNAL INFLUENCES</b>					
School type (private = 0, public =1)	492	negative	-.143	.001	<i>p</i> <.01
Hours of TV watching	489	positive	.139	.002	<i>p</i> <.01
Hours of Internet	486	positive	.118	.009	<i>p</i> <.01
Attitude to Ads	482	positive	.435	.000	<i>p</i> <.001

**FACTORS LEADING TO MATERIALISM IN CHILDREN**

Susceptibility to peer influence	484	positive	.527	.000	<i>p</i> <.001
Imitation of media celebrities	483	positive	.478	.000	<i>p</i> <.001
Admiration of (chosen) icon	486	positive	.097	.032	<i>p</i> <.05

**Table 6 : Correlation Matrix**

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1. Children's Materialism															
Internal Factors															
2. Age															
3. Sex	.01	.04													
4. Self-esteem	-.10*	.03	.01												
Semi-Contextual Factors – family Influences															
5. Parent's materialism	-.06	-.12*	.00	.03											
6. Family Income		-.08	-.13	-.01	-.15**										
7. Family Disruption	.08	.06	-.03	.05	.03	-.20***									
8. Socially oriented communication	-.08	.09	-.04	-.08	.04	-.03	.02								
9. Family Religiosity	-.07	-.01		-.00	.02	.10	-.02	.05							
Contextual Factors-External Influences															
1. School Type	-.14**	.06	.02	-.07	-.11*	.55**	-.07	-.01	.24*						
2. TV hours	.14**	.03	.01	.04	-.06	-.24***	.08	-.03	-.10	-.17**					
3. Internet Hours	.12**	.12*	.05	-.03	.02	-.18***	.01	.03	-.05	-.07	.26**				
4. Attitude towards Ads	.44***	-.31***	.03		.13**	.10	-.13*	-.00	.03	.04	-.05	.03	.01		
5. Susceptibility to peer influence	.53***	-.22***	.11*	-.15**	.09	-.09	.13*	-.03	-.04	-.03	.09*	.07	.44***		
6. Imitation of celebrities	.48***	-.12**	.02	-.13**	.08	-.14**	.01	.10	-.05	-.08	.13*	.07	.25***	.46*	
7. Admiration of mediatic icon	.10*	.06	.01	.05	-.01	-.08	-.03	.10	.03	-.06	.04	.04	.06	.13*	.27**

**Table 7 : Summary of Significant factors of children materialism**

Factor	Relationship with materialism
Individual factors	
+ Age	+
+ Self-esteem	+
Family influences	
+ Family Income	=
School Type	=
External influences	
+ Hours of TV watching	+
+ Hours of Internet	+
+ Attitude to Ads	+
+ Susceptibility to peer influence	+
+ Imitation of media celebrities	+
+ Admiration of (chosen) icon	+

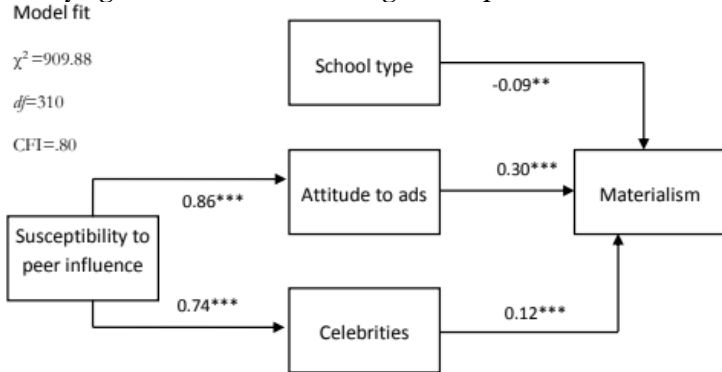
Thus we may conclude that all factors having external influences on child materialism have a positive and statistically significant correlation, whereas



## FACTORS LEADING TO MATERIALISM IN CHILDREN

only one semi-contextual family related factor, i.e. family income, had statistically significant negative correlation with child materialism. Two individual factors, i.e. age and self-esteem had negative statistically significant relations. Table 5.3 summarizes these findings.

### Identifying the Factors with the Highest Impact



**Figure 2 : SEM of Children's Materialism controlling for Gender and Income**

\*\* path significant at  $p < .001$

This study aimed at identifying the factors of child materialism. Therefore, a conceptual model was developed and then structural equation model in SPSS AMOS was administered. Based on the data, some factors did not significantly load on child materialism. After eliminating those factors, the final model with having significant paths weights was obtained. There were two changes, i.e. gender and income were used as control variables in the final model. The model had an acceptable model fit (Arbuckle 2005). Table 5.4 gives the Model Fit Index.

