

A study examining the possible relationships between Materialism, Neuroticism, Gratitude and Life Satisfaction.

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Abstract

This study aims to examine possible relationships between materialism, neuroticism, gratitude, and life satisfaction among psychology students at DBS. This mixed study design consists of both correlational and cross sectional analysis. Participants (n=100) completed a survey including the Materialism Values scale, The Gratitude short-form scale, The Big Five Inventory and The Life Satisfaction scale. In line with hypotheses, analysis showed that Materialism was negatively correlated with life satisfaction, and positively correlated with Neuroticism. Gratitude was positively correlated with life satisfaction, negatively correlated with materialism. Gender differences were only found with Neuroticism. Age differences (not applicable due to sample). Conclusions must be taken with caution due to the reactively weak significant correlations found. The complex interactions of Personality, materialism, gratitude and life satisfaction are worthy of future research.

Introduction

The main aim of the current study is to investigate the interactions between Personality, Materialism, Gratitude, and Life satisfaction. The following introduction will examine research in the areas of Materialism, Neuroticism, Gratitude and Life Satisfaction. Section one will examine research in the area of materialism including theories and possible causes of materialism. Section two will examine life satisfaction in relation to Materialism. Section three will examine research regarding personality and materialism. Section four will examine existing research surrounding gratitude and corresponding life satisfaction. Lastly section five will introduce hypotheses based on this research.

Existing research on materialism and gratitude life satisfaction is mainly conducted in America. Research directly linking various personality traits to Materialism is relatively scant. This study is particularly interesting considering the current economic downturn. This study therefore aims to add to existing research by reaching conclusions in an Irish student sample. Additionally this research will attempt to fill a gap in the literature regarding Personality and Materialism.

A mixed study design will be used to conduct this analysis. This will include partial correlational analysis and partial cross sectional analysis. This will be accomplished by the following measures: Material values scale (MVS) devised by Richins and Dawson (1992) and Gratitude short-form Scale (Watkins, Woodward, Stone & Kolts, 2003), The life Satisfaction Scale (Diener, Emmons, Larsen & Griffin, 1985) and The Big five Inventory (John, Donahue & Kentle, 1991). Further analysis will be conducted by additional demographics, namely gender and age.

Rational

Ireland's economic status has seen a drastic shift from a time which saw an economic boom in Celtic tiger from 1995 onward to an economic crisis and Recession era since 2008. With rising unemployment, cut backs and financial instability, pressure to depict a perception of wealth has to be more strenuous than ever. In the materialistic society we live in, this orientation surrounding possessions cannot be a healthy venture in life nor is it attainable. Materialism seems to push us in the way of consuming and pull us away from meaningful values in life such as our loving relations with others. With wealthy citizens relatively untouched by the recession, middle and lower class adults have to be feeling the pressure even more to keep up with the Jones, even if this façade is a far cry from reality. It could be hypothesized so, that in order to live a more meaningful and happy life, gratitude could be beneficial to our lives shifting the focus off of ourselves and on others. If we experience more gratitude in our lives we tend to focus on what we have instead of what we don't have thus life will be more satisfying.

Materialism

The Oxford English Dictionary defines materialism as “*a devotion to material needs and desires to the neglect of spiritual matters, a way of life, opinion, or tendency based entirely upon material interests*”. (Richins & Dawson,1992, p.304). The earliest effort to measure the construct of materialism was devised by Inglehart (1981) who indirectly attempted to measure Materialism in terms of identifying social goals participant deemed to be important. Problems with this measure according to Richins & Dawson (1992 p. 306) pertain to the fact that responses were ordinal in nature and items on the scale were far from realistic materialistic concerns.

Richins and Dawson (1992 p.307) define it in terms of “*a value that guides peoples choices and conduct in a variety of situations, including but not limited to consumption arenas*”. Whereas Belk (1984), defines Materialism in terms of a trait “*as the importance a consumer attaches to worldly possessions*”. Whether conceptualised as a value or trait, Materialism has been associated with a series of negative psychological outcomes including anxiety (Kasser & Ryan 1993), low self -esteem (Richins and Dawson 1992) and unhappiness (Belk 1984). From early findings, by Richins & Dawson, (1992 p. 313), further supported by Ryan & Dziurawiec (2001), being highly materialistic has been found to elicit many negative effects on a person including life satisfaction. Further research by Roberts and Clement (2007) supported this research which found that materialism and quality of life were negatively correlated. Recent research by (Richins, M.L 2011), reaffirms the association between materialism and life satisfaction. Richins attributes these dissatisfactions to “*transformation expectations*”. Beliefs that products will change lives which do come true which causes discontent and dissatisfaction. Most research to date suggests that men tend to be materialistic than women. (Beutel & Marini (1995). Additional support for this research by Kasser & Ryan (1993) suggests financial success is more important to men than women.

Causes of Materialism

The cause for excessive shopping may be explained from a behavioural point of view by what Skinner termed reinforcement. According to B F Skinner's theory of Operant conditioning, the key to understanding human behaviour lies with its consequences. After consumption, we are not only positively reinforced for this behaviour by that “*good feeling we get*” but also with the product itself. This theory explains materialistic behaviour in terms of possible cause's fuelling this type of behaviour. As Passer, M (2009, p. 294) points out,

positive reinforcement involves an addition of a stimulus, in this case a material good, which increases the probability of the behaviour occurring in the future. Additional research by Hatfield (2004) suggests that when we make a purchase, we release endorphins which make us feel good. So if shopping serves as our happy pill, the behaviour is reinforced.

Personality

The notion that we are pre-disposed by our personalities to have a materialistic orientation was first proposed by Belk (1984). Belk's theory of Materialism suggests the presence of three personality traits: "possessiveness", "non-generosity" and "envy". Research by Sharp & Ramanaiah (1999) found materialistic values to be negatively associated with those who experience negative emotional states or possess the trait Neuroticism. Further humanistic approaches by Maslow (1954), suggest that those with a low sense of self-worth will seek self-worth through extrinsic motivation. Kasser (2003, p.9) discusses the idea that materialists tend to be more extrinsically orientated and possess more extrinsic values rather than intrinsic values which can result in a diminished state of well-being. This, as Kashdan T.B & Breen W.E (2007) highlights, is due to the fact the materialists sadly construct their self-concept on the basis's of their extrinsic goods.

Social Comparison

Research by Banerjee & Ditmar (2008) highlights the influence that peers have on materialistic tendencies among school children. This research would indicate that peer influences and conformity would be apparent among college students also. Passer, M (2009, p.495) discusses 'The Social Comparison Theory' as "*comparing ones beliefs, feelings & behaviours to other people.*" (Passer 2009 p. 495). This theory may explain how materialistic values arise as we are always comparing what we have to what others have. Whether we are

aware of it or not, we are constantly sizing each other up. Specifically Passer M, (2009, p. 521) describes the psychological process we often engage in called 'upward comparison'. "When we view ourselves worse off than the standard comparison this produces dissatisfaction". (Passer, 2009, p. 521).

