

TERMINAL MATERIALISM VS. INSTRUMENTAL
MATERIALISM: CAN MATERIALISM BE
BENEFICIAL?

By

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NOMENCLATURE

ANOVA	Analysis of Variance
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
cf.	“Compare with”
EFA	Exploratory Factor Analysis
e.g.	“For example”
i.e.	“That is”
SEM	Structural Equations Modeling

CHAPTER I

INTRODUCTION

“Tool use is an important aspect of being human that has assumed a central place in accounts of the evolutionary origins of human intelligence.”

(Byrne 2008)

“It is becoming increasingly clear that our obsession with material goods is very ancient indeed. Mass consumerism may be a 20th-century invention, but its roots go back to the dawn of humanity. It is arguably the cornerstone of civilization. Before our ancestors invented writing, before they had laws and cities, before pastoralism and farming, even before the use of metal to make tools, there was trade.”

(Douglas 2004)

The American Dream has a dark side. The pursuit of “nice things” creates a never-ending desire for more and more. We have entered a consumer culture which is said to exist when a large portion of a society desires to consume goods for reasons traditionally thought of as nonutilitarian (e.g., status seeking, novelty) (Richins and Dawson 1992). Advertisements promise that happiness is just a purchase away and consumers flock to purchase the latest fashion. Consumer culture is constantly bombarding us with the message that materialism will make us happy, but new research shows that this is not the case (Goldberg 2006). Americans are now pursuing more “stuff” and the materialistic lifestyle to the exclusion of most other values, and it is having profound negative consequences on the natural environment as well as on people

themselves (De Graaf 2002; Kasser 2002). Aspiring to financial success may have negative psychological consequences, such as depression, anxiety, lessened self-esteem, decreased self-actualization and dissatisfaction with life (Nickerson, Schwarz, Diener, and Kahneman 2003). Pursuing goals based on extrinsic rewards, the approval of other people, and “having” instead of “being” hinder the individual from achieving his or her inherent potential as a human being (Nickerson et al. 2003).

Because of these damaging effects of the materialistic lifestyle, changing these values may be desirable. However, those who seek to decrease the negative influence of materialism must realize the power of objects and the fundamental role that acquiring and using objects has played since prehistoric times (Hine 2002). The primitive role of objects in terms of materialism has been discussed in the work by Mowen (2000) who suggests that humans have a need for material resources since humankind depended on the use of tools for survival. Thus, the denial of material satisfaction may in fact have negative consequences (cf., Belk 1985). Other researchers have also argued that materialism itself can be either good or bad depending on the purpose of consumption (Csikszentmihalyi and Rochberg-Halton 1978; Holt 1995). Thus, does materialism have a good side?

Prehistoric Consumption

Mass consumption may be a recent development, but it has roots at the beginning of humanity (Douglas 2004). Material culture may date as far back as the Stone Age in Africa (Douglas 2004). At that time, tools were essential to humans. Because humans had to struggle for their survival, early human manipulations of the material world were instrumental, even technological in nature (Hine 2002). For example, metallurgy

technology aided in the development of revolutionary tools that helped humans survive (Hine 2002). This competence with tools may have a long evolutionary history stemming from our close relatives – chimpanzees (Byrne 2008). Chimpanzees make and use several kinds of tools for extractive foraging including leaf sponges, termite and ant fishing wands and probes, stick brushes for honey extraction, leaf scoops, and hooked sticks to extend their reach (Ambrose 2001).

The significance of tools is what they imply about the cognitive abilities of their users (Byrne 2008). All known human populations produce composite tools out of many component parts and use a range of raw materials (Byrne 2008). Tools are also used to make or assist other tools (Byrne 2008). These characteristics may be relatively recent in human evolution since before our modern times humans' tools were only one item and made by removing parts rather than combining items (Byrne 2008). Because of the energy needed to sustain their growing brain size, early humans may have been under evolutionary pressure to use tools that would allow for hunting and consuming meat (Gibbons 1998).

Besides our need for tools for survival, our desire for prestigious goods also dates back to decorative objects made and traded more than 100,000 years ago (Douglas 2004). The idea of two very different purposes of material goods can be seen in the different explanations for the emergence of clothing. Clothing may have provided an innovative way to move to colder climates but may have also conferred status and attractiveness on the person (Douglas 2004). Because prestige initiates social benefits, people may have been tempted to exhibit this in the best way possible – through material items that are hard to fake (Douglas 2004). Differences in material possessions then brought about

differences in social ranking (Douglas 2004) and indicated who held power legitimately (Hine 2002). Early civilizations, Greek philosophers and the Romans, also made a strong distinction between the necessities of life and the luxuries, which were associated with the foreign and the feminine (Hine 2002). Thus, different consumption purposes – tools and prestige – are evident throughout history.

Contemporary Materialistic Consumption

Varying dates and places have been proposed as to when seeking happiness via consumption emerged: West Europe in the fifteenth and sixteenth century, eighteenth century England, nineteenth century France, and nineteenth or twentieth century America (Belk 1985). From tools and prestige objects to mass consumption, our culture has earned the label “materialists.” The term “materialism” traditionally has referred to the philosophical notion that nothing exists except matter and its movements (Richins and Dawson 1992). However, it has developed a contemporary definition describing a tendency to consider material possessions and physical comfort as more important than spiritual values (Oxford English Dictionary 2007). In studying this current phenomenon, researchers, with the exception of Mowen (2000), have focused on material possessions as prestige objects that in turn produce negative outcomes. This analysis is incomplete, however, without additional attention given to the idea of possessions as necessary objects for survival. By including this premise, a more complete picture of what material possessions means to humans can be investigated. In addition, viewing materialism this way may demonstrate that materialism is not invariably detrimental but in fact can be beneficial. However, a review of the literature makes it clear that this segment has been

neglected. This research attempted to fill this gap by including the idea of possessions as necessity into the conceptualization of materialism.

Marketing researchers have provided numerous studies on materialism but have differed in their definitions and conceptualizations. Three prominent literature streams have resulted from this work: Belk (1985), Richins and Dawson (1992) and Mowen (2000). Seminal work by Belk (1985), defined materialism as the importance given to possessions. Three dimensions were proposed to measure materialism: envy, possessiveness, and non-generosity. This research demonstrated that materialists tended to be younger, associated Christmas with shopping, and were less happy. Although this scale has been used by numerous researchers, Richins and Dawson (1992) sought to create a more accurate scale. They defined materialism as the importance of possessions to achieve major life goals and proposed three different dimensions: acquisition centrality, acquisition as the pursuit of happiness, and possession-defined success. Results from this study show that those high in materialism were more likely to value “financial security” and less likely to value “warm relationships with others,” were less altruistic, less likely to be satisfied with their life, and lower in self-esteem. These findings and others (e.g., Kasser and Ryan 1993) suggest that materialism is part of the dark side of consumer behavior (cf., Burroughs and Rindfleisch 2002).

As compared to these views of materialism, Mowen (2000) takes an evolutionary psychology perspective and proposes that material goods are essential to the survival of mankind in terms of building shelters and forming tools. From this perspective, material goods should be seen not only as important but as essential. If possessions are essential, how can viewing possessions as important have mostly negative implications? To

resolve this, several authors argue that materialism should include not only the importance of possessions but also the purpose of consumption (Csikszentmihalyi and Rochberg-Halton 1978; Holt 1995). With this perspective materialism can be either good or bad depending on the consumption purpose.

Two different broad consumption purposes have been proposed: instrumental materialism and terminal materialism (Csikszentmihalyi and Rochberg-Halton 1978). Here instrumental materialism is defined as finding importance in possessions as a means to an end. For example, a person who builds model airplanes may value his tools which enable him to accomplish this task. On the other hand, terminal materialism is viewing possessions as important as an end in themselves. Thus, a person may value a large house just because of the status of ownership. Holt (1995) also takes this dichotomous view of materialism but instead suggests the opposite conceptualization: that valuing possessions because of what they can accomplish is an end in itself while finding importance in possessions as a means to gain classification among others is using products as a means to an end. Belk and Pollay (1985) find evidence for the existence of terminal and instrumental materialism in advertising themes in that luxury and pleasure appeals have increased in frequency while the use of practical and functional appeals has decreased. Thus, themes involving having (terminal materialism) have increased recently overtaking themes of doing (instrumental materialism). However, Richins and Dawson (1992) criticize the instrumental/terminal dichotomy because it is difficult to operationalize, is based on value judgments, is incomplete, contradictory, and it is not possible to determine whether the conditions for the two different types have been met.

This dissertation sought to advance the work by Mowen (2000) and Csikszentmihalyi and Rochberg-Halton (1978) in the development of the idea that materialism is not necessarily negative. Instead the purpose of consumption should be taken into consideration which results in two types of materialism: instrumental and terminal. To remedy the criticism by Richins and Dawson (1992), a better conceptualization and definitions were proposed. Scales were also developed to measure the two different types to offer empirical evidence of the dichotomy. Survey and experimental data also provided validity to the conceptualization.

Research Questions

The research questions proposed here seek to extend and refine the previous work in the materialism literature stream. Previous research on materialism has shown links to negative psychological outcomes such as decreased well-being and an increase in negative physiological symptoms. Because of these negative relationships, materialism has traditionally been considered part of the dark side of consumer behavior. However, some researchers argue that materialism should not be considered good or bad but instead should take into account the purpose of consumption. When this is considered, two different forms of materialism emerge - instrumental and terminal materialism. However, previous literature has not fully conceptualized this dichotomy. This research attempted to refine this conceptualize and also show that in making this distinction, materialism can in fact be beneficial. Four research questions were proposed:

1. Can definitions be formed and scales developed to measure the constructs of terminal and instrumental materialism?

2. What are the relationships between these two constructs as well as their relationships with related constructs that have been previously studied? Are the relationships different from those previously found?
3. Do the two types of materialism differentially relate to positive (e.g., planned obsolescence) outcomes?
4. Is there a difference in the preferences for advertisements between the two types of materialism?

