



Analysing the causes for materialism among younger generation than cultural and human values with special reference to erode and Gobi

1. Ajithkumar.T (I- MBA), Nandha Engineering College

Ph – 9095079637 E-Mail – Ajithkumarthangavel1996t@Gmail.Com

2. Karthika.K (I- MBA), Nandha Engineering College

Ph – 986587119 E-Mail – Hariprashanthk@Gmail.Com

3. Luvershni.S.R (I- MBA), Nandha Engineering College

Ph – 7598310794 E-Mail – Luvershni1996@Gmail.Com

Abstract

Materialism among the younger generation has become a hot topic among parents, educators, marketers and policy makers. This study aims at developing a model using age, sex, social comparison of consumption with friends, attention to advertising, and self-esteem to predict young people's materialistic values. Prior research shows parents and peers are an important influence. Researchers have viewed parents and peers as socialization agents that transmit consumption attitudes, goals, and motives to adolescents. We take a different approach, viewing parents and peers as important sources of emotional support and psychological well-being, which increase self-esteem in adolescents. The most consistent finding to date is that adolescent materialism is related to the interpersonal influences in their lives— notably, parents and peers.

I.INTRODUCTION

In this article, we seek preliminary evidence for our view by testing whether self-esteem mediates the relationship between parent/peer influence and adolescent materialism. We include parent and peer factors that inhibit or encourage adolescent materialism, which allows us to test self-esteem as a mediator under both conditions. A television commercial for personal loan service featured a father

Picking up his son from an elementary school. Because of the father's lowly outfit, the child turned away from him. The commercial suggested that the

father borrowed money from the advertiser and dressed up.

The boy returned to the father's embrace. This commercial received much public complaints and the advertising regulating authority warned the advertiser for conveying materialistic values to children (Chan, 2010).

Materialism among the younger generation has become a hot topic among parents, educators, marketers and policy makers. Because of the enormous purchasing power of the young consumers and their influences in family purchase decisions, the youth market is important to advertisers. One of the perceived undesirable consequences of advertising was the communication of materialistic values to children and youth.

II.OBJECTIVES OF THE STUDY

To analyze the problems faced by the respondents due to unhappiness, inferiority complex, jealousy, dissatisfaction in life.

III.SCOPE OF THE STUDY

1. The study will help us to know about the importance of materialism than cultural and human values among the society.
2. This study helps to find out the cause for materialism.

IV.LIMITATIONS OF THE SDTUDY

1. All the constructs are measured by self-reporting.
2. Some respondents may give socially desirable answers.
3. The gathered data completely based on at present mind set of the respondents.

V.REVIEW OF LITERATURE

LITERATURE REVIEW

1. According to study, materialism among the younger generation has become a hot topic among parents, educators, marketers and policy makers, especially in Macao, a city that the influx of tourists and the expanding gaming facilities bring the potential threat of materialism and the erosion of traditional family values.
2. Using the title of the study as primary criteria, proper articles were shortlisted followed by review of the abstracts.
3. Finally, the entire article was examined for review. Key and free-text words included 'Materialism', 'Social Comparison', 'Consumer Psychology', 'Unsatisfaction in life'.

VI.RESERCH METHODOLOGY

RESEARCH DESIGN

1. A Master plan that specifies the method and procedures for collecting and analyzing needed information.
2. A research design is a framework or blueprint for conducting the marketing research project.

SAMPLE DESIGN

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

NON-PROBABILITY SAMPLING

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

CONVENIENCE SAMPLING

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

SIZE OF THE SAMPLE

The Sample size is **50**.

VII.DATA COLLECTION METHOD

PRIMARY DATA

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

SECONDARY DATA

These are data which are already collected and used by someone preciously. The data's are collected from journals, magazines and websites.

STATISTICAL TOOLS USED

To analyze and interpret collected data the following simple percentage and ranking were used.

FORMULA

Number of respondents

Percentage analysis = -----X100

Total number of respondents

HENRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondent; Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been

converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variable ranked by j th respondents.

VIII. DATA ANALYSIS

PROFILE OF THE RESPONDENTS

The Respondent who participated in the research are from diversified background with gender, age group, marital status and educational qualification.

Table 1: PROFILE OF THE RESPONDENTS

Details of the respondents		No. of respondents	Percentage
Age	Below 20	18	36
	20-30	23	46
	30-40	06	12
	Above 40	03	6
	Total	50	100
Gender	Male	33	66
	Female	17	34
	Total	50	100
Educational Qualification	UG	26	52
	PG	17	34
	Others	7	14
	Total	50	100

Table:2

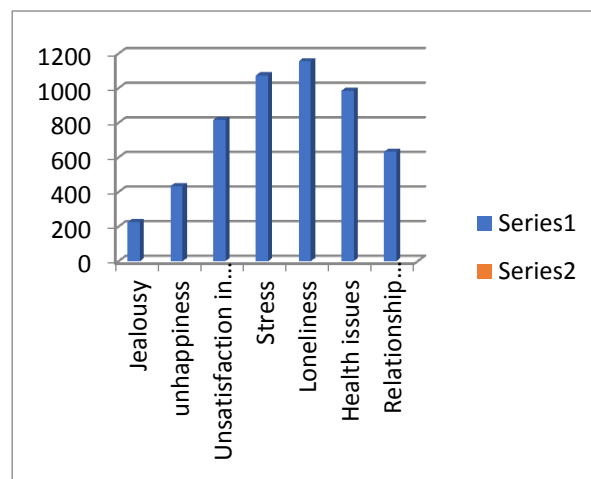
RANK THE PROBLEMS FACED BY MATERIALISTIC CHARECTER.

S.no	Problems	Mean Score	Total Score	Rank
1	Jealousy	225	225	7

2	Unhappiness	217	434	6
3	Unsatisfaction in life	204	816	4
4	Stress	179	1074	2
5	Loneliness	165	1155	1
6	Health Issues	197	985	3
7	Relationship Misunderstanding	211	633	5

From the above table it is evident that “Loneliness” ranked as no.1 with a total score of 1155,”Stress” is ranked as no.2 with a total score of 1074, “Health issues” is ranked as no.3 with a total score of 985, “Unsatisfaction in life” is ranked as no.4 with a total score of 816, “Relationship misunderstanding” is ranked no.5 with a total score of 633 “Unhappiness” is ranked as no.6 with a total score of 434, “Jealousy” is ranked as no.7 with a total score of 225.

IX. BAR CHART



X. FINDINGS

1. From this evident that “**Loneliness**” ranked as no.1 with a total score of 1155.
- 2.” **Stress**” is ranked as no.2 with a total score of 1074.
3. “**Health issues**” is ranked as no.3 with a total score of 985.

XI.SUGGESTIONS

1. One should think about future and their involvement towards cultural and human values.
2. It can be improved by Introducing human rights topics in school education and educate its importance.
3. Appreciating the cultural and human values because
4. Materialism would never buy the human life and its values.
Respecting humanity and our valuable ethics of life.

XII.CONCLUSION

Nowadays, materialistic values have been more important to materialistic values although people accept to follow the cultural and human values. Educating the children about the human values from their younger age may improve their importance towards cultural and human values.

XIII.REFERENCE

1. Development of materialistic values among children and adolescence, Karachan, Hong Kong Baptist University at 2013.
2. Interpersonal influences on adolescence materialism – a new look at the role parents and peers, Lan Nguyen Chaplin, Deborah Reodder John at 2015.