Another force behind materialism which seems to impinge on our lives is consumption to arise to or maintain a desirable social status. Veblen, T (1997 p.57) introduced the term "conspicuous leisure". Conspicuous consumption of goods according to Veblen (1997) is consumption with the goal in mind to maintain a high social status. His book "Theory of the leisure class" posits that the driving force behind this excessive and redundant spending in both middle and lower classes citizens is due to "the leisure class scheme of life" which has embraced our society today.

Social Economic Status

It would be typically thought that materialists are confined to richer upper class citizens. Contradicting research by Kasser (2003) suggests that the majority of people with high materialistic tendencies belong to lower and middle class citizens. According to Kasser (2003), those who come from lower class backgrounds tend to admire those wealthy more and have greater motivational drive and determination to try to change their socio economic status at least at the level of the ego and others. This is supported by Goldberg et al (2003) who believe materialistic tendencies are higher in less affluent households. The present study sample will preliminary from middle-higher class backgrounds therefore according to this research materialistic values would not be extremely high in this sample.

Transformation Expectations:

According to Sirgy 1998 cited in (Sirgy 2012 p. 342) Materialists experience greater dissatisfaction due to their farfetched expectations regarding their standard of living than non-materialists. Richins (2011, p. 14) add to this notion, with her theory of transformation expectancies. According to this theory, transformation expectancies is one of the key driving forces behind consumerism. In addition, life dissatisfaction according to Richins, M.L (2011, p. 14), can also be attributed to transformation expectancies. Transformation expectancies refer to non-realistic expectations consumers often have that acquisitions of goods will make them happier. Richins 2011 discusses the concept of transformation expectations in an attempt to establish a causal factor behind materialism. According to Richins (2011, p.142), products are bought because of the “transformative powers” they possess. Such transformations, as highlighted by Richins 2011 (p. 144-145) include relationship transformations i.e. purchasing a new car for partner attraction, or Efficacy transformation i.e. buying a new laptop in order to perform better in college. Transformations expectations are that you will see yourself more favourably and other will view you more favourably. As highlighted by Richins et al (2011, p.154) this constant strive for happiness is “doomed to fail” as goods do not hold their value for long. This research supports the notion that the happiness will not be obtained through consumption of goods as there experience of elations short lived as goods do not hold their value for long.

Psychological needs

One of the main reasons materialism cause dissatisfaction is that it interferes with other values important for life satisfaction. In order to pay for goods lengthy hours must be worked to pay for them. Consequence of this is that Relationships suffer. Maslow’s Hierarchy of needs

theory supports this notion and believes that one must fulfil basic needs which include physiological, safety and love needs in order to maintain a healthy well-being. Further evidence for this can be seen by Passer, M (2009, p. 477) who states that the key goal for all humans is fulfilment of these basic deficiency needs. This theory would posit that materialists whom value goods over relationships find their social and emotional well-being impaired due to absence of healthy intimate relations with those closest. Carl Rodger supports this theory and proposes that we all have a need for ‘positive regard’ “*acceptance, sympathy and love from others*”. (Passer M, 2009, p. 677). Another basic need all human need is the need for safety and security. Kasser (2003, p. 27) discuss the fact that those that value material possessions often suffer from insecurity and anxiety and acquisition of goods is used as a copying strategy. Therefore it can be suggested that the reason why materialists experience low levels of life satisfaction is due to the absence of these basic psychological needs.

Life Satisfaction

Research in psychology posits that “*we are all pre-disposed to seek life satisfaction*”. Diener, Lucas & Oishi as cited in (Ye 2010 p. 459). Most people would regard life satisfaction as a very important goal in their lives. Happiness in scientific terms can be referred to as “subjective well-being”. (Passer, M, 2009, p. 520). SWB can be defined as “*people’s emotional responses, & their degree of satisfaction with various aspects of their life.*” “*At the highest levels of materialism, such possessions assume a central place in a person’s life and are believed to provide the greatest sources of satisfaction and dissatisfaction.,*” Belk (1984 p.291). Further research by Roberts & Clement (2007 pg. 80), highlights that fact that constant discontent with possessions leads to an overall dissatisfaction with life.

Diminished states of well-being and life satisfaction as a direct consequence of materialism is a topic discussed by Kashdan and Breen (2007), and Ryan & Dziurawiec (2001). Materialism as an avoidance mechanism to cope with negative psychological experiences according to Kashdan and Breen (2007 p.523) is deemed to cause extensive damage. Further support for this is outlined by Roberts J.A, & Clement A, (2007, p. 80), who believe that those with high materialistic tendencies experience higher levels of discontent with regards their standard of living which in turn effects their overall satisfaction with life. As Richins and Dawson(1992) highlight, the desire for more is never ending which inevitably creates a sense of discontentment and dissatisfaction within the person.

According to Sirgy (2012) it is theorised that life dissatisfaction derived from materialism is due to top-down spill over and bottom up spill over. Top down spill over refers to the fact that personality factors in conjunction with dispositional factors affect life satisfaction. Therefore Materialistic people tend to be envious and non-generous and experience overall negative affect. This then spills over a causing over- all life dissatisfaction. Bottom up spill over theory posits that various aspects of life can affect over all life satisfaction. These can include a person's personal life, spiritual life and material life. A highly materialistic person will then experience greater spill over with product dissatisfaction and overall life satisfaction due to their unrealistic expectation regarding products and satisfaction. In contrast, those with lower materialistic tendencies do not place such stakes on possessions for satisfaction thus showing higher levels of life satisfaction.

Neuroticism

Belk (1984,1985) views materialism as the result of three specific personality traits. Belk (1984) devised a scale which consisted of three posed materialist personality traits,

“Possessiveness, Non-generosity and Envy”. Belk (1984 p. 291) discusses the notion that non-generosity is likely to cause unhappiness. But also adds that those that are unhappy and have low self-esteem are also less likely to be generous. Like non-generosity, Belk describes Envy in terms of a personality trait which is apparent in materialists who experience extreme displeasure at the expense of others successes and possessions. Froh et al (2010) study supports this evidence. Materialism was found to be correlated with high rates of envy a sample of adolescents.

According to Roberts & Clement (2006, p. 80), intrinsic goals reached such as self-confidence, are priceless in contrast to external goals such as reaching financial success as these depend on external approval and are often subjected to the scrutiny of others. This notion is supported by Kashdan and Breen (2007, p. 523) who believe materialism serves as an avoidance mechanism which will result in lower sense of well-being. Kasser & Ryan 1993, p. 15) further support this notion they suggest that individuals “*that score dispositionally high on broad factors such as neuroticism, may be more likely to view money as a means of self enhancement.*” Moreover, Kasser and Ryan 2001 as cited in (Roberts and Clement 2006) relate extrinsic motivation to negative affect. Schmuck, Kasser & Ryan (2000) further emphasize the negative relationship between extrinsic goals and well-being. This research would suggest that an extrinsic orientation experienced among materialists would serve as a rift between materialists and their relationships with others. This again is evidence to suggest negative psychological outcomes and Neuroticism may be correlated with materialism.