Research Design

To answer these research questions, three studies are reported. These three studies sought to develop and validate the proposition that materialism should be viewed differently. The first study involved scale development for instrumental and terminal materialism. These new scales were utilized in a second study in a survey assessing the relationship between the two types of materialism and related constructs. An online survey method was utilized for data collection with an adult population. The third study sought to assess the different types of materialism in an experimental setting. A 2 x 2 research design was proposed to assess the relationship between terminal and instrumental materialism and different themes in advertisements. It is proposed that the attitudes towards the advertisements will depend on individual differences in instrumental and terminal materialism and two different ad appeals.

Contribution to the Literature

The main contribution of this dissertation is the inclusion of the idea of the necessity of material objects into the conceptualization of materialism, making it a more complete picture of what possessions truly mean to humankind. In addition, several

contributions are made to the current literature on materialism. First, it provided definitions for the two different types of materialism. Traditionally, materialism has been conceptualized as a negative construct, a shallow desire for more and better possessions for the purpose of self-enhancement. However, some researchers (Mowen 2000; Holt 1995; Csikszentmihalyi and Rochberg-Halton 1978) argue that materialism should not necessarily be construed as good or bad without taking the purpose of consumption into consideration when making the judgment. Mowen (2000) suggests that material possessions have played a substantial role in the survival of humankind and thus represent a basic need. Holt (1995) and Csikszentmihalyi and Rochberg-Halton (1978) suggest that when categorizing possessions the purpose of consumption must be taken into consideration, thus creating two different types of materialism. Despite this initial work in conceptualization materialism, well defined and operationalized constructs have not been developed. This dissertation filled this gap by defining and developing measures for the two different types of materialism.

The second contribution to the literature involves demonstrating that if the purpose of consumption in materialism is taken into consideration, materialism may not possess the negative outcomes commonly attributed to it. For example, numerous studies (see Burroughs and Rindfleisch 2002 for a complete list) have shown that materialism is negatively related to well-being. The current work sought to show that one type of materialism may be positively related to well-being. The third contribution to the literature is to show that not only is materialism not necessarily related to negative outcomes but may in fact be related to positive outcomes. To demonstrate the beneficial connections, materialism was linked to product obsolescence. This research provides

well-defined constructs and a scale for measurement for future researchers. It also provides an initial analysis of potential beneficial outcomes of the different forms of materialism.

Organization of the Dissertation

The dissertation is organized into six chapters. Chapter II discusses the applicable literature regarding materialism and the proposed conceptualization of the two different types of materialism. The first study, which entails scale development for the proposed new constructs, is discussed in Chapter III. Chapter IV introduces Study 2, which investigates outcomes of the two types of materialism: frugality, competitiveness, voluntary simplicity, well-being, and planned obsolescence. To further validate the conceptualization of the two different types of materialism in Chapter V, an experiment is conducted for a third study to show how the two types of materialism react to different themes in advertisements. Lastly, a discussion follows in Chapter VI that includes limitations and future directions.

CHAPTER II

LITERATURE REVIEW

The concept of materialism has been widely studied in the marketing literature as well as other disciplines including social psychology (e.g., Kasser and Ryan 1993) and political science (e.g., Inglehart 1981). In the marketing literature, several research streams have been prominent and are reviewed here in detail: Belk (1985), Richins and Dawson (1992), and Mowen (2000). This literature review is organized into two sections. The first section focuses on how materialism has traditionally been viewed – with a negative connotation. Several literature streams have been prominent in the negative view of materialism: Belk (1985), Richins and Dawson (1992), and Kasser and Ryan (1993). To review this literature, three topics are discussed within this section: definitions of materialism, operationalization of materialism, and previous findings on materialism. Each section is concluded by assessing how the prior work pertains to the current research.

The second section focuses on materialism literature streams that do not conceptualize materialism negatively. Two literature streams are pertinent here: Mowen (2000) and Csikszentmihalyi and Rochberg-Halton (1978). Mowen (2000) proposes the construct “material needs” in lieu of materialism, which has been supported in numerous studies (Brown, Mowen, and Donavan 2002; Licata, Mowen, and Harris 2003;

Mowen 2004; Mowen and Carlson 2003). Using an evolutionary perspective, material needs are viewed not only positively but as essential to humankind. The second literature stream identifies two types of materialism: terminal and instrumental (Csikszentmihalyi and Rochberg-Halton 1978). Terminal materialism is viewed as consumption as an end in and of itself while instrumental materialism is viewed as consumption as a means to an end. This research stream, however, has not been fully conceptualized or supported through empirical research, unlike the material needs literature stream (Mowen 2000). As a result, the terminal/instrumental dichotomy has received some criticism (Richins and Dawson 1992) which is then examined. Both of these literature streams propose that materialism is not necessarily negative. Three studies that support this proposal are evaluated: Belk and Pollay (1985), Holt (1995), and (Richins 1994). After each of these studies is discussed, they are integrated into the framework of the current research. An overall discussion follows this literature review to integrate the literature and propose how materialism should be defined and conceptualized.

Section 1: Traditional Views of Materialism in Marketing

Materialism Defined

The term “materialism” traditionally has referred to the philosophical notion that nothing exists except matter and its movements (Richins and Dawson 1992). However, it has developed a contemporary meaning describing a tendency to consider material possessions and physical comfort as more important than spiritual values (Oxford English Dictionary 2007). From this contemporary definition, the negative connotation of materialism has evolved since preferring material values to spiritual values is looked down upon. It is this more contemporary definition on which previous research from

marketing and psychology has focused. Four of these definitions of materialism are reviewed here.

Two streams of research in materialism in which materialism is viewed negatively have dominated the marketing literature. The first was a seminal piece by Russell W. Belk (1985). Here, materialism is defined as “the importance a consumer attaches to worldly possessions (p.265).” In addition Belk (1985) stated that “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” (p. 265). This research provides the first definition in the marketing literature.

The second stream of literature in marketing has provided the most cited scale development research for materialism (Richins and Dawson 1992). Here, materialism is defined as “a set of centrally held beliefs about the importance of possessions in one’s life” (p.308). In a follow-up piece, Richins (2004) provides the following definition of materialism: “the importance ascribed to the ownership and acquisition of material goods in achieving major life goals or desired states” (p. 210). These two constitute the second and third definitions discussed here.

Materialism has also been studied in the social psychology literature. In a book on psychology and consumer culture (Kasser, Ryan, Couchman, and Sheldon 2004), a materialistic value orientation is viewed as the “belief that it is important to pursue the culturally sanctioned goals of attaining financial success, having nice possessions, having the right image (produced, in large part, through consumer goods), and having a high status (defined mostly by the size of one’s pocketbook and the scope of one’s

possessions)” (p. 13). This is the fourth and final definition evaluated that views materialism as having a negative connotation.

The differences in these definitions show that what constitutes materialism is not necessarily clear. Belk (1985) and Richins and Dawson (1992) view materialism very similarly as relating to the importance of possessions. Richins (2004) adds more specificity by identifying materialism as the importance of possessions in achieving *major life goals*. The fourth definition given by Kasser et al. (2004) goes one step further and states what the major life goals are: financial success, nice possession, image, and status. However, this definition goes beyond just the ownership of material possessions to include financial success. Thus, it may be broader in scope than what the construct of materialism should include.

Despite these definitions being widely used and the acceptance of the notion of materialism being about the importance of possessions, this definition has received some criticism. Holt (1995, p.12) argues that “the importance of possessions may be too general a measure to capture what is commonly meant by materialism.” Instead he suggests that materialism should be defined in terms of how people use their possessions. To accomplish this, he suggests the use of his four-part typology that categorizes the different ways people use consumption objects. Thus, he suggests materialism “can be conceptualized as the consumption style that results when consumers perceive that value inheres in consumption objects rather than in experiences or in other people” (p. 13).

Holt (1995) suggests that including the conceptualization of how people use their possessions may provide a better understand on what is actually being captured when measuring materialism. This idea is further supported by two other streams of research:

Csikszentmihalyi and Rochberg-Halton (1978) and Mowen (2000). Csikszentmihalyi and Rochberg-Halton (1978) state that the purpose of consumption should be taken into consideration when viewing materialism, and by doing this, two different types of materialism would result: instrumental and terminal. Mowen (2000) takes this idea further by stating that viewing materialism as pursuing possessions for success, happiness, image, etc. leaves out a fundamental purpose of possessions. Thus, possessions can be important because they are essential for survival and therefore constitute actual needs, making it essential for people to view possessions as valuable for accomplishing tasks. This view of materialism would suggest that materialism can therefore be beneficial for people because they are satisfying basic needs by viewing possessions as important. These two literature streams are covered in more depth in Section II because they view materialism differently than the materialism literature streams discussed in this section. How materialism should be viewed as proposed in this dissertation and what should be included in the definition is also further detailed in the discussion section at the end of Section II.

Operationalization of Materialism

The above literature streams have also produced different conceptualizations of how materialism should be measured. The two dominant streams in the marketing literature that view materialism negatively (Belk 1985; Richins and Dawson 1992) operationalize materialism differently: one as a trait and the other as a value. Belk (1985) views materialism as a personality trait that has three subtraits – possessiveness, nongenerosity, and envy. Possessiveness is defined as the inclination and tendency to retain control or ownership over one's possessions. Nongenerosity is the unwillingness

to give or share possessions with others. Envy is the displeasure and ill will at the superiority of another person in happiness, success, reputation, or the possession of anything desirable. These traits were measured by nine items in the possessiveness subscale, seven in the nongenerosity subscale, and eight in the envy subscale, which were then summed. The coefficient alpha for the whole scale ranged from .66 to .73 in three different samples. This scale is shown in the Appendix.