**Table 8 : Model Fit Index**

$\chi^2$	df	CFI	NFI	RMSEA	$\chi^2/df$
909.88	310	0.80	0.73	0.063	2.935

### Conclusions & Discussions

Based on the results and analysis of the data, we can arrive at the following key conclusions about this study:

This results of this study suggest factors of child materialism can be classified in three groups, i.e. individual, family related and external factors. The results highlighted that there are individual, family related and external factors which influences child materialism in 8-12 years. The results aligned with previous researches, but factors such as family income did not influence child materialism, which contradicts previous research results.

This study validated Kasser et al.'s (2004) model, when it suggested that feelings of insecurity and exposure to role models lead to child materialism, which is similar to the results this study which suggest that trust in advertising and aspiration from brand icon lead to higher materialism in children.

## ***FACTORS LEADING TO MATERIALISM IN CHILDREN***

The findings of this study contradicts Chaplin and John's (2007) findings, which suggested that materialism in 8 to 12 years' children occurs due to decline in self-esteem.

This study confirmed the findings of Chan (2003) that materialism could be higher in 6 and 7 year olds.

### **Limitations of the Study**

The limitations of this study are following:

This study was carried out in the eight schools of Ahmedabad, Gujarat. Since this is a very limited sample drawn from one single province, so generalizability could be limited due to cultural differences in the population. Our finding that children in public schools are less materialistic than children in private schools may not therefore apply to all schools in different cultural and religious settings. Therefore, further research may explore its validity in different cultural and religious settings.

The results of this study could be affected by common method variance as the dependent variable and all external variables were answered by children. Therefore, further research may look for better methods of measuring materialism in children.

For some variables, causality was not clear, particularly the external factors. Therefore, it would be advisable to affirm the role of factors such as peer influence in leading to child materialism. Another limitation of our study was that susceptibility to peer influence was measured in terms of degree of influence, but future researchers may use other measures such as Banerjee and Dittmar's (2008) Perceived Peer Group Pressure Scale.

In this study, we were not able to incorporate all possible variables in SEM Model. Therefore, even if model fit is good it may need better specification. Our study refers to some of the results in studies conducted over 30 years ago, or over 10 years ago, which may not hold true in the present context. But, some studies referred are indeed very recent. Therefore, results may be seen with due caution.

### **Implications and Recommendations**

The following recommendations and implications could be drawn from this study: From this study, insights may be drawn by parents, school and government for preventing increasing materialistic attitudes in children. There could be counselling mechanism developed to tell the children about the ill effects of advertisements targeting children, about the not-so-glamorous aspects of celebrities' lives, which is depicted so that the children copy them. These suggestions will help children redefine their consumption priorities.

The role of TV programs is always debated with regard to their influence on children, particularly regarding increasing pester power. In this regard, parents and school may work on the perception of their child about TV ads and programs, and can counsel them about the ill effects of it, so that they become adults as rational and ethical consumers.

## ***FACTORS LEADING TO MATERIALISM IN CHILDREN***

Today due to working of both parents and nuclear family setup the influence of parents at home is limited. Parents are not able to assess and supervise a child's relationship with friends, nor able to develop right attitude towards purchasing preferences or how they socialize at school. In such a case, socialization of children is critical for developing materialistic attitudes in children.

The results of the study suggest that factors such as family income, family disruption, family communication patterns, and gender are not the main factors, so parents, schools and government may take note of it while taking any initiatives to reduce the level of materialism in younger generations.

### **References**

- Achenreiner, G. B., & John, D. R. (2003). The meaning of brand names to children: a developmental investigation. *Journal of Consumer Psychology*, 13(3), 205–219.
- Achenreiner, G. B. (1997). Materialistic values and susceptibility to influence in children. *Advances in Consumer Research*, 24, 82–88.
- Achenreiner, John, & Rao (1993)
- Adib, H., & El-Bassiouny, N. (2012). Materialism in young consumers. An investigation of family communication patterns and parental mediation practices in Egypt. *Journal of Islamic Marketing*, 3(3), 255– 282.
- Allsop, D.B., Wang, C.Y., Dew, J.P., Holmes, E.K., Hill, E.J. and Leavitt, C.E., 2021. Daddy, mommy, and money: The association between parental materialism on parent–child relationship quality. *Journal of Family and Economic Issues*, 42, pp.325-334.
- Balikcioglu, B. and Arslan, Z., 2020. Explaining the link between materialism and life satisfaction: A life course study in Turkey. *Journal of Global Scholars of Marketing Science*, 30(1), pp.4-17.
- Banerjee, R., & Dittmar, H. (2008). Individual differences in children's materialism: the role of peer relations. *Personality and Social Psychology Bulletin*, 34(1), 17–31.
- Bearden, W. O., Netemeyer, R. G., & Teel, J. E. (1989). Measurement of Consumer Susceptibility to Interpersonal Influence. *Journal of Consumer Research*, 15(4), 473–481.
- Belk, R. W. (1984). Three scales to measure constructs related to materialism: reliability, validity and relationships to measures of happiness. *Advances in Consumer Research*, 11, 291–297.
- Belk, R. W. (1985). Materialism: trait aspects of living in the material world. *Journal of Consumer Research*, 12(3), 265–280.
- Belk, R. W., Bahn, K. D., & Mayer, R. N. (1982). Developmental recognition of consumption symbolism. *Journal of Consumer Research*, 9(1), 4–17.
- Belk, R. W., Mayer, R., & Driscoll, A. (1984). Children's recognition of consumption symbolism in children's products. *Journal of Consumer Research*, 10(March), 386–397.