Gratitude

Research into the concept gratitude within psychology has only recently come to light in the past ten years. Correlates of Gratitude according to McCullough, Emmons & Tsang

(2002) include; affective traits such as positive and optimistic outlook as well as life satisfaction, pro-social traits such as generosity and forgiveness, and spiritual traits such as engaging in prayer. Gratitude may serve as a counterforce against the inescapable materialistic society which we live in today and promote healthy living. Research by McCullough, Emmons & Tsang (2002) directly found those high in Gratitude, experience more positive and optimistic and experience higher level of life satisfaction.

Gratitude can be conceptualised in terms of a trait or emotion. For example “I am a grateful person”, or is it considered an emotion for example “I am grateful for all my parents have given to me.” The experience of the gratitude as an emotion is not present from early childhood unlike anger, happiness, and sadness. It is according to Froh et al, (2011, p.313) a much more complex emotion which only emerges through their socialisation by about the age of ten. As Passer M, (2009, p.568) points out, when ‘emotional competence’ is reached. It is only when a child can cognitively appraise a situation as one of giving on the part of another that gratitude is experienced.

Research suggests that the positive experience of gratitude promotes intrinsic values such as the value of other in our lives. (Emmons 2007).According to Froh et al (2011), Gratitude and concern for the welfare of others is crucial for healthy social development. Strengthening the social bonds with family, friends and partners, would result in the promotion of “being valued and of security, states that are negatively related with materialism.”(Froh et al 2011, p.292). In a study by Froh et al 2010, gratitude was found to be positively correlated to life satisfaction. According to Froh, gratitude “*serves as a safeguard against the erosion of relationships by materialism by promoting intrinsic pursuits*”. (Froh et al, 2010 p. 208).

Reverting back to notion of materialism, research suggests that materialists value possessions instead of people. The more money you acquire, the less generous you become. This would seem contradictory with a grateful person suggesting that materialism and gratitude should be negatively correlated. Research to support this notion can be seen by Kashdan, T.B & Breen, W.E (2007, p. 526) who state that gratitude is ones acknowledgement of the value of others. This would seem to a trait non characteristic of that of a materialist. As materialistic or extrinsic values increase, intrinsic or pro social values would appear to decrease. With this in mind it would seem gratitude could be an alternative to materialism concerning life satisfaction. Gratitude can be defined as a “*life orientation toward noticing and appreciating the positive in life.*” (Froh et al, 2011, p. 312). Therefore concern and an appreciation for others would seem far away from the egoistic selfish endeavours of materialist. According to McCullough, Emmons & Tsang (2002)) high scores on gratitude are less likely to view material goods as important aspects of their lives and are generous with their possessions in contrast to those with materialistic tendencies.

Research investigating gratitude and materialism was carried out by Froh et al (2011, p. 320) on adolescents. Limitations of the research regarded cognitive abilities of the participants in that some were unable to conceptualise items on the scale. According to Piaget’s theory of cognitive development as described by Passer, (2009 p. 543), the formal way of thinking is form in early adolescence and increases with age. Another possible limitation of the previous study would again centre on the cognitive abilities of adolescence. Passer (2009 p. 555) introduces the term, ‘adolescence egocentrism’. He describes this as a stage whereby adolescences are far more egocentric and self-absorbed than most. This would indicate that they would be developmentally more predisposed to less regard for others and more self-

regard. According to Elkind (1967) cited in Passer (2009, p.555) at the stage of adolescence, young adults would not yet have conceptualized the true meaning of life.

Summary of Aims and Hypotheses

The present research aims to investigate whether materialism is correlated to diminished rates of life satisfaction. It also aims to investigate if a correlation exists between high levels of gratitude and life satisfaction. The third aim of this study into establish is materialism and gratitude are negatively associated. Lastly an investigation will be conducted to establish if a correlation exists between the personality trait Neuroticism and Materialism. The questions which we want answered are: Do all the worldly possessions really make us happy? Or are those who lead more minimalistic and have a tendency to be grateful lives more likely to lead happier lives. This research may provide more insight into the areas of materialism and gratitude to enhance our well-being. Hypotheses are as follows:

Hypotheses:

H1: There will be a significant correlation between Materialism and Life Satisfaction.

H2: There will be a significant correlation between Neuroticism and Materialism.

H3: There will be a significant Positive correlation between Gratitude and Life Satisfaction..

H4: There will be a negative correlation between Materialism and Gratitude.

H5: There will be significant differences between Males and Females.

Method

Materials

Materials consisted of self-administered questionnaires. (see Appendix 1). Measures were the Richins and Dawson material Values Scale (Richins and Dawson, 1992), the Gratitude short-form Scale (Watkins, Woodward, Stone & Kolts, 2003), The life Satisfaction Scale (Diener, Emmons, Larsen & Griffin, 1985) and The Big five Inventory (John, Donahue & Kentle, 1991). An additional back-round questionnaire was devised by the researcher to establish demographics including Gender and Age.

Materialism Values Scale (MVS)

The Richins and Dawson Material Values Scale (MVS; Richins and Dawson, 1992) used, consisted of an eighteen-item 5-point Likert scale, with three subscales tap into three dimensions of Materialism which include, Success, Centrality and Happiness. The success subscale assesses whether or not a person views their own personal success and others success based on their possessions. The centrality subscale measures the degree at which a person places the acquisition of goods at the centre focus of their lives. The happiness subscale measures the degree to which a person views possessions as a primary source of their satisfaction and personal well-being. High scores on these items correlate with a high materialism score. For the purpose of this study, an overall score of materialism will be constructed by using the summed scores of the three subscales. Items 4,5,10,11,12,14,15 and 16 are reverse coded. Questions include: Success: "I like to own things to impress people", Centrality: "I like a lot of luxury in my life", Happiness: "I'd be happier if I could own more things." Responses were recorded on a 5-point Likert scale which ranged from Strongly

Disagree to Strongly Agree. All items are scored from 1-5 respectively, which for the purpose of this study are summed to derive a general materialism score which can range from 18-90.

Test and re-test reliability of this scale by Richin & Dawson 1992 reported strong Coefficient alphas of .83 and .87 for the combined scale and .66-.87 (Roberts & Clement 2006).

GRAT-short form(Thomas & Watkins, 2003)

Gratitude Resentment and Appreciation Test Short –form (GRAT short-form; cited in Watkins, Woodward, Stone & Kolts, 2003) consisted of a sixteen item 5 point Likert scale. The authors proposed several traits that a grateful person would possess. A grateful person would not feel deprived in life, be grateful of contributions of other in their lives and appreciate the little things or “simple pleasures”. The scale consists of three sub categories which are broken down into: Lack of a sense of Deprivation (LOSD), Simple Appreciation (SA) and Appreciation for Others (AO). Items 3, 6, 10, 11, and 15 are reverse coded. Higher scores relate to a high Gratitude score. Questions include: “I couldn’t have gotten where I am today without the help of many people.” And “I think it’s important to enjoy the simple things in life.” Responses were recorded on 5-point Likert scale which ranged from Strongly Agree to Strongly Disagree. All items are scored from 1-5 respectively, which are summed to derive a general gratitude score which can range from 16-80.

The scale reported good reliability; Coefficient alpha is excellent at .92. (Watkins et al 2003). Unlike other self-report measures, according to Watkins, Woodward, Stone and Kolts (2003 P. 449) Weakness in overall positive bias responses is not a weakness in this case as a positive outlook on life is characteristic of a grateful person.