The second stream of literature disagreed with this conceptualization and sought to improve upon it (Richins and Dawson 1992). The authors stated that a new scale was needed because of the deficiencies in the Belk (1985) scale and other developed scales (e.g., Bengston and Lovejoy 1973; Heslin, Johnson, and Blake 1989; Richins 1987, see Richins and Dawson 1992, p. 306 for a complete list) especially since some of these scales measured materialism through related constructs. Specifically, they state that the Belk (1985) scale suffered from low scale reliability that ranged from .09 to .81 with a median reliability of .54. Problems were also identified with another scale that had been widely researched - Inglehart (1981). Because materialism is viewed from a societal perspective rather than an individual perspective, the scale was purported to be unrelated to consumers' daily concerns, not easily affected by individual action, and not likely to have large influences on day-to-day consumption choices. This scale was also criticized because it does not measure the complex nature of materialism or the strength of materialism values.

To remedy these problems, Richins and Dawson (1992) conceptualized materialism as a value with multiple dimensions. Drawing from previous literature, three dimensions emerged as consistently appearing in regards to materialism: acquisition

centrality, acquisition as the pursuit of happiness, and possession-defined success. With acquisition centrality, materialists place possessions and their acquisition at the center of their lives, and a high level of material consumption functions as a goal. The second facet is acquisition as the pursuit of happiness. They suggest that one of the reasons that possessions and their acquisition are so central to materialists is that they view these as essential to their satisfaction and well-being in life (cf., Belk 1985). Pursuing happiness through acquisition rather than through other means (such as personal relationships, experiences, or achievements) distinguishes materialism. The third dimension suggests that materialists judge their success and other's by the number and quality of their possessions. To measure these three dimensions, six items were used for the success dimension, seven tapped the centrality dimension, and five items tapped the happiness dimension. These items were summed to produce an overall score for materialism. Coefficient alpha was .87 for the combined scale and .82, .86, and .88 for the centrality, happiness, and success subscales.

The Richins and Dawson (1992) scale received an overhaul in 2004 when Richins reevaluated the scale. This assessment was deemed necessary across the more than 100 empirical articles utilizing the scale since some scale measurement problems emerged. The goal of the article was to reassess the validation properties and develop a shorter version for easier administration. Using 15 data sets to analyze the scale, dimensionality was found to be problematic because the three-factor model didn't always cleanly emerge in the data analysis. To remedy this, three items were dropped from the scale which left five items for each dimension. This 15 item scale was reduced to a nine, six, and three item scale based on external, internal, and judgment criteria. In assessing the

psychometric properties of the scales, it was found that the nine item scale performed as well as the 15-item scale and better than the two shorter scales. The three-item scale performed worse than any of the other scales when assessing validity and was significantly contaminated by social desirability responding.

Materialism has also been operationalized from a social psychological perspective (Kasser and Ryan 1993, 1996). To measure materialism, an Aspiration Index was developed to measure how important financial success, social recognition, and appealing appearance were to people. This scale measured people's values and asked participants to rate how important the aspirations were, from not at all to very important. Four items measured the financial success dimension and five items tapped both the social recognition and appealing appearance. This scale was utilized in numerous studies carried out by the authors to determine outcomes and antecedents of this type of materialism. This scale also appears in the Appendix.

The three very different operationalizations of these three streams demonstrate the diversity of conceptualization of the construct of materialism and its measurement. Despite these differences, these three scales constitute the majority of the scales utilized to measure materialism (see Burroughs and Rindfleisch 2002 and Richins 2004 for lists of materialism scales used in previous studies). This research proposes a different way to conceptualize and measure materialism that will be discussed at the end of Section II.

Findings on Materialism

The research on materialism from multiple disciplines suggests long-term negative consequences of materialism on both society and individual consumers (Burroughs and Rindfleisch 2002). Because of these negative findings, materialism has

traditionally been considered part of the dark side of consumer behavior (Burroughs and Rindfleisch 2002). Findings on materialism from multiple disciplines are reviewed here to better understand previous literature. The relationship between materialism and well-being is discussed first, followed by how other values relate to materialistic values, and finally various findings on materialism including possible causes of materialistic values. All the following findings suggest that materialism is a negative concept.

One of the most consistent and substantiated findings concerning materialism is its negative relationship with happiness or subjective feelings of well-being (Burroughs and Rindfleisch 2002 identify 19 studies). It wasn't until recently that people were able to seek psychological well-being via discretionary consumption (Belk 1985). Although various dependent variables have been used, the idea that materialism has a negative effect on life satisfaction and happiness has been found in numerous studies. Belk (1985) found a negative relationship between materialism and happiness although he suggests that the causal relationship cannot be determined. That is, materialistic people may strive for false happiness and are thus disappointed or those who are dissatisfied with their life may turn toward material possessions for happiness. These results were replicated by Richins and Dawson (1992) who found that materialism was negatively linked to different types of life satisfaction: satisfaction with family, friends, fun, income, and life as a whole. Studies worldwide also demonstrated the negative relationship between materialism and feelings of well-being (Kasser 2002, p. 21). Kasser (2002, p. 73) identified three factors that may explain this negative relationship with well-being: materialists have higher feelings of insecurity, they are forever trying to prove themselves to others, and they report lower quality of relationships.

The detrimental effects of materialism may be dependent on one's overall value system. Burroughs and Rindfleisch (2002) showed that materialism and collective oriented values are negatively related. This negative relationship, however, only causes negative outcomes when the collective-oriented values are held highly. For those with high levels of collective-oriented values (e.g., benevolence), stress was a key mediator between materialism and well-being creating a negative sense of well-being. However, those with low levels of collective-oriented values showed little connection between materialism and well-being (with the exception of life satisfaction).

Because materialism is widely viewed as an important life value (Burroughs and Rindfleisch 2002; Kasser and Ryan 1993; Richins and Dawson 1992), studies have investigated the relationship between materialistic values and other values. When ranking values using Kahle's List of Values (LOV) scale those low in materialism rated four values as more important than "financial security": self-respect, warm relationships, family security, and a sense of accomplishment (Richins and Dawson 1992). For those high in materialism, only self-respect and family security were rated as more important; warm relationships were approximately tied with financial security. The authors suggest that these results show that materialists do not sacrifice personal relationships in their pursuit of wealth and relationships, which had previously been suggested. However, it has also been shown that those high in materialism have shorter, more conflicted relationships with friends and lovers, and they feel alienated and disconnected from others in society (Kasser 2002, p. 64).

Several other relationships with materialism have been found including differences in age, negative physiological and psychological symptoms, and motivation.

Generational differences in materialism have been found with those in the oldest generation (55-92 years old) having the lowest scores (Belk 1985). Age differences were also found by Richins (1994) who found that those 65 or older were twice as likely to be in the low-materialism group. People over 35, however, were more heavily represented among high materialists. Those scoring high on the Aspiration Index reported more negative physical symptoms such as sore muscles, headaches, and backaches (Kasser 2002, p. 11). Kasser and Ryan (1993) found that those who considered financial success a highly central value reported lower levels of self-actualization and vitality and higher levels of depression and anxiety. Materialistic people have a tendency to focus on external motivation instead of internal motivation and feelings of “flow,” which involves a pleasure in the activity itself rather than praise or a reward for doing it (Kasser 2002, p. 76). Teenagers high in materialism are more likely to report they had “gotten drunk,” “smoked marijuana,” “done hard drugs”, and smoked cigarettes than those scoring low in materialism (Kasser and Ryan 2001).

Although most studies have examined the negative consequences of materialism, there is some research on how materialistic values are formed. Materialism may be influenced by upbringing such as parenting style, how much TV parents watch, divorce, and low socioeconomic status (Kasser 2002). These factors influence insecurity which in turn drives a desire to fulfill this insecurity with possessions resulting in materialistic behavior. Ahuvia and Wong (2002) demonstrate different antecedents of materialism based on whether a value orientation of materialism (Richins and Dawson 1992) or a personality orientation is investigated. Results suggested that economic deprivation and insecurity during one’s formative years predicts materialism as conceptualized by Belk

(1985) but does not influence materialism as conceptualized by Richins and Dawson (1992).

These studies all demonstrate the negative outcomes of having materialistic values. But is there a good side to materialism? The next section suggests that there is but the concept of materialism has to be expanded to consider the purpose of consumption. When the purpose of materialism is considered, materialism may be beneficial if possessions are valued for the right reasons.

Section II: Viewing Materialism Differently

Materialism as an Elemental Trait

The idea that materialism should be linked to an evolutionary perspective was expressed in the Meta-theoretic Model of Motivation and Personality (Mowen 2000). In this framework, traits are arranged in four levels of abstraction: elemental, compound, situational, and surface. The most basic of these levels, elemental traits are defined as “the unidimensional underlying predispositions of individuals that arise from genetics and early learning history and represent the broadest reference for performing programs of behavior” (p.21). Evolutionary psychologists have identified several elemental personality traits including activity, fearfulness, sociability, and impulsivity (e.g., Buss 1988). In the 3M Model, additional elemental traits were proposed to exist including the need for material resources. It was proposed that “humans developed a primary need to use tools, create clothing, develop weapons, and build shelters” (p.26). Others have also supported this proposition. Rochberg-Halton (1986) suggests civilization is dependent on tangible, material artifacts and structures for their very survival and continuity. Kasser (2002, p. 29) states that “there is no doubt that humans require some material necessities

and comforts in order to feel secure and stay alive.” Anthropologists have also argued that possessions are of critical importance for all humankind in substantiating and reproducing cultural meanings (Holt 1995).

Using the 3M framework, it is at the extreme levels of materialism that negative outcomes occur. Because humans are viewed as needing material resources for survival by the evolutionary perspective, withholding material possessions may also produce negative outcomes. In fact, Belk (1985) suggests that if material sources of satisfaction are denied, masochism, self-hatred, anorexia nervosa, and other self-destructive urges may result. Thus, this literature suggests that some amount of material possessions is necessary for living.