## ***FACTORS LEADING TO MATERIALISM IN CHILDREN***

- Bronfenbrenner, U. (1986). Ecology of the family as a context for human development: research perspectives. *Developmental Psychology*, 22(6), 723–742.
- Buijzen, M., & Valkenburg, P. M. (2005). Parental mediation of undesired advertising effects. *Journal of Broadcasting & Electronic Media*, 49(2), 153–165.
- Buijzen, M. and Valkenburg, P.M., 2003. The effects of television advertising on materialism, parent–child conflict, and unhappiness: A review of research. *Journal of Applied Developmental Psychology*, 24(4), pp.437-456.
- Chaffee, S. H., McLeod, J. M., & Atkin, C. K. (1971). Parental influences on adolescent media use. *American Behavioral Scientist*, 14, 323–340.
- Chan, K., & Cai, X. (2009). Influence of television advertising on adolescents in China: an urban-rural comparison. *Young Consumers*, 10(2), 133–145.
- Chan, K., & Prendergast, G. (2007). Materialism and social comparison among adolescents. *Social Behavior and Personality*, 35(2), 213–228.
- Chan, K., & Zhang, C. (2007). Living in a celebrity-mediated social world: the chinese experience. *Young Consumers*, 8(2), 139–152.
- Chan, K. (2003). Materialism among Chinese children in Hong Kong. *Advertising & Marketing to Children*, (July-September), 47–61.
- Chan, K., Zhang, H., & Wang, I. (2006). Materialism among adolescents in urban China. *Young Consumers*, (Quarter 1), 64–77.
- Chao, A., & Schor, J. B. (1998). Empirical tests of status consumption: Evidence from women's cosmetics. *Journal of Economic psychology*, 19(1), 107-131.
- Chaplin, L. N., & John, D. R. (2007). Growing up in a material world: age differences in materialism in children and adolescents. *Journal of Consumer Research*, 34(December).
- Chia, S. C. (2010). How social influence mediates media effects on adolescents' materialism. *Communication Research*, 37(3), 400–419.
- Churchill, G. A., & Moschis, G. P. (1979). Television and interpersonal influences on adolescent consumer learning. *Journal of Consumer Research*, 6(1), 23–35.
- Cook, S. (2009). Important events in the development of academic advising in the United States. *Nacada Journal*, 29(2), 18-40.
- Flouri, E. (1999). An integrated model of consumer materialism: can economic socialization and maternal values predict materialistic attitudes in adolescents? *Journal of Socio-Economics*, 28, 707–724.
- Flouri, E. (2004). Exploring the relationship between mothers' and fathers' parenting practices and children's materialist values. *Journal of Economic Psychology*, 25, 743–752.
- Flurry, L.A., Swimberghe, K. and Allen, J., 2021. Exposing the moderating impact of parent-child value congruence on the relationship