The 6-item Satisfaction with Life Scale (SWLS)

Life Satisfaction was measured using the Satisfaction with Life scale (Diener, Emmons, Larsen & Griffin, 1985). It consisted of a 5-item 7 point Likert scale which ranged from Strongly Agree to Strongly Disagree. All items are scored from 1-7 respectively, which are then summed to derive an overall life satisfaction score which can range from 5-35. Questions include: "In most ways my life is close to my ideal." And "So far I've gotten the important things I want in life."

The scale is a valid scale worldwide and has proven high internal consistency and high reliability. Coefficient alpha was found to be .87 (Diener et al 1985 p. 72), and .73 (Ye, 2010). The scale was chosen as it allows for the respondent to determine where their satisfaction lies. This as Diener et al 2003 p. 74 explains may lie in various states of emotions i.e. happiness, health or material wealth.

The Big Five Inventory (BFI)

Personality specifically Neuroticism is measured using the Big Five Inventory scale devised by John, Donahue & Kentle (1991). The scale consisted of a forty four item 5 point Likert scale. The scale is subsequently broken down into five subscales to measure the big five personality domains which include: Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness. The purpose of the present study is to focus on Neuroticism. Total scores are obtained by reverse scoring and summing the items in the subscale. Items measuring Neuroticism include: 4,9R,14,19,24R,29,34R,39. All items are scored from 1-5 respectively, and the mean overall score is calculated.

High average scores relate to high scores on neuroticism. Questions measuring Neuroticism include: “I am someone who worries a lot” and “ I am someone who gets nervous easily.” The scale has shown high reliability, ranging from .81 to .88 (Cronbach Alpha coefficient) with a mean of .85. (Soto & John 2009).

Participants

One hundred respondents (n=100) participated in this study. Inclusion factors for participants were full-time psychology students and participants must be over the age of 18. Exclusion criteria were all other DBS students and those aged under 18 years.

Participants were gathered mainly gathered from the researchers 3rd year undergraduate class. (n=68). The remainder were invited randomly to participate in the study in DBS (n=32).

Participants included 66 females (n=66) and 34 males (n=34). The age of participants covered 18-25 (n=90), 26-33 (n=9) and 41-48 (n=1).

Design

The current study is of mixed design and was primarily a descriptive correlational study. A within-subjects correlational design was used to test for relationships between variables. Predictor variables included Neuroticism Materialism and gratitude. .The Criterion variables include Materialism and life Satisfaction.

Pearson’s Correlation coefficients were obtained between all the variables mentioned above, in addition to Gender. Age was unable to be tested as the sample was not favourable for this test with the majority of the same ling within the 18-25 range (n=90).

A between- subjects design was used to test differences between variables. An independent samples t-test was used to measure differences in levels of Materialism, Neuroticism, gratitude and Life satisfaction.

Procedure

Participants were invited to participate in the study. Participants were verbally informed of the nature of the study, approximate time of completion, and reminded that participation is voluntary. On agreement, participants received a questionnaire booklet (See Appendix 1). This included a cover letter, Demographics questionnaire (devised by the researcher) followed by four questionnaires and a debriefing letter. The cover letter briefly outlined the nature of the research, Inclusion factors, and information regarding confidentiality, anonymity and right to withdraw from the study was also included. Participants were asked to indicate their gender and age. Participants were then instructed to fill out four questionnaires and asked to indicate their true feelings and beliefs about the statements. The debriefing letter provided help information and participants were thanked and given contact information should any further questions arise. Participants were then verbally thanked and an opportunity for questions was made available.

Data Analysis

Data collected was entered into SPSS which was used to calculate score on the scales used and perform data analysis on the data. Descriptive statistics, Pearson's correlation coefficient and Independent samples t-tests were the principle statistics used.

Results

Descriptive Statistics

Figure 1: Table showing Mean and Mode of Gender and Age within the sample.

Variable	Mean	Mode
Gender	1.66	2.00
Age	1.12	1.00

Figure 2: Table showing Means and SD's across variables.

Variable	Mean	Standard Deviation
Materialism	55.26	12.05
Neuroticism	2.99	.82
Gratitude	61.12	6.58
Life Satisfaction	24.40	5.93

Materialism

The mean score on the materialism scale was 55.26, with a standard deviation of 12.04. The Median score was 55.00 and the mode was 46.00. The maximum score on the MVS is 90, so that score of 55.26 represents 61% in absolute terms, suggesting moderate to strong materialistic tendencies in the sample.

The mean materialism score was 54.82 (SD=12.63) for males and 55.48 (SD=11.82) for females suggesting that there are no differences in Materialism across gender with Females only showing slightly higher scores.

Gratitude

The mean score on the gratitude scale was 61.12, with a standard deviation of 6.57. The Median score was 61.00 and the mode was 59.00. The maximum score on the GRAT is 78.00, so a score of 61.12 represents 76% in absolute terms suggesting strong gratitude tendencies in the sample.

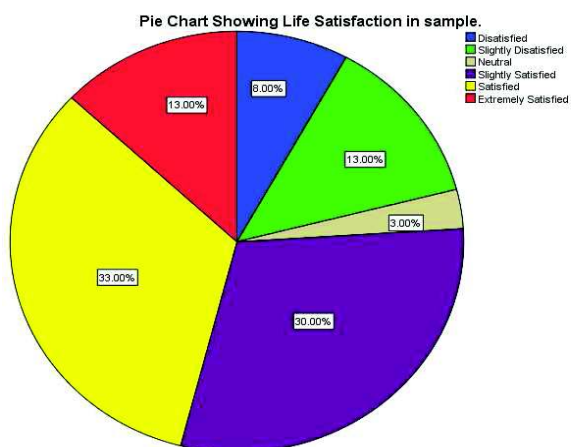
The mean score was 61.11 (SD=7.29) for males and 61.12 (SD= 6.23) for females suggesting no significant differences in gratitude across gender.

Life Satisfaction.

The mean score on the Life satisfaction scale was 24.40, with a standard deviation of 5.92. The Median score was 24.50 and the Mode was 24.00. The maximum score on TLSS is 35. A score of 24.40 represents 70% in absolute terms suggesting a strong life satisfaction within the sample.

The mean score was 25.35 (SD=5.84) for Males and 23.90 (SD=5.96) for Females suggesting a slight increase in life satisfaction among Males.

Figure 3: Pie Chart illustrating levels of Life Satisfaction.



Neuroticism

The mean score on the Big Five Inventory scale for Neuroticism was 2.99, with a standard deviation of 0.82. The median score was 3.00 and the Mode 3.00. The maximum score on the BFI for Neuroticism was 6.50. A mean score of 2.99 represents 33% in absolute terms suggesting weak Neuroticism tendencies within the sample.

The mean score was 2.57 (SD=.72) for Males and 3.20 (SD= .791) for Females suggesting Females scored higher on Neuroticism than Males.

Figure 4: Table showing in depth descriptive statistics of variables examined.