To measure need for material resources (Mowen 2000), part of the Richins and Dawson (1992) scale was utilized. Four items were included: “enjoy buying expensive things,” “enjoy owning luxurious things,” “acquiring valuable things is important to me,” and “like to own nice things more than most people.” This scale has been utilized in numerous studies investigating the 3M Model. Mowen (2000) found that materialism was positively related to compulsive buying, competitiveness, present orientation and was negatively related to modest living (e.g., shopping at second hand stores). Mowen and Spears (1999) examined the antecedents of compulsive buying and found that materialism was a significant predictor. Three traits were found to be predictors of materialism and accounted for 14% of the variance: stability (negative relationship), conscientiousness, and need for arousal. Other relationships between material needs include a negative relationship with driving fear appeals (Mowen, Harris, and Bone 2004), positive relationship with receiving and sending market information in word-of-

mouth communications (Mowen, Park, and Zablah 2007), positive relationship with gambling interest and auto-buying innovativeness (Mowen 2004), positive relationship with luxury travel and negative a relationship with camping (Scott and Mowen 2007).

Despite the number of studies that have been conducted utilizing the need for material resources scale, the operationalization of this scale does not appear to match the conceptualization. As conceptualized, the construct “material needs” is a basic survival mechanism that has helped the human species evolve. However, the scale items tap a desire for luxury and expensive possessions which represent more than a basic need to consume for survival. It would instead seem to represent a desire to own possessions above and beyond what is needed. Despite this criticism, the previous findings demonstrate that the importance of possessions is related to a wide variety of constructs that had previously not been taken into consideration.

Terminal and Instrumental Materialism

The prior research on materialism as mentioned above has revolved around the notion that materialism is a negative concept that involves the intense pursuit of possessions causing negative outcomes. Thus, materialism is generally viewed as a “dark side” concept that is associated with a desire to accumulate possessions for the status and image that they provide. But is there more to the concept of materialism? A previous stream of research suggests that there is. In 1978, a piece by Csikszentmihalyi and Rochberg-Halton suggested that materialism is neither only good nor only bad but may be either depending on the purpose of consumption. To make this distinction, two different types of materialism were introduced – instrumental and terminal. Instrumental materialism is the use of materialistic objects to make life longer, safer, more enjoyable.

Here, objects “act as essential means for discovering and furthering personal values and goals of life, so that the objects are instruments used to realize and further those goals.” Terminal materialism, on the other hand, is how materialism has traditionally been viewed. Here, materialism means that, not only do we use our material resources as resources to make life more manageable, but that we also reduce our ultimate goals to the possession of things. For example, a person high in terminal materialism does not just use their cars to get from place to place, but considers ownership of expensive cars as one of the central values in life. Terminal materialism means that the object is valued only because it indicates an end in itself, the ownership of a possession. With instrumental materialism, in contrast, there is a sense of directionality, in which a person’s goals may be furthered through the interactions with the object. With terminal materialism, there is no reciprocal interaction between the object and the end. Instead, the end – having the object - is valued, not using it as a means to an end or goal. In addition, it may be the status label or image associated with the object that is valued, rather than the actual object. Here, the “end justifies the means,” because when one values something only as an end in itself, other possible ends or outcomes can be ignored.

These ideas were further explored in a book titled *The Meaning of Things* (1981) by Csikszentmihalyi and Rochberg-Halton. Again, they reviewed the two different types of materialism (p.230) as they had in their previous article. Several new ideas were also added. Here, they suggest that terminal materialism is a recent achievement of Western culture and is not inherent, or a “fact of nature.” Terminal materialism is about possessing more things to control more status. In contrast, instrumental materialism is the possession of things to serve goals that are independent of greed and have a limited

scope within a context of purposes. The difference revolves around the purpose of valuing of material goods. Possessions may not solely be used as means to an end but in addition can also produce immediate enjoyment. They also suggest that the relationship between well-being and consumption is not linear. The ownership of things is “good” because they provide the means for living but it does not necessarily follow that more means better. As consumption increases, it approaches a point of diminishing returns in terms of physical and psychic comfort as its costs keep mounting.

This dichotomy of instrumental and terminal materialism was criticized by Richins and Dawson (1992). In their development of a materialism scale, the authors suggested that instrumental/terminal materialism is difficult to use and operationalize and is incomplete and contradictory. Several points are made to support these claims. First, they suggested that the idea of terminal materialism is not, in fact, an end in and of itself. Terminal materialism is suggested to be the reduction of goals to the possession of things but the examples used suggest goals beyond possession. For example, if people use possessions to generate the envy and admiration of others or to achieve status, they desire these states (envy and status) that go beyond the possession itself. Second, the classification is unclear - are instrumental and terminal materialism individual difference variables or do they simply serve as descriptions of specific behaviors or motives? Third, when examining the definitions of instrumental and terminal materialism, it is difficult to determine whether the conditions are being met. In fact, the classification rests on a value judgment. Although instrumental materialism “involves the cultivation of objects as essential means for discovering and furthering goals,” only certain kinds of acceptable goals are deemed instrumental. Valuing a tool that allows one to build model planes and

fly them is considered instrumental materialism. However, owning an expensive car to impress others and feel better about one's self is terminal materialism. Thus, these behaviors require value judgments on the "good" and "bad" materialism that are judged by the authors. Because of the problems with this classification, Richins and Dawson (1992) state that it will not be part of their analysis.

Even though Richins and Dawson (1992) criticize the use and conceptualization of this idea, they do not dismiss the idea itself. Instead, they suggest that the examples given in terms of different behaviors are not consistent and instead depend on value judgments. These shortcomings in the initial development can be overcome through better definitions of each type so that specific behaviors can be identified as either terminal or instrumental materialism. A more specific framework to distinguish between these two types of materialism is provided by Holt (1995) and provides a more clear distinction between the two different types.

How does the premise of material needs (Mowen 2000) coincide with terminal and instrumental materialism (Csikszentmihalyi and Rochberg-Halton 1978)? As suggested by Mowen (2000) some amount of consumption is essential if possessions are necessary for survival. For early mankind, making and consuming possessions served to further some goal – such as killing a wild animal or providing clothing for warmth. This idea of consuming to meet further goals is in line with instrumental materialism and thus valuing the product as a means to an end. If consumption of possessions is not valued, negative outcomes (e.g., death) may result suggesting that materialism may not entirely be a negative concept.

With terminal materialism, however, a different process is taking place. Instead of valuing possessions for what they can do for us, we value them just as ends to themselves. This conceptualization of terminal materialism is similar to how materialism has traditionally been viewed (e.g., Richins and Dawson 1992; Kasser and Ryan 1993). In this case, we seek to obtain status, success, and happiness through our possessions; goals which are not utilitarian. The desire to be perceived as wealthy, attractive, and of high status may be built into our genes as the work by David Buss suggests (Kasser 2002, p.2). However, using possessions to seek this status rather than utilizing other means (e.g., achieving a prestigious occupation) may be detrimental as shown in previous research with concepts such as well-being. When a large portion of a society desires to consume goods for reasons traditionally thought of as nonutilitarian (e.g., status seeking, novelty) a consumer culture is said to exist (Richins and Dawson 1992). At an extreme, in our consumer culture, it appears as if terminal materialism has taken precedence over instrumental materialism (cf., Belk and Pollay 1985). In the case of material needs (Mowen 2000), the items used to measure this construct refer to the notion of terminal materialism or valuing an item as an end in itself rather than measuring instrumental materialism. The items included in this scale include items such as “enjoy owning luxurious things” which suggests that ownership is the goal rather using the possession to pursue some goal. As conceptualized, material needs appear to be assessing instrumental materialism but the way it has been operationalized suggests terminal materialism.

Support for Terminal and Instrumental Materialism

Despite the criticism of instrument and terminal materialism, several articles provide evidence of the dichotomy. The first article shows support for the dichotomy

through functional and luxury themes in advertising (Belk and Pollay 1985). By developing a typology of consumption, the second article utilizes materialism as a way to explain different consumption goals: autotelic and instrumental actions (Holt 1995). Lastly, Richins (1994) examines rationales for valued objects which vary according to degree of materialism. Once this literature is reviewed, a discussion section is presented to weave these pieces together to show support for instrumental and terminal materialism and how the criticism of the classification can be overcome.

The Good Life in Twentieth Century Advertising

Has advertising increasingly depicted the “good life” in the twentieth century? To answer this question, a content analysis of advertising from 1905-1975 was carried out by Belk and Pollay (1985). They suggest that the “good life” is a life abounding in material comforts and luxuries which are ends in and of themselves rather than means to an end. Thus, we are a “community of consumption” in which we pursue material goods instead of religious goals. This increased hedonism is a change in social values which have been sanctioned by society. Advertising promotes these pursuits as it gives detailed instructions on how to live and what is desirable and undesirable.

Are the consequences of emulating the good life depicted in advertising good or bad? When viewing materialism from the instrumental/terminal view (cf., Csikszentmihalyi and Rochberg-Halton 1978) pursuing the good life is not inherently good or bad but instead depends on the purposes of consumption. Using this framework, terminal materialism involves material consumption to derive satisfaction by having the good life which is ultimately disappointing. With instrumental materialism, material consumption is used to facilitate living the good life which can be rewarding if it is free

of a more-is-better mentality. The difference resides in whether the ultimate value for the individual lies in things (terminal materialism) or experiences (instrumental materialism).

In order to study this dichotomy, advertisements' promises were identified to see if having the product or displaying it to others (1) is its own reward, (2) allows one to do things that are rewarding, or (3) helps one be (or become) a better person. These existential promises (Satre 1956) depict an emphasis on (1) terminal materialism (having), (2) instrumental materialism (doing), or (3) non-materialism (being). Having (terminal materialism) is suggested to be the most materialistic of these different types while being is the least materialistic and is typically involved in self-improvement advertising themes. Doing is an experiential mode of existence that comes close to instrumental materialism.