## ***FACTORS LEADING TO MATERIALISM IN CHILDREN***

- between adolescents' materialism and subjective well-being. *Journal of Business Research*, 128, pp.290-302.
- Goldberg, M. E., & Gorn, G. J. (1978). Some unintended consequences of TV advertising to children. *Journal of Consumer Research*, 5(1), 22–29.
- Goldberg, M. E., Gorn, G. J., Peracchio, L. A., & Bamossy, G. (2003). Understanding materialism among youth. *Journal of Consumer Psychology*, 13(3), 278–288.
- John, D. R. (1999). Consumer socialization of children: a retrospective look at twenty-five years of research. *Journal of Consumer Research*, 26(3), 183–213.
- Kasser, T., & Ahuvia, A. (2002). Materialistic values and well-being in business students. *European Journal of Social Psychology*, 32, 137– 146.
- Kasser, T., & Ryan, R. M. (1996). Further examining the American dream: differential correlates of intrinsic and extrinsic goals. *Personality and Social Psychology Bulletin*, 22, 280–287.
- Kasser, T., & Sheldon, K. M. (2002). What makes for a merry Christmas?. *Journal of Happiness Studies*, 3(4), 313-329.
- Kasser, T., Ryan, R. M., Couchman, C. E., & Sheldon, K. M. (2004). Materialistic values: their causes and consequences. In *Psychology and Consumer Culture* (pp. 11–28). Washington DC: American Psychology Association.
- La Ferle, C., & Chan, K. (2008). Determinants for materialism among adolescents in Singapore. *Young Consumers*, 9(3), 201–214.
- Litt, D. M., & Stock, M. L. (2011). Adolescent alcohol-related risk cognitions: the roles of social norms and social networking sites. *Psychology of addictive behaviors*, 25(4), 708.
- Lui, K. F., & Wong, A. C. N. (2012). Does media multitasking always hurt? A positive correlation between multitasking and multisensory integration. *Psychonomic bulletin & review*, 19, 647-653.
- Manchiraju, S. and Son, J., 2014. Materialistic (and unhappy?) adult now, economically deprived child then: How are felt formative economic deprivation, materialism, and well-being measures related. *Journal of Business and Management Research*, 5, pp.125-127.
- Martin, C. A., & Bush, A. J. (2000). Do role models influence teenagers' purchase intentions and behavior? *Journal of Consumer Marketing*, 17(5), 441–454.
- McNeal, J. U. (1992). Kids as customers: a handbook of marketing to children. Lexington Books.
- Moschis, G. P., & Churchill, G. A. (1978). Consumer socialization: a theoretical and empirical analysis. *Journal of Marketing Research*, 15(4), 599–609.
- Moschis, G. P., & Moore, R. L. (1979). Family communication and Consumer Socialization. *Advances in Consumer Research*, 6, 359–363.
- Moschis, G. P., & Moore, R. L. (1982). Longitudinal study of television advertising effects. *Journal of Consumer Research*, 9(3), 279–286.

## ***FACTORS LEADING TO MATERIALISM IN CHILDREN***

- Nelson, M. R., & McLeod, L. E. (2005). Adolescent brand consciousness and product placements: awareness, liking and perceived effects on self and others. *International Journal of consumer studies*, 29(6), 515-528.
- Oprea, S. J., Buijzen, M., van Reijmersdal, E. A., & Valkenburg, P. M. (2011). Development and validation of the Material Values Scale for children (MVS-c). *Personality and Individual Differences*, 51(8), 963-968.
- Pope & Manglesdorf (2012)
- Richins, M. L. (2004). The Material Values Scale : measurement properties and development of a short form. *Journal of Consumer Research*, 31(1), 209-219.
- Richins, M. L., & Dawson, S. (1992). A consumer values orientation for materialism and its measurement: scale development and validation. *Journal of Consumer Research*, 19(3), 303-316.
- Rose, C. (2007). Does female board representation influence firm performance? The Danish evidence. *Corporate governance: An international review*, 15(2), 404-413.
- Rosenberg, M., & Simmons, R. G. (1972). Black and White Self-Esteem: The Urban School Child. Washington DC: American Sociological Association.
- Rossiter, J. R. (1977). Reliability of a short test measuring children's attitudes toward TV commercials. *Journal of Consumer Research*, 3(4), 179-184.
- Schor, J. (2004). Born to buy. New York: Scribner.
- Schor, J. (2005). Work, family and children's consumer culture. In J. Heymann & C. Beem (Eds.), *Unfinished Work: Building Equality and Democracy in an Era of Working Families* (pp. 285-305). New York: New Press.
- Shaffer, D. R., & Kipp. (2007). *Psicología del desarrollo: infancia y adolescencia*. International Thomson.
- Sirgy, M. J., Grzeskowiak, S., & Su, C. (2005). Explaining housing preference and choice: The role of self-congruity and functional congruity. *Journal of Housing and the Built Environment*, 20, 329-347.
- Speck, S. K. S., & Peterson, T. (2010). Socialization of adult and young consumers into materialism: the roles of media and church in Peru. In *Research in Consumer Behaviour* (Vol. 12, pp. 133-160).
- Speck, S. K. S., & Roy, A. (2008). The interrelationships between television viewing, values and perceived well-being: A global perspective. *Journal of International Business Studies*, 39(7), 1197-1219.
- Teixeira, C. (2011). Los niños consumistas.¿Cómo convertirlos en compradores responsables? Barcelona: Erasmus Ediciones.
- Zhou, N., & Belk, R. W. (2004). Chinese consumer readings of global and local advertising appeals. *Journal of advertising*, 33(3), 63-76.