Variable	Mean	Median	SD	Variance	Skewness	Kurtosis	Range	Min	Max
Materialism	55.26	55.00	12.05	145.08	.503	.579	64	30	94
Neuroticism	2.20	3.00	.82	.672	.389	2.446	5.50	1	6.50
Gratitude	61.12	61.00	5.58	43.26	.110	.317	36	42	78
Life Satisfaction	24.40	24.50	5.93	35.15	-.544	-.277	25	10	35

Inferential statistics:

Correlations

All Pearson correlation coefficients are summarized in table. Preliminary analyses were performed to ensure no violation of the assumptions of normality were broken.

Figure 5: Table showing correlations between Materialism, Gratitude, Life Satisfaction and Neuroticism.

		LifeSatisfaction	Gratitude	Materialism	Neuroticism
LifeSatisfaction	Pearson Correlation	1			
Gratitude	Pearson Correlation	.397**	1		
Materialism	Pearson Correlation	-.219*	.216*	1	
Neuroticism	Pearson Correlation	-.300**	-.119	.220*	1

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (two tailed).

Hypothesis 1

Hypothesis 1 predicted a negative correlation between materialism and life satisfaction. This was examined using Pearson's correlation coefficient. This showed that there was a significant weak negative relationship between Materialism and Life Satisfaction. ($r = -.219$, $p < .05$, two tailed) indicating that as materialism goes up, life satisfaction goes down. Thus the first hypothesis is supported.

Hypothesis 2

Hypothesis 2 predicted that there would be a positive correlation between Materialism and Neuroticism. Further analysis showed a significant positive weak relationship between Materialism and neuroticism. ($r = .220$, $p < .05$, two tailed). This lends support to research

suggesting Materialism and Neuroticism may be positively correlated. The correlation found is weak however Hypothesis 2 is supported.

Hypothesis 3

Hypothesis 3 predicted a positive association between Gratitude and Life satisfaction. Using a Pearson's correlation, a significant positive moderate relationship between Gratitude and life satisfaction was found ($r=.397$, $p,.01$, two tailed) indicating that as levels of gratitude rise so do life satisfaction levels. This finding concurs with existing research and thus Hypothesis 3 is supported.

Hypothesis 4

Hypothesis 4 predicted that there would be a negative correlation between gratitude and materialism. Analysis using Pearson's correlation coefficient, saw a significant negative weak correlation between Materialism and Gratitude ($r=.220$, $p<.05$, two tailed) indicating that as Gratitude increases, Materialistic tendencies decrease and so forth. Thus, hypothesis 4 is supported. It should be noted however, that this correlation is again a weak one.

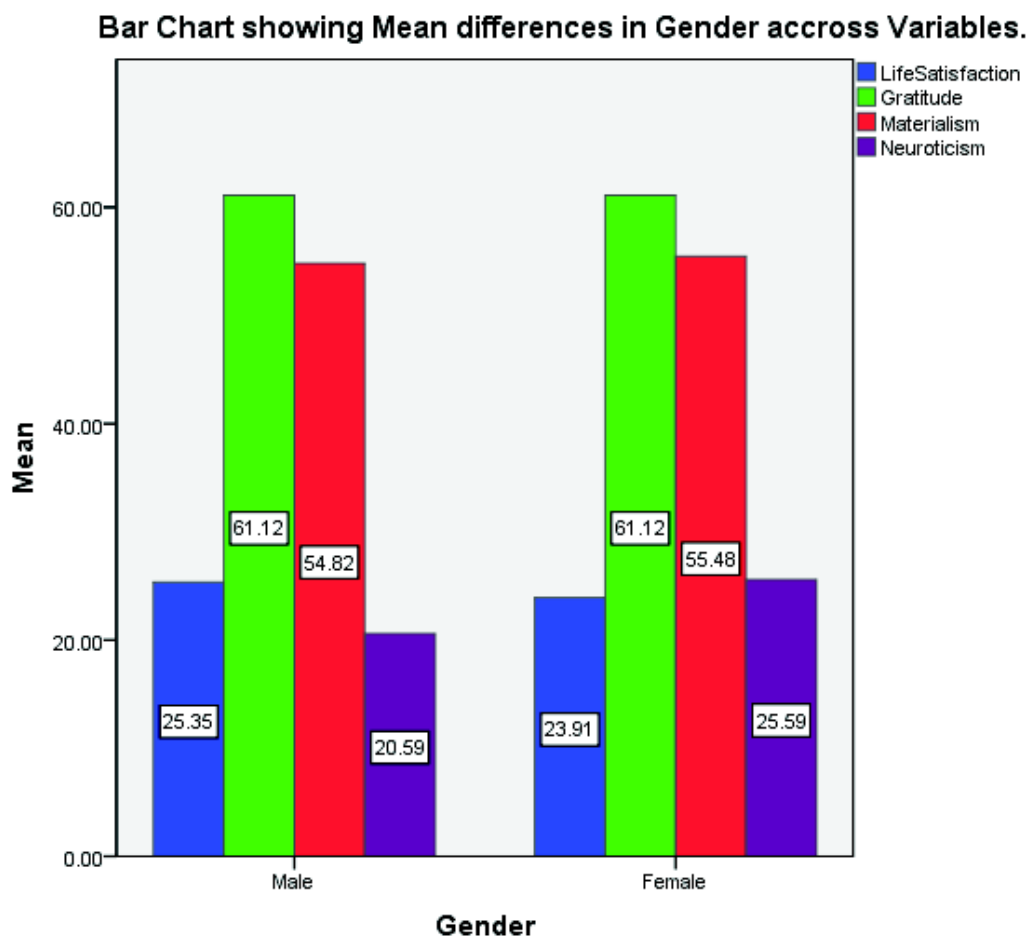
Hypothesis 5

It was hypothesised that there would be a significant difference between Materialism levels across gender. An independent samples t-test was conducted to evaluate this hypothesis. The test showed no significant differences in materialism scores by gender ($t(98)=-3.859$, $p>.05$, two tailed). With mean scores of 54.82 (SD=12.63) for males and 55.48 (SD=11.82) for females.

Other results:

Independent-samples t-test was conducted to compare differences in Neuroticism scores. The test showed a significant difference in scores by gender ($t(98) = -3.859, p < .05$). With mean scores of 2.57 (SD=.72) for males and 3.20 (SD= .79) for females.

Figure 6: Bar Chart showing differences in Life satisfaction, Gratitude, Materialism and Neuroticism scores across gender.



Other Results

Further independent t-tests were conducted to evaluate any differences between Gratitude and Life satisfaction across gender. No significant results were obtained. Gratitude: ($t(98)=-.003, p>.05$, two tailed), Means: 61.11 (SD=7.29) for males and 61.12 (SD= 6.23) for females. Life satisfaction: ($t(98)=1.156, p>.05$, 2tailed). Means: 25.35 (SD=5.84) for Males and 23.90 (SD=5.96).

Figure 7: Table showing difference in Materialism, Neuroticism, Gratitude and Life Satisfaction scores across gender.