Analyzing the advertisements over 75 years suggested several findings. First, the backgrounds of advertisements did not increasingly show luxury and comfort items. Rather, background items were increasingly minimal, serving to have the product be the solo "star" of the advertisement. Secondly, advertisements became increasingly hedonistic in their appeals to luxury, especially over the past 40 years. Here, three different themes were examined: luxury/pleasure, practical/functional, and beautiful/pretty. While practical/functional themes were dominant for the first seven decades of the century, by the 1970s, it was overtaken by one of luxury/pleasure, emphasizing the good life. An example of a practical/functional appeal includes the headline "KitchenAid Disposers Can Get You Out Of This Jam", while an appeal of luxury/pleasure includes the headline "A Diamond Is Forever." To show that these results were not the result of the type of product in the ads, the largest product category,

food, was analyzed separately. These results were consistent with the previous findings. Earlier food appeals placed greater emphasis on nutrition (function), which gradually gave way to convenience, to finally food ads that were dominated by taste (pleasure) appeals.

The final conclusions from this research suggest that luxury and pleasure appeals have increased in frequency while the use of practical and functional appeals has decreased. Thus, themes involving having (terminal materialism) have increased lately overriding doing (instrumental materialism). On the basis of these findings, ads have not increasingly depicted the good life as much as they have increasingly employed pleasure and luxury (terminal materialism) to sell their products and services.

This research supports the terminal/instrumental materialism dichotomy by showing that advertising can appeal to each type of consumption. These changes in themes suggest that marketers have focused on possessing in terms of end states at the expense of using products to accomplish further goals. How have these themes changed in the past 30 years? Since these ads were only analyzed up until 1975, the luxury/pleasure theme may have increased even more since then. If people differ in their purpose of consumption (terminal/instrumental) then these different types of appeals (luxury/pleasure and practical/functional) should appeal to each type differently. Additional research is needed to show this relationship.

A Typology of Consumption Practices

A typology of consumption practices was developed to represent the ways in which consumers interact with consumption objects (Holt 1995). This typology is based on two dimensions: purpose of action and structure of action. The purpose of action

suggests that consumption can be an end in itself (autotelic actions) or a means to some further end (instrumental actions). With structure, consumption consists of both directly engaging consumption objects (object actions) and interactions with other people where consumption objects serve as focal resources (interpersonal actions). These two dimensions create four different types of consumption: consuming as experience, integration, play, and classification.

This typology was applied to materialism to provide further insights and determine the value of the study. Using this typology, it was suggested that previous definitions of materialism involving the importance of possessions may be too general and should instead include how people use their possessions. Defining materialism in this way categorizes the different ways in which people use consumption objects. Thus, “materialism is a distinctive style of consumption that results when consumers believe that value inheres in consumption objects rather than in experiences or in other people” (p. 13). Non-materialists, on the other hand, desire the value in experiences (experiential consumption) and in other people (play consumption) that possessions can produce.

Defining materialism in this way provides a more complete view of what it means to be non-materialistic (Holt 1995). Traditionally, non-materialists were viewed as having fewer possessions because they placed less value on them but this does not coincide with ethnographic evidence (Holt 1995). If the current typology is used, it is evident that non-materialists don’t have fewer possessions because they place less value on them but because “possessions can more readily sate non-materialists’ desires for enjoyable experiences and interactions (p.13).” Materialists, on the other hand, are unable to completely satisfy their desires to develop object linkages. Materialists are

constrained by their financial limits while non-materialists are constrained “by their finite ability to sustain the necessary experiential and playing practices required to receive value from these objects (p.13).”

Materialism has traditionally had a negative connotation and been viewed as morally inferior. This framework shows that it is not the *importance* of possessions that is potentially negative but the *reason why* the possession is valued. Viewing objects as ends rather than resources and using an object’s value to enhance image is what has traditionally made materialism morally inferior.

This framework supports the original conception of terminal/instrumental materialism (Csikszentmihalyi and Rochberg-Halton 1978). The idea that there are two purposes for products – as an end in itself and as a means to further ends are consistent in both frameworks. However, what constitutes each dimension is different. In the first framework, instrumental materialism is consuming as a means to an end and terminal materialism is consuming as an end in and of itself. In the second framework, these definitions are switched: instrumental materialism is consuming as an end in and of itself and terminal materialism (autotelic consumption) is consuming as a means to an end. Here, the possession is used for some other end purpose – for integration or classification. Thus, these views differ in what is considered a means to an end and what is considered an end in and of itself. The differences in conception in these two frameworks refer back to Richins and Dawson’s (1992) criticism of the dichotomy. They suggest terminal materialism is in fact not terminal because people are not seeking the possession as the end state but instead status and image. Taking into account this criticism, it would appear that Holt’s (1995) framework would be a better explanatory framework.

Materialism and Valued Possessions

Another way materialism has been assessed is how people view their valued possessions. Richins (1994) used materialism to examine whether possessions embody personal values and communicate material values about their owners to other people. Specifically, the possessions valued by those low in materialism were more likely to be those used privately or only visible to guests in the home. Objects either worn or used in public places were more likely to be valued by those high in materialism. Materialists were less likely to choose recreational items and more likely to choose assets, transportation, and appearance-related possessions. In addition, the valued possessions of those high in materialism had a higher value (less than \$1,000 vs. more than \$5,000).

The rationale for the value placed on their possessions was also assessed. In regards to private meanings assigned to possessions, seven different categories were utilized: utilitarian, enjoyment, interpersonal ties, identity, financial aspects, appearance-related, and ownership-control. Those high in materialism were less likely to mention interpersonal ties as a reason for valuing their important possessions and more likely to describe their valued possessions in terms of its financial worth. Those high in materialism were also more likely to value possessions for their utilitarian benefits (not supported in Richins 2004), appearance-related reasons, or because of the control their possessions allowed them to exercise. This is consistent with findings by Burroughs and Rindfleisch (2002) who found materialism to be more correlated with power than with hedonism, indicating that materialism is also a demonstration of mastery and control over the material world.

Possessions valued by those low in materialism tended to be socially construed as valuable for their symbolic interpersonal meaning and for their potential role in providing the necessities of life. Possessions valued by those low in materialism were also seen as having instrumental and recreational value. This research suggested that those low in materialism were more likely to value their possessions for hedonic reasons and those high in materialism were less likely to value possessions for the enjoyment they afforded. This is consistent with the idea that those high in materialism do not derive pleasurable meanings and experiences from their possessions. An alternative explanation is that materialistic people derive their pleasure from the acquisition process rather than from possessing and using the product.

This research helps support the instrumental/terminal materialism framework because it assesses *why* people value the products that they do. Thus, it is assessing whether these reasons are terminal or instrumental. Richins (1994) found that non-materialists were more likely to value a product because of its interpersonal ties (creating interactions with people) while materialists valued products for their financial worth (creating classification). It also suggests that those high in instrumental or terminal materialism should value different types of possessions.

Discussion: Putting It All Together

Although materialism has been studied in numerous studies, it has been assigned a negative connotation because of its association with negative outcomes (e.g., compulsive buying). However, as argued by several authors (Mowen 2000; Holt 1995; Csikszentmihalyi and Rochberg-Halton 1978), materialism should be not necessarily viewed as negative. If an evolutionary perspective is employed, possessions should be

viewed as essential to humankind and thus beneficial. In order to make this distinction from previous conceptualizations of materialism, a different definition must be employed. Several considerations must be made when proposing a new definition. Good definitions should specify the construct's conceptual theme, in unambiguous terms, in a manner that is consistent with prior research, and that clearly distinguishes it from related constructs (MacKenzie 2003). MacKenzie (2003) also states that constructs should not be defined solely by the exemplars of a construct. This problem is evident in the initial descriptions of instrumental and terminal materialism (Csikszentmihalyi and Rochberg-Halton 1978) and was subsequently criticized by Richins and Dawson (1992).

Mowen and Voss (2008) suggest that a definition should take into account the degree of abstraction by placing it in a general hierarchical model. Previously, material needs as conceptualized by Mowen (2000) have been placed at the elemental level in the 3M Model. However, Mowen and Spears (1999) conceptualized material needs as residing at a more concrete level – the compound level. Study 2 will examine where instrumental and terminal materialism should reside in the 3M Model – the elemental or compound level. The proposed definition reflects this expected level of abstraction. Using a hierarchical model approach, such as the 3M, also provides researchers the foundation to develop antecedents and consequences and prevents researchers from defining the construct in terms of antecedents and consequences (Mowen and Voss 2008).

Previous definitions of materialism (Belk 1985; Richins and Dawson 1992; Kasser and Ryan 1993) show the wide range of how it has been defined. The importance of possessions has been emphasized (Belk 1985; Richins and Dawson 1992) but Holt

(1995) suggests that this definition may be too general. Instead, Holt (1995) suggests that including the conceptualization of how people use their possessions may provide a better understanding on what is actually being captured when measuring materialism and this idea is supported by Csikszentmihalyi and Rochberg-Halton (1978) and Mowen (2000). Thus, I propose that a definition of materialism should include the *importance* of possessions as well as the *purpose* of consumption. The two purposes of consumption are similar to those suggested by Holt (1995): consumption can be ends in themselves (autotelic actions) and means to some further ends (instrumental actions). Taking into account these two purposes, the question arises as to whether materialism has two dimensions to include the purpose of consumption or whether they represent two distinct constructs. As suggested by Mowen and Voss (2008) several considerations should be taken into account to make this distinction. In order to be a multi-dimensional construct, all of the dimensions should have the same level of abstraction and possess the same antecedents and consequences. When considering the two different forms of materialistic consumption, it is hypothesized that each different form of consumption will have different antecedents and consequences and thus is not dimensions of an overlying construct.

In defining these new constructs it is necessary to take into account the idea of importance of possessions, the purpose of consumption, and the idea that materialism is not multi-dimensional but two different constructs. This conceptualization is different from previous ones that construed materialism as multi-dimensional (e.g., Belk 1985; Richins and Dawson 1992) and is proposed to be a more accurate representation of materialism in line with new scale development literature (e.g., Mowen and Voss 2008).

The terminology instrumental and terminal materialism, adapted from Csikszentmihalyi and Rochberg-Halton (1978), will be utilized because of the descriptive accuracy of the terms in the current conceptualization. However, different definitions are proposed to provide clearer descriptions in which the terms can be evaluated. Thus, these definitions attempt to avoid the criticism (Richins and Dawson 1992) given to the earlier dichotomy by providing a complete conceptualization on which measures may be developed as well as definite conditions which must be met.

Instrumental materialism is about manipulating possessions for potential benefits whether it's to help solve problems or accomplish tasks. This view is evident from interviews about terminal and instrumental materialism (Csikszentmihalyi and Rochberg-Halton 1980, p.181) as a man speaks about his lathe, "But I found I enjoyed it, because you can fashion things within a thousandth of an inch." Ahuvia and Wong (1995) propose a definition of materialism as "the basic enduring belief that it is important to own material possessions," which includes the concept of importance of possessions but does not include the purpose of consumption. Thus, I propose the following definition for instrumental materialism:

Instrumental materialism is the importance of material possessions as resources to accomplish tasks. It resides at the elemental level in the 3M Model (Mowen 2000).

In comparison, terminal materialism is the importance of possessions for ownership and status value. This is evident in a quote from the research by Csikszentmihalyi and Rochberg-Halton (1978) as cited by Rochberg-Halton (1986, p. 13), "It makes me feel good while I'm enjoying those things to know that I have them

and equally as important, that other people know I have them.” Thus, the following definition is given to terminal materialism:

Terminal materialism is the importance of material possessions in gaining status classification among others. It resides at the compound level in the 3M Model (Mowen 2000).

In making this distinction, materialism is conceptualized as two constructs and two scales are needed to measure the concept instead of one. Thus, materialism is viewed as an overarching idea signifying the importance of possessions but in order to measure it the purpose of consumption must be taken into consideration which requires two different constructs. Despite the traditional negativity associated with materialism, taking into account this consumption purpose may produce different outcomes not considered negative. These possible beneficial outcomes are discussed in the next section.

CHAPTER III

STUDY 1: SCALE DEVELOPMENT

The goal of this chapter is to develop scales to measure instrumental and terminal materialism as an individual difference variable. Richens and Dawson (1992) give several reasons for the importance of measuring materialism as an individual difference variable. First, insight at the individual level may provide insight at the cultural level. Second, hypotheses at the individual level are easier to test than at the cultural level. Third, the relationship between materialism and various marketing activities can be measured at this level. In addition, Belk (1985) suggests that measuring materialism is important for examining the human and social impact of this aspect of consumer behavior.

Churchill's (1979) scale development framework along with additional scale development refinements (e.g., Mowen and Voss 2008; Gerbing and Anderson 1988) was utilized for this section. The eight steps proposed by the Churchill (1979) model are followed: domain specification, item generation, data collection, measure purification, data collection, reliability and validity assessment, and norm development. These steps are discussed in detail below.

Domain Specification

In Churchill's (1979), scale development framework, the first step is to specify the domain of the construct. In domain specification, "the researcher must be exacting in delineating what is included in the definition and what is excluded" (Churchill 1979, p.

67). As suggested by Mowen and Voss (2008) a multiple domain problem exists when items measuring a construct are taken from different domains so that it measures two constructs instead of one. As discussed in the literature review, the prior literature on definition construction was considered when defining instrumental and terminal materialism to ensure that these issues were addressed. The issues of abstraction, position in a hierarchical net (Mowen and Voss 2008), and defining in terms of antecedents and consequences (Mowen and Voss 2008; MacKenzie 2003) were considered when defining the new constructs. Thus, as proposed in the literature review section, terminal materialism is defined as the importance of material possessions in gaining status classification among others. In contrast, instrumental materialism is defined as the importance of material possessions as resources to accomplish tasks. Instrumental materialism is proposed to reside at the elemental level in the 3M Model (Mowen 2000) while terminal materialism is proposed to reside at the compound level. These definitions identify the domains of the constructs and distinguish the new constructs from prior conceptualizations of materialism.

Item Generation

The next step in this model involves item generation. Past literature has provided guidelines for developing items. MacKenzie (2003) suggests that three things should be considered when measures of a construct are developed: (1) that all key aspects of the conceptual definition are reflected in the measures, (2) that items do not capture anything outside of the conceptual domain, (3) and that the items are properly worded. Teas and Palan (1997) suggest two additional considerations when assessing the theoretical meaningfulness of concepts: intensional vagueness and extensional vagueness. Mowen

and Voss (2008) propose a matching principle for item generation that involves abstraction-level matching and within-level matching. Abstraction-level matching involves selecting items from the same level of abstraction as the construct's definition while within-level matching suggests that items from two different constructs at the same level should not be combined. Mowen and Voss (2008) also suggest that scales should consist of about four to eight items.

These guidelines provided by past research were utilized in the item generation process. Initial items were designed to capture the entire domain as specified by the definition but not include items that were outside the domain. Twenty-six items for instrumental materialism were generated. For terminal materialism, items from previous scales were utilized if they fit the definition and additional items were generated based on the definition. Ten previous items were taken from Richins and Dawson (1992) and the four items from the Mowen (2000) scale were also used. Additional items were generated based on the definition resulting in a total of 31 items. These items were assessed by a panel of academics in the field of marketing and are shown in the Appendix. The panel of five researchers in the area of consumer behavior was given the definitions and items for terminal and instrumental materialism and was asked to rate on a scale of 1-5 how well the items represented the given definitions. Items were then selected for the final survey based on their rating.

Item Refinement and Reliability

After items were generated, they were tested and refined through data collection in two different surveys. The first data collection survey contained 30 items for terminal materialism and 20 items for instrumental materialism. Two hundred seventy-five upper-

division business students at a Midwestern university completed the survey for course credit. Respondents were assured anonymity and confidentiality and given unlimited time to complete the survey. Fourteen surveys contained significant acquiescence (yea-saying and nay-saying) on the second page of the survey. These surveys were identified from the raw data where the same number was recorded for the majority of the second page. These surveys were dropped from the analysis.

To refine the instrumental materialism scale, it was analyzed with principle component factor analysis. Five factors emerged with eigenvalues above one, accounting for 58.7% of the cumulative variance. Communalities for the items were low; of the 20 items, only 2 were above .7 and 11 were below .6. This lack of correlation was also apparent in the correlational matrix; no correlation between the 20 items was above .6. Because of the weak results, it was decided that none of these items were suitable for further analysis. Thus, for the second round of data collection, new items were generated. To remedy the deficiencies in the first items, seven items were generated that were closer in verbiage with four items asking about importance of possessions and three items asking about the primary purpose of acquisition. These items are shown in Table 1. It was believed that these items were more cohesive and would thus hold together better.

TABLE 1
Study 1: Instrumental Materialism Items

1. Material possessions are important to me primarily because they help me get the job done.
2. Material possessions are important to me primarily because they help me complete tasks.
3. Material possessions are important to me primarily because of what they allow me to do.
4. Material possessions are important to me primarily because of what they allow me to accomplish.
5. I acquire material possessions primarily because they help me accomplish tasks.
6. I acquire material possessions primarily because they help me get the job done.
7. I acquire material possessions primarily because they are useful to me.

For terminal materialism, the thirty items were also analyzed with principal component analysis with varimax rotation. The initial analysis showed five factors capturing 66.43% of the variance. Items were refined by examination of the communalities, the correlational matrix, factor loadings, and face validity. Items pertaining to the goal of owning for the sake of owning (i.e., Once I have a product, I'm happy with just owning it) were dropped since they seemed to be measuring a different construct. From these analyses, nine items were chosen for the next data collection. When these items were subjected to a factor analysis, two factors emerged, accounting for 76.14% of the variance. Reliability was high at .925. The emergence of two factors was undesired but may be due to the measurement scales used. For the first four items which compose one factor, a nine-point Likert scale was used. For the other items, a seven-point Likert scale was used. Two items (I put more emphasis on material things than most people I know; I like owning products that show my status) cross loaded. Thus, the emergence of two factors is believed to be an artifact of these measurement differences and the entire nine items were used for the next study. Based on face validity,

it would make sense that these nine items would load together since the first four pertain to owning nice or luxurious things while the others pertain to the idea of classifying oneself compared to others. Owning nice or luxurious types of products would be necessary if someone wanted to impress people or show their status to others. Thus, these two factors should be part of the same domain; however, this is not reflected in the data perhaps because the items were measured using different scales. It is also possible that these are sub-dimensions of a high-order construct. These nine items with factor loadings and item-to-total correlations are shown in Table 2.

TABLE 2				
Study 1: Terminal Materialism Item Validation				
Items		Factor Loading		Item-to-Total Correlations
		1	2	
1.	Enjoy buying expensive things.		.825	.670
2.	Like to own nice things more than most people.		.842	.811
3.	Acquiring valuable things is important to me.		.834	.818
4.	Enjoy owning luxurious things.		.799	.758
5.	Put more emphasis on material things than most people I know.	.557	.516	.687
6.	Like owning products that show my status.	.819	.406	.801
7.	My possessions are important because they classify me among others.	.795		.735
8.	Like to own things that impress people.	.835		.685
9.	Like owning things that are better than what others have.	.850		.702

Based on these results, a second round of data collection was completed for further refinement. Seven items for instrumental materialism and nine items for terminal materialism were used. Antecedents and consequences of materialism were included for an initial assessment of a nomological net. Three hundred fifteen upper-division business students completed the second survey for course credit. Five surveys contained

significant missing data on the last page and were dropped from the analysis, leaving 310 usable surveys. The sample was 54% female and 88% percent were between 18 and 24.

To refine the scales, exploratory and confirmatory factor analyses were performed. First, an exploratory factor analysis (EFA) was performed for instrumental materialism. Exploratory factor analysis is useful in reducing items to a manageable set and as a preliminary analysis of the relationship between the indicators and the underlying constructs (Gerbing and Anderson 1988). Variamax rotation was used with one factor emerging with an eigenvalue greater than one, accounting for 74.76% of the variance. Correlations and communalities were assessed to determine if any items should be dropped. All communalities were above .724, except for one which was at .631. This item, "I acquire material possessions primarily because they are useful to me," also had a lower loading than the others at .794 with the next lowest at .851. Correlations also showed that this was a low performing item since the highest correlation it had was .722. Based on low communalities and low correlations with other items, this item was dropped, leaving six items. This meets the suggestion by Mowen and Voss (2008) that scales should contain four to eight items. With these six items, one factor emerged with a cumulative variance of 77.55%. Communalities were all above .73 and correlations all exceeded .64. Factor loadings and item-to-total correlations are shown in Table 3.