Variable	Gender	Mean	SD	t	df	p
Materialism	Male	54.82	12.63	-.259	98	.796
	Female	55.48	11.83			
Neuroticism	Male	2.57	.721	-3.859	98	.000
	Female	3.20	.791			
Gratitude	Male	61.12	7.29	-.003	98	.998
	Female	61.12	6.24			
Life Satisfaction	Male	25.35	5.84	1.16	98	.251
	Female	23.91	5.96			

Note: P is significant at a .05 level

Other Results

Further Pearson's correlation coefficients were conducted to establish any additional correlations that may exist among the five personality traits and Materialism. As previously stated, a significant positive weak relationship was found between Neuroticism. ($r=.220$,

$p < .05$, two tailed). Correspondingly, a significant negative weak correlation was found between Openness and Materialism. Suggesting that as levels of openness rise materialism levels go down. This is consistent with the previous positive correlation found between Neuroticism and materialism.

Further analysis investigated the relationship between personality and the construct gratitude. Interestingly, a significant positive weak correlation was found between Conscientiousness and Gratitude. ($r = .257$, $p < .01$, two-tailed). A significant positive weak relationship was also found between Openness and Gratitude ($r = .228$, $p < .05$, two-tailed).

Figure 8: Table showing further correlations between the five personality traits and the constructs of materialism and gratitude.

Variable	Neuroticism	Agreeableness	Conscientiousness	Extraversion	Openness	Materialism	Gratitude
Neuroticism	1						
Agreeableness	-.214*	1					
Conscientiousness	-.352*	-.017	1				
Extraversion	-.155	-.045	.170	1			
Openness	-.054	-.002	.230*	.090	1		
Materialism	.220*	-.025	-.115	-.101	-.238*	1	
Gratitude	-.119	.192	.257*	.175	.228*	.216*	1

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (two tailed).

Discussion

Review of the aim and hypothesis of the current study

The main aim of this study was to examine the relationships between Materialism, Neuroticism, Gratitude and life Satisfaction experienced by undergraduate Psychology students at Dublin Business School. The concept materialism was the main focus of this study and examined in detail. The aim of the research was to examine correlates of materialism especially life satisfaction in addition to personality and the concept of gratitude which was brought to light during the course of the research.

The topic Materialism was considered interesting by the researcher it was at the beginning of the research a gap in published Irish studies was established. At the beginnings of preliminary research, various theories and causes of materialism and correlates were established. Much research has been carried out regarding negative outcomes of materialism. Through further in depth research, it was found that the concept gratitude was examined in terms of its importance and cultivation of healthy development and to counter the effects of a materialistic society and emerging youth. For Froh et al (2010, p. 289), the reason gratitude is so beneficial is youths is because it acts as a shield against the damage materialism can cause. Results from the study found that on days where adolescents experienced gratitude they were less likely to be materialistic illustrating again the power of gratitude against materialism.

Attention was drawn to the area of personality as a predetermining factor of materialism after research by Belk (1984) was evaluated. With Belk's posed trait theory and establishment of three constructs related to materialism "Possessiveness, Non generosity and Envy", The question of further correlational studies concerning specific personality traits arose. Scarcely literature was found directly relating any of the big five personality traits to

materialism. In depth research by Kasser & Ryan (1993) found materialist to be extrinsically motivated which leads to dissatisfaction. Roberts & Clement (2006, p. 80) support this theory adding that extrinsic goals are meaningless and serve very little in producing life satisfaction. Kasser & Ryan (1993, p.15) further suggest that those who experience neuroticism (emotional instability) are likely to seek comfort and fill the void as it were with material possessions. With this mounting body of research surround the negative correlated of materialism it was strongly hypothesized that the presence of negative emotions found in the personality trait neuroticism would strongly correlate with high levels of materialism. Therefore the conclusive rationale for the study included interest in the topic, and existing gap in the literature in the area of personality and indeed published Irish findings.

In order to study the correlates between the concepts mentioned above, the researcher combined four validated scales to obtain a suitable measure for this study. The following scales were used: Richins and Dawson (1992) (MVS), Watkins, Woodward, Stone & Kolts, (2003) GRAT short-form, Diener, Emmons, Larsen & Griffins, (1985) (LSS) and finally John, Donahue & Kentle, (1991) (BFI). A mixed design study was adopted which employed both correlational and comparative analysis. One-hundred participants took part in this study, of which 34 were male and 66 were female, age groups ranged from 18-48. Statistical analysis included the use of both Pearson's r correlations and Independent samples t -tests. Through various correlational tests conducted Predictor variables included Materialism, Gratitude and Neuroticism, while criterion variables included Life satisfaction and materialism. Independent variables included gender while dependant variables included materialism, neuroticism, gratitude, and life satisfaction.

The information above lead to the following hypotheses:

H1: The dominant view among researchers is that those with strong materialistic tendencies will show greater dissatisfaction with life and those with lower materialistic tendencies will show higher life satisfaction. Thus there will be a significant correlation between Materialism and Life Satisfaction.

H2: Research indicates that those who demonstrate high materialistic tendencies will also report high levels of negative affect (neuroticism). Therefore a significant positive correlation between Neuroticism and Materialism is predicted.

H3: Research strongly emphasises the benefits of demonstrating gratitude as it has been shown to be highly associated with well-being and life satisfaction. Thus a significant positive correlation between Gratitude and Life Satisfaction is predicted.

H4: Research examining the two concepts of gratitude and materialism clearly illustrates the contrasting tendencies of these traits or values. Therefore a negative correlation between Materialism and Gratitude is predicted.

H5: Research focused on gender differences in levels of materialism generally indicates that males show high materialistic tendencies. Thus, significant differences between Males and Females in materialism are predicted.

Summary of Descriptive Statistics

Descriptive statistics show mean scores of Materialism, Neuroticism, Gratitude and Life Satisfaction. These scores are further displayed across gender.

In relation to Materialism, the mean score was 55.26 which suggest that Materialistic tendencies were moderate. Females displayed a mean score of 55.49 which indicates they display slightly more materialistic tendencies than males who displayed a mean score of 54.83.

Gratitude had a mean score of 61.12 which indicates positive results that generally speaking Grateful tendencies were quite high in the sample. Both males and females displayed identical levels of gratitude. Means: (m=61.12) and females (m=61.12).

In relation to Life Satisfaction, the mean score of 24.40 indicated that participants were in general strongly satisfied with their lives with males displaying slightly higher levels (25.35) than females (23.90).

Looking at personality, specifically Neuroticism, statistical analysis found that the mean score of the sample was 2.99 indicating neuroticism tendencies were relatively low in the sample. Females (3.20) displayed significantly higher levels than males (2.57).

Summary of Independent samples t-test.

An independent samples T-Test was conducted to examine the possible gender differences in relation to Materialism, Neuroticism, Gratitude, and life satisfaction. In relation to Materialism, no significant differences were found across genders. ($t(98)=-.259, p>.05$, two tailed). There was also no differences in genders in relation to Gratitude ($t(98)=-.003, p>.05$, two-tailed) or life satisfaction ($t(98)=1.156, p>.05$, two tailed). Interestingly a significant difference was found in Neuroticism between genders ($t(98)=-.3.859, p<.05$, two-tailed).