TABLE 3
Study 1: Instrumental Materialism Item Validation

Items	Factor Loading	Item-to-Total Correlations
1. Material possessions are important to me primarily because they help me get the job done.	.869	.807
2. Material possessions are important to me primarily because they help me complete tasks.	.916	.874
3. Material possessions are important to me primarily because of what they allow me to do.	.876	.818
4. Material possessions are important to me primarily because of what they allow me to accomplish.	.881	.825
5. I acquire material possessions primarily because they help me accomplish tasks.	.859	.797
6. I acquire material possessions primarily because they help me get the job done.	.882	.828

Exploratory factor analysis with varimax rotation was also performed for terminal materialism. One factor emerged with an eigenvalue greater than one and accounted for 73.06% of the variance. All nine items had good communalities and factor loadings. The item “Enjoy buying expensive things” had the lowest communality at .626 and also the lowest factor loading at .791. To reduce the scale to a manageable number, this item was removed and another EFA was run. Two more items were removed that were the lowest performing items. The remaining six items had one factor that accounted for 77.76% of the variance. All communalities were above .72 and all correlations exceeded .6. The final factor loadings and item-to-total correlations are shown in Table 4.

TABLE 4
Study 1: Terminal Materialism Final Item Validation

Items		Factor Loading	Item-to-Total Correlations
1.	Like to own nice things more than most people.	.848	.783
2.	Enjoy owning luxurious things.	.852	.785
3.	Like owning products that show my status.	.900	.853
4.	My possessions are important because they classify me among others.	.866	.806
5.	Like to own things that impress people.	.930	.895
6.	Like owning things that are better than what others have.	.891	.839

These final two scales were then submitted to an exploratory factor analysis with varimax rotation. Two factors should emerge that distinguish between instrumental and terminal materialism with no significant crossloadings. Two factors emerged accounting for 77.8% of the variance. No item cross-loaded higher than .24. The factor loadings for the two scales are shown in Table 5. This analysis provides preliminary evidence that these two scales are two distinct factors. Confirmatory factor analysis will also be used to provide additional evidence.

TABLE 5
Study 1: Terminal and Instrumental Materialism EFA

Items	Factor Loading	
	1	2
1. Material possessions are important to me primarily because they help me get the job done.		.844
2. Material possessions are important to me primarily because they help me complete tasks.		.909
3. Material possessions are important to me primarily because of what they allow me to do.		.844
4. Material possessions are important to me primarily because of what they allow me to accomplish.		.856
5. I acquire material possessions primarily because they help me accomplish tasks.		.868
6. I acquire material possessions primarily because they help me get the job done.		.884
7. Like to own nice things more than most people.	.844	
8. Enjoy owning luxurious things.	.850	
9. Like owning products that show my status.	.886	
10. My possessions are important because they classify me among others.	.855	
11. Like to own things that impress people.	.918	
12. Like owning things that are better than what others have.	.872	

Because exploratory factor analysis does not provide an explicit test of unidimensionality, confirmatory factor analysis must be utilized to assess unidimensionality (Gerbing and Anderson 1988). LISREL 8.8 (Jöreskog and Sörbom 1996) was used for the CFA analysis and four fit indices were evaluated: goodness of fit (GFI), standardized root mean square residual (SRMR), comparative fit index (CFI), and the root mean square of approximation (RMSEA). Hu and Bentler's (1999) combination rule was used to determine adequate fit. This rule suggests that standardized root mean square residual (SRMR) should be below .08 and comparative fit index (CFI) should be at least .95 or root mean square of approximation (RMSEA) should be .06 or below. For instrumental materialism with all seven items, chi-square was significant ($\chi^2 = 393.86$, $p < .000$) and fit indices indicated the model did not meet specified standards: GFI = .73,

SRMR = .06, CFI = .89, and RMSEA = .296. For terminal materialism with all nine items, fit indices also suggested the model did not meet the requirements: chi-square was significant ($\chi^2 = 658.25$, $p < .000$), GFI = .68, SRMR = .13, CFI = .80, and RMSEA = .275. When these two scales were combined in a CFA, fit indices improved but were still unacceptable: chi-square was significant ($\chi^2 = 1130.34$, $p < .000$), GFI = .69, SRMR = .061, CFI = .91, and RMSEA = .18. Residuals and modification indices were examined for each scale separately to determine the source of model mis-specification. These data indicated that some items had more variance in common with each other than the model allowed for (i.e., several item pairs were slightly more correlated with each other than with the rest of the items in the scale; see Rigdon 1998). Thus, one item of the highly correlated pairs was removed based on an examination of model residuals and face validity considerations. Once these items were removed, it resulted in a four item scale for instrumental materialism and a five item scale for terminal materialism. A CFA was run with both reduced scales and the fit indices improved tremendously and suggested the model provides a very good fit to the data: chi-square was significant ($\chi^2 = 64.17$, $p < .000$), GFI = .96, SRMR = .037, CFI = .98, and RMSEA = .069. These resulting scales from the CFA differed from the ones determined by the EFA. Because CFA provides a more strenuous test, it was decided to use these scales as the final scales. These final items are shown in Table 6.

TABLE 6
Study 1: Final Terminal and Instrumental Materialism Items

Instrumental Materialism

1. Material possessions are important to me primarily because they help me get the job done.
2. Material possessions are important to me primarily because they help me complete tasks.
3. Material possessions are important to me primarily because of what they allow me to accomplish.
4. I acquire material possessions primarily because they help me get the job done.

Terminal Materialism

1. Enjoy owning luxurious things.
2. Put more emphasis on material things than most people I know.
3. Like owning products that show my status.
4. My possessions are important because they classify me among others.
5. Like owning things that are better than what others have.

Reliability was assessed next since unidimensionality had been established.

Unidimensionality must be assessed first since in the computation of coefficient alpha one assumes that the items are unidimensional and have equal reliabilities (Gerbing and Anderson 1988). Reliability is determined by the number of items in a scale and the reliabilities of those items (Gerbing and Anderson 1988). Coefficient alpha (Cronbach 1951), a coefficient of equivalence, was utilized in the current research as a test of internal consistency reliability (MacKenzie 2003). For instrumental materialism, coefficient alpha was .919 with the final four items based on the CFA analysis. For terminal materialism, coefficient alpha was .921 for the final five items. Both of these scales exceed the .7 cut-off as recommended by Nunnally (1978, p. 245). Composite reliability (CR), which tests reliability in SEM, was also computed. and both values were above the .7 cut-off proposed by Fornell and Lacker (1981). For both terminal and

instrumental materialism, $CR = .92$. Since reliability has now been established, validity can be assessed.

Discriminant validity can be achieved through multiple methods. One method is to calculate the Average Variance Extracted (AVE), which is a ratio measure of variance to measurement error in the scale. Guidelines suggest that measures should contain less than 50% error variance, which is an AVE of .50 or higher (Fornell and Larcker 1981). Both scales were above this cutoff: for terminal materialism $AVE = .71$ and AVE for instrumental materialism was .74. These AVE estimates should then be compared to the squared correlation between the two constructs. Evidence of discriminant validity is achieved when the AVE estimates are greater than the squared correlation between the two constructs. The AVE estimates for instrumental and terminal materialism were greater than the squared correlation between the two constructs, which is .10, suggesting discriminant validity has been achieved.

Conclusion

Overall, both scales performed very well in initial scale development analyses. The analyses for EFA and CFA resulted in different final scales for both instrumental and terminal materialism. The scales resulting from refinement in the CFA were considered the best final scales. Both scales showed good fit in the CFA model, had sufficient estimates for both CR and AVE and also had good coefficient alpha estimates. Instrumental materialism resulted in four scale items from an initial pool of 20 items. The final scale for terminal materialism was five items from an initial pool of 30 items.

Both of these scales were believed to be an improvement over previous scales because they are both unidimensional. This is an important requirement since previous

scales may possess problems in this regard. For example, Mowen and Voss (2008) suggest that any antecedent or consequence that is related to a dimension must also be related to the higher-order construct. A violation of this criterion is evident in the Belk (1985) scale. La Barbera and Gürhan (1997) found that the envy dimension of Belk's (1985) materialism scale was negatively related to well-being but not the possessiveness and non-generosity dimensions. This finding suggests that the separate dimensions are constructs and not dimensions. Additional evidence of both the Belk (1985) and Richins and Dawson (1992) scales suffering from this problem is supported by conceptual work by Graham (1999). This study conceptualizes a framework that combines both the Richins and Dawson (1992) and Belk (1985) view of materialism. The three dimensions of the Richins and Dawson (1992) scale are separated and proposed to have separate consequences. The possession centrality dimension is proposed to influence Belk's (1985) three dimensions of personality (envy, nongenerosity, and possessiveness). If these are separate constructs then multiple domains may have been assessed (cf., Mowen and Voss 2008). In addition, if these dimensions are summed to form the measure of the construct, then outcomes would be misleading. Mowen and Voss (2008, p.498) conclude this issue by stating "we suggest that researchers develop a bias for one-dimensional measures and reserve the use of n-dimensional measures to circumstances in which it is absolutely necessary." Both the instrumental and terminal materialism scales avoid this issue by being unidimensional.

CHAPTER IV

STUDY 2: CONSEQUENCES OF MATERIALISM

The second study examines possible antecedents and consequences of instrumental and terminal materialism. As shown in the literature review, previous research in materialism has focused on negative outcomes of high levels of materialism, such as decreased well-being. However, after making the distinction between instrumental and terminal materialism, terminal materialism may still possess these negative outcomes but instrumental materialism may not. The distinguishing factor is that the purpose of consumption has been taken into account. This section, thus, attempts to show that finding importance in possessions for different consumption purposes can in fact be beneficial. To examine this proposal, three analyses are conducted in Study 2. The first analysis attempts to better understand instrumental and terminal materialism by examining their placement in the 3M Model (Mowen 2000) to identify at which level in the hierarchical model they lie (i.e., whether elemental or compound). In the 3M Model, the need for material resources is conceptualized to reside at the elemental level although this proposal is controversial (Mowen 2004). In the current research, instrumental materialism is proposed to reside at the elemental level while terminal materialism is hypothesized to reside at the compound level.