Summary of the Pearson's correlation coefficients:

Pearson's r correlations were carried out to examine the hypothesised correlations between Materialism and Life satisfaction. Results found that as materialistic values rise, life satisfaction decreases and vice versa. This would also indicate that lower materialistic values may relate to higher levels of life satisfaction. This is consistent with the research findings of Richins & Dawson (1992), Kasser & Ryan (1993), Ryan & Dziurawiec (2001) and Roberts & Clement (2006). The present negative correlation is nevertheless weak ($r = -.219$, $p < .05$, two tailed). This research is correlational in nature and therefore no causal conclusions can be drawn. Therefore it is unclear whether Materialism causes life dissatisfaction or life dissatisfaction causes materialism.

A Second Pearson's r correlation was also run to examine the relationship between the personality trait neuroticism and Materialism. Results established that a correlation does exist between materialism and the personality trait neuroticism. ($r = .220$, $p < .05$, two tailed). This result supports similar research by Kasser & Ryan (1993) which suggests people who tend to score high on neuroticism are more likely to be materialistic. This also coincides with research by Kashdan & Breen (2007) which suggests individuals with lower well-being tend to use their material possessions as their happy pill which then leads to further discontentment and dissatisfaction leading to more dissatisfaction. (Roberts & Clement, 2006).

A third Pearson's r correlation found a significant correlation between Gratitude and Life satisfaction. From this correlation it can be assumed that a definite positive relationship exists. Again, these results are correlational and is an assumption that Gratitude causes life satisfaction. However conclusions can be drawn, that those who show more grateful tendencies do tend to experience higher rates of satisfaction with life. ($r = .397$, $p < .01$, two tailed). This

finding was the strongest correlation found in the present study. This result adds to the mounting body of research suggesting that those who experience gratitude are more likely to be happy. (McCullough, Emmons & Tsang, 2001), (Watkins et al 2003) & (Froh et al 2010, 2011). This therefore would suggest that by adapting a more positive mind-set and focus on the appreciating the present seems to be a beneficial tool in reaching satisfaction with life. This approach would be supportive of behavioural therapies such as Acceptance and commitment therapy (ACT) and Mindfulness based cognitive therapy (MBCT) which eliminates avoidance and focuses on the present moment (Hayes et al 2004) which decreases negative affect (Collard, Anvy & Boniwelly 2008).

A final Pearson's r correlation found a negative correlation exists between Gratitude and Materialism. The correlation was weak however ($r=.220$, $p<.05$, two tailed). The results must be taken with caution as this correlation is weak. However the significant correlation in itself corresponds with existing research on the topic by (Froh et al 2012) who demonstrated with counter acting forces of gratitude against materialism. Therefore the weak correlation may suggest that individuals may be materialistic but never the less are appreciative and experience gratitude regularly.

Strengths:

One of the main strengths of the study is the wide ranging and meticulous research conducted in this study.

One of the strengths of the study concerned the design. The number of participants ($n=100$) is considered a strength in terms of valid results. In addition, correlational analysis allowed the researcher to analyse hypothesized associations of materialism without engaging in specific causal conclusions.

A further strength of the research concerns the sample of the study. The researcher had access to a large number of participants all undergraduate psychology students which is externally valid in terms of generalization of the results to Irish Psychology student population.

All scales used on the survey used to gather data for analysis; were all deemed valid measures and data analysis was carried out in a professional manner using Spss.

Weaknesses

Some limitations of the present research warrant discussion. The make-up of the study was also unequal across gender, with Males representing only 34% of the sample, males (n=34), females, (n=66), however this was relatively unavoidable due to the normative nature of the Psychology student population.

All participants in third level education striving toward a degree would on a whole be generally happy. For this reason a high degree of life satisfaction may have been reported. Future research would warrant a broader happiness scale and or a further measure of satisfaction i.e. Rosenberg's self-esteem scale. Thus the addition of Rosenberg's self-esteem scale (1965) may serve as a supportive measure of satisfaction. Alpha .81 used in Richins & Dawson's (1992) study.

The nature of the study is based on self-report data. Although materialistic tendencies reported in this study were at a moderate level, a level of socially acceptable responding may have existed. In addition to this, the mere presentation materialism in the study is in itself could have been perceived in a negative perceived as a negative light altering honest responding from participants.

Further Recommendations and Future research

The results of the study indicate that the complexity of the construct materialism not a simple area to evaluate. The results strongly suggest that the experience of gratitude is associated highly with positive psychological outcomes. This suggests that further research of the concept gratitude is important. Additionally the notion that Gratitude may have the power to reduce excessive endorsement in materialistic tendencies, suggests that further alternatives to materialism warrant future investigation. Introduction of a social desirability scale by Stober, 2001 cited in (Wood, Maltby, Stewart and Joseph 2007 p. 626) which would provide good validity for the Materialism and Gratitude measures. Regarding Irish research, Materialistic tendencies should be examined among children and adolescents to see if the current economic down has had an effect on households values and subsequently children's values to see if a future shift will arise. Future research is also needed in the area of personality and materialism. This would serve to either, support Belk's (1985) materialism as a trait theory, or conclude materialism is a value (Richins & Dawson 1992). The present sample was obtained from DBS student of the same socio-economic status. Future research should investigate levels of materialism across varying levels of socio economic statuses.

Conclusion

In conclusion, the main aim of the current study was to examine the relationships between Materialism, Personality, Gratitude and Life Satisfaction experienced by Irish undergraduate students. The study produced mixed results which did not always support prior research. All correlations among variables were found to be significant and follow previous research. However these findings were relatively weak in nature which requires evaluation.

Materialism appears to be negatively associated with Life satisfaction. Although this finding is in support with prior research (Richins & Dawson 1992), (Belk 1984) (Ryan, & Dziurawiec (2001) & (Kasser 2003). The weak correlation is however disappointing. Thus suggesting that the relationship between Materialism and Life satisfaction is a much more complex one than previous thought. Possible explanations for this result based on previous research by (Froh et al 2010) may be that the fact that experiences of gratitude in the sample which was found to be quite high could have countered the negative effects of materialism.

The weak negative correlation found between Materialism and gratitude again supports prior research which highlights the contrasting attributes of grateful versus materialistic people. As discussed by McCullough et al 2002, those who experience more gratitude tend to be generous in contrast to those with materialistic tendencies who as Belk (1984) states have a sense of possessiveness over their possessions. Moreover materialists according to Belk (1984), tend to experience envy with others. This is a contrasting trait to those who experience gratitude regularly. As McCullough et al 2001 explains, they do not see material goods as taking centre stage in their lives therefore envy of others' success and possession isn't a trait characteristic of those with gratitude tendencies.

Gratitude levels were found to be moderately positively associated with life satisfaction. This finding strongly supports prior research that gratitude is strongly related to well-being. Research conducted by (McCullough et al 2002) who found gratitude to be highly correlated with experiences of positivity, generosity, forgiveness and most importantly life satisfaction. Additionally (Froh et al 2010) found gratitude to be positively correlated with life satisfaction. (Watkins et al 2003), (McCullough et al 2002) & (Froh et al 2010, 2011). Neuroticism was found weakly correlated to Materialism, and weakly negatively correlated to

Gratitude. Further research is warranted in the area of personality in Materialism. This would address the controversy is it a value or personality trait.

This study would therefore conclude that excessive materialism does not provide a happy life. With gratitude comes the realization that happiness is not contingent upon materialistic happiness in one's life, but rather from being embedded in caring networks of giving and receiving. Thus, fostering a sense of gratitude into our lives may be indeed, lead us to lead happier fulfilled lives.

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Appendix: Survey

My name is Petra Fitzsimons and I'm a final year undergraduate Psychology student in Dublin Business School. The purpose of my research is to see if a correlation exists between Materialism, Neuroticism, Gratitude and Life Satisfaction.

Participation in this study is voluntary, therefore please read the information below before you consent to participate in this study.

The questionnaire should 15 minutes approximately.

Information provided by you will be kept completely anonymous and confidential and available only to the researcher and her supervisor.

As a voluntary participant, you have the right to withdraw at any time. However once submitted, your information will not be able to be withdrawn as this survey is anonymous.

Participation in this research requires you to be over the age of 18.

Feedback is an essential and valuable part of my research; therefore i invite you to provide honest responses to four questionnaires below.

Thank you for taking the time to complete this survey.

Petra Fitzsimons.

Please tick the box below which describes you.

Gender:

- Male
- Female

Age:

- 18-25
- 26-33
- 34-41
- 42-48
- 49-55
- 55+

Below are five statements in which you might agree or disagree with. Using the 1-7 scale provided, indicate your agreement with each statement. Please be open and honest in your responding.

- 7 - Strongly agree
- 6 - Agree
- 5 - Slightly agree
- 4 - Neither agree nor disagree
- 3 - Slightly disagree
- 2 - Disagree
- 1 - Strongly disagree

___ 1. In most ways my life is close to my ideal.

___ 2. The conditions of my life are excellent.

___ 3. I am satisfied with my life.

___ 4. So far I have gotten the important things I want in life.

___ 5. If I could live my life over, I would change almost nothing.

Please provide your honest feelings and beliefs about the following statements which relate to you. There are no right or wrong answers to these statements. We would like to know how much you feel these statements are true or not true of you. Please try to indicate your true feelings and beliefs, as opposed to what you would like to believe. Use the scale below to indicate the answer which best represents you.

1	2	3	4	5
I strongly disagree	I disagree somewhat	I feel neutral about the statement	I mostly agree with the statement	I strongly agree with the statement

- _____ 1. I couldn't have gotten where I am today without the help of many people.
- _____ 2. Life has been good to me.
- _____ 3. There never seems to be enough to go around and I never seem to get my share.
- _____ 4. Oftentimes I have been overwhelmed at the beauty of nature.
- _____ 5. Although I think it's important to feel good about your accomplishments, I think that it's also important to remember how others have contributed to my accomplishments.
- _____ 6. I really don't think that I've gotten all the good things that I deserve in life.
- _____ 7. Every fall I really enjoy watching the leaves change colors.
- _____ 8. Although I'm basically in control of my life, I can't help but think about all those who have supported me and helped me along the way.
- _____ 9. I think that it's important to "Stop and smell the roses."
- _____ 10. More bad things have happened to me in my life than I deserve.
- _____ 11. Because of what I've gone through in my life, I really feel like the world owes me something.
- _____ 12. I think that it's important to pause often to "count my blessings."
- _____ 13. I think it's important to enjoy the simple things in life.
- _____ 14. I feel deeply appreciative for the things others have done for me in my life.
- _____ 15. For some reason I don't seem to get the advantages that others get.
- _____ 16. I think it's important to appreciate each day that you are alive.

Please read each of the following statements carefully and choose the option which best reflects your agreement with each of these statements. Please try to indicate your true feelings and beliefs, as opposed to what you would like to believe. If you have difficulty with any of the items of this scale, choose a "best guess".

1	2	3	4	5
Strongly Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Strongly Agree
___ 1.	Some of the most important achievements in life include acquiring material possessions.			
___ 2.	The things I own say a lot about how well I'm doing in life.			
___ 3.	I'd like to own things to impress people.			
___ 4.	I don't pay much attention to the material objects other people own.			
___ 5.	I usually buy only the things I need.			
___ 6.	I enjoy spending money on things that aren't practical.			
___ 7.	Buying things gives me a lot of pleasure.			
___ 8.	I like a lot of luxury in my life.			
___ 9.	I put less emphasis on the material things than most people I know.			
___ 10.	I have all the things I really need to enjoy life.			
___ 11.	I wouldn't be any happier if I owned a nicer car.			
___ 12.	I'd be happier if I could afford to buy more things.			
___ 13.	It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.			
___ 14.	I don't place much emphasis on the amount of material objects people own as a sign of their success.			
___ 15.	The things I own aren't all that important to me.			
___ 16.	I try to keep my life simple as far as possessions are concerned.			
___ 17.	I admire people who own expensive homes, cars and clothes.			
___ 18.	My life would be happier if I owned certain things I don't have.			

Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who *likes to spend time with others*? Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement.

1	2	3	4	5
Strongly Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Strongly Agree

I am someone who...

- | | |
|---|---|
| 1. _____ Is talkative. | 18. _____ Tends to be disorganized. |
| 2. _____ Tends to find fault with others. | 19. _____ Worries a lot. |
| 3. _____ Does a thorough job. | 20. _____ Has an active imagination. |
| 4. _____ Is depressed, blue. | 21. _____ Tends to be quiet. |
| 5. _____ Is original, comes up with new ideas. | 22. _____ Is generally trusting. |
| 6. _____ Is reserved. | 23. _____ Tends to be lazy. |
| 7. _____ Is helpful and unselfish with others. | 24. _____ Is emotionally stable, not easily upset. |
| 8. _____ Can be somewhat careless. | 25. _____ Is inventive. |
| 9. _____ Is relaxed, handles stress well. | 26. _____ Has an assertive personality. |
| 10. _____ Is curious about many different things. | 27. _____ Can be cold and aloof. |
| 11. _____ Is full of energy. | 28. _____ Perseveres until the task is finished. |
| 12. _____ Starts quarrels with others. | 29. _____ Can be moody. |
| 13. _____ Is a reliable worker. | 30. _____ Values artistic, aesthetic experiences. |
| 14. _____ Can be tense. | 31. _____ Is sometimes shy, inhibited. |
| 15. _____ Is ingenious, a deep thinker. | 32. _____ Is considerate and kind to almost everyone. |
| 16. _____ Generates a lot of enthusiasm. | 33. _____ Does things efficiently. |

34. _____ Remains calm in tense situations.
35. _____ Prefers work that is routine.
36. _____ Is outgoing, sociable.
37. _____ Is sometimes rude to others.
38. _____ Makes plans and follows through with them.
39. _____ Gets nervous easily.
40. _____ Likes to reflect, play with ideas.
41. _____ Has few artistic interests.
42. _____ Likes to cooperate with others.
43. _____ Is easily distracted.
44. _____ Is sophisticated in art, music, or literature.

THANK YOU FOR TAKING PART IN THIS QUESTIONNAIRE!

If you have been affected by any of the issues raised in this questionnaire, please contact:

Samaritans

Website: www.samaritans.org/ireland.

Phone: 1850 60 90 90.

Should you have any further questions or require additional information about the study conducted, feel free to contact me.

Email: 

Thank you for your time,

Petra Fitzsimons