The second analysis explores the relationship between the two types of materialism and possible antecedents and previously investigated negative consequences of materialism, such as a negative relationship with well-being and voluntary simplicity. Because terminal materialism is hypothesized to reside at the compound level, possible elemental traits as antecedents are investigated. In addition, four different constructs were selected as possible outcome variables of both instrumental and terminal materialism: frugality, competitiveness, voluntary simplicity, and well-being. These four constructs were selected because in previous research they show the negative side of materialism. Previous research has shown a negative relationship between materialism and frugality (Lastovicka, Bettencourt, Hughner, and Kuntze 1999), voluntary simplicity (Richins and Dawson 1992), and well-being (Burroughs and Rindfleisch 2002), and a positive relationships between materialism and competitiveness (Mowen 2004). However, in making the distinction between instrumental and terminal materialism in the current study, instrumental materialism may not show the same pattern of relationships. This analysis is important because identifying the antecedents and consequences of a construct helps establish validity of the construct and build a nomological net (Mowen and Voss 2008).

The third analysis explores the relationship between the two types of materialism and a possible beneficial outcome: product obsolescence. Two different types of product obsolescence are investigated: psychological and technical. Psychological obsolescence arises when we are no longer attracted to or satisfied by a product. Technological obsolescence is caused when the functional qualities of existing products are inferior to newer models. These two constructs both have negative implications if people are

influenced to purchase new products before the life of the current product is up. It is predicted that instrumental materialism will have a negative relationship between the two while terminal materialism is predicted to have a positive relationship to both types of obsolescence. This possible finding would demonstrate that instrumental materialism was related to the beneficial outcome of not purchasing new products before the useful of the old products is up.

Analysis 1: Level of Materialism in the 3M Model

This analysis assessed what level of the 3M Model (Mowen 2000) the two types of materialism reside. The 3M Model proposes four different levels in a hierarchical model: elemental, compound, situational, and surface. In previous research, need for material resources has been conceptualized to reside at the elemental level (Mowen 2000). It has also been conceptualized to reside at the central level in a slightly different hierarchical model that only proposes three levels: cardinal, central, and surface (Mowen and Spears 1999). This model was an earlier model that did not differentiate between a compound and situational level. Situational traits were later described as resulting from the effects of elemental traits, compound traits, and represent enduring propositions to behave within a general situational context. As conceptualized, instrumental and terminal materialism are not situationally specific. That is, they do not only occur in certain situations. This suggests that terminal and instrumental materialism should reside at either the elemental or compound level. Elemental traits are defined as the “basic, underlying predispositions of individuals that arise from genetics and a person’s early learning history” (Mowen 2000, p.20) while compound traits are the “unidimensional predispositions that result from the effects of multiple elemental traits, a person’s

learning history, and culture” (Mowen 2000, p.21). Instrumental materialism is proposed to arise from a need of humans to make tools and build shelters (cf., Mowen 2000). This evolutionary perspective suggests that instrumental materialism is more genetic in nature and resides at the elemental level. In contrast, terminal materialism is proposed to involve a view that material possessions are important because of the status they provide. Using possessions to represent status may be a more culturally influenced belief. Ger and Belk (1996) found that cultures differ in their degree of materialism using the scale developed by Belk (1985). This conceptualization of materialism is closer to the conceptualization of terminal materialism. Thus, terminal materialism which is the need for material status, may be less inherent and more culturally influenced. Because of these differences, it is hypothesized that instrumental materialism will reside at the elemental level while terminal materialism will reside at the compound level.

H₁: Instrumental materialism will reside at the elemental level.

H₂: Terminal materialism will reside at the compound level.

Analysis 2: Antecedents and Outcomes of Materialism

Antecedents of Terminal Materialism

Because terminal materialism is hypothesized to reside at the compound level, other elemental traits may be positively or negatively related to it. Several studies have examined the Big Five Inventory and its relationship with materialism. Sharpe (2000) found neuroticism and disagreeableness to be the most important personality traits of materialists utilizing both the Belk (1985) scale and the Richins and Dawson (1992) scale. Mowen and Spears (1999) found that three traits were predictors of materialism and accounted for 14% of the variance: stability (negative relationship),

conscientiousness, and need for arousal. Both of these studies found that those high in emotional instability were more likely to be high in materialism. Because these previous conceptualizations of materialism are closer to the conceptualization of terminal materialism, it is predicted that emotional instability will be positively related to terminal materialism.

H₃: Emotional instability will be positively related to terminal materialism.

Sharpe (2000) found that agreeableness was negatively related to terminal materialism. Kasser (2002, p. 64) found that those high in materialism have shorter, more conflicted relationships with friends and lovers, and they feel alienated and disconnected from others in society. These findings suggest that those high in materialism may have lower quality relationships with others.

H₄: Agreeableness will be negatively related to terminal materialism.

Both body and arousal needs are hypothesized to be positively related to terminal materialism. Body needs suggest a need to protect and enhance the body. Since a person can be thought of as an object or product (cf., Hirshman 1987), trying to improve one's body may influence the person's feelings towards actual products. If having a great body is important to someone, it may also be important to have products that are better than what others have.

H₅: Body needs will be positively related to terminal materialism.

Arousal needs describe a desire for risk and stimulation. Mowen and Spears (1999) found arousal needs to be a significant predictor of materialism. Shopping may be one way to increase physiological arousal since shopping may provide a rush (i.e.,

compulsive shopping). Thus, purchasing products for the rush may provide a way to satisfy this need for stimulation.

H₆: Arousal needs will be positively related to terminal materialism.

Finally, there is the question of how instrumental and terminal materialism are related. Instrumental materialism is proposed to reside at the elemental level and terminal at the compound. From an evolutionary perspective, instrumental materialism is proposed to be important for the survival of the species than terminal materialism. In addition, because of large differences in terminal materialism across cultures, it suggests that terminal materialism resides at the compound level. Both of these concepts deal with the importance of possessions. As societies develop, they would first need possessions as a form of survival, then move to a society in which possession are used for status symbols. Thus, instrumental materialism may positively influence terminal materialism.

H₇: Instrumental materialism will be positively related to terminal materialism.

Outcomes of Instrumental and Terminal Materialism

Consequences of instrumental and terminal materialism are also investigated in this analysis. Four different outcomes are examined: competitiveness, frugality, voluntary simplicity, and well-being. Competitiveness has been described as a personality trait at the compound level in the 3M Model and can be defined as "...the enjoyment of interpersonal competition and the desire to win and be better than others" (Spence and Helmreich 1983, p.41). Competitiveness has been shown to be positively related to three different consumer behavior contexts: contests, vicarious experiences, and conspicuous consumption of material goods (Mowen 2004). In the context of conspicuous consumption, people may link themselves to their possessions and attempt to

show that they are better than others through the ownership of certain possessions.

Terminal materialism has been defined as the valuation of material goods for their extrinsic properties in the status and classification context that they provide. This can be seen as directly related to conspicuous consumption or consuming expensive goods just because they are expensive in order to show their wealth (Braun and Wicklund 1989).

Thus, those that are high in terminal materialism may be competitively driven to consume conspicuously. It is proposed that those who are high in terminal materialism are also more likely to be high in competitiveness.

H₉: Terminal materialism will be positively related to competitiveness.

Frugality is a unidimensional consumer lifestyle trait characterized by the degree to which consumers are both restrained in acquiring and in resourcefully using economic goals and services to achieve longer-term goals (Lastovicka et al. 1999). Lastovicka et al. (1999) developed and tested a scale to measure this construct which consisted of 8 items. They suggest that the frugal see themselves as disciplined in their spending of money and less impulsive in their buying. They are also resourceful in using and reusing current possessions so as not to acquire more or pay more. Also, they are more independent than average and less swayed by others. After testing this construct, results showed that the frugal are less susceptible to interpersonal influence, less materialistic, less compulsive in buying, and more price and value conscious. An additional study found that tightwadism, an alternative scale for frugality, was also negatively associated with materialism (Mowen 2000). Based on these two findings, it is hypothesized that terminal materialism will be negatively related to frugality:

H₈: Terminal materialism will be negatively related to frugality.

Voluntary simplicity is a philosophy or way of life that rejects materialism and is characterized by minimal consumption and environmental responsibility. Voluntary simplicity can be described as “choosing to limit material consumption in order to free one’s resources, primarily money and time, to seek satisfaction through nonmaterial aspects of life” (Huneke 2005 p. 528). Several studies have sought to understand voluntary simplicity consumers and what separates them from others. Craig-Lees and Hill (2002) examined the difference between voluntary simplifiers and non-voluntary simplifiers and found that the two groups differed in what they would change in their lives, what possessions they considered important, and what they considered when choosing products. Another study sought to examine the underlying factors of voluntary simplifiers (Huneke 2005) and found three dimensions: ecological and social responsibility, supporting community, and maintaining a spiritual life.

Terminal materialism is proposed to be valuing a product just for the sake of owning it because of the image or status it provides. By valuing a product for these reasons, it creates a “hedonic trap” in which ever larger and ultimately unfulfillable pleasures are needed to maintain a constant level of satisfaction (Belk and Pollay 1985). Thus, the terminal materialist is always striving for more to fulfill their ever-increasing satisfaction level. This is in complete opposition to the idea of voluntary simplicity which is founded on the less-is-better philosophy. Thus, it is likely that materialism and voluntary simplicity are negatively related. This prediction was supported by Richins and Dawson (1992) who found a weak but negatively significant relationship between materialism and voluntary simplicity. From this finding, it is predicted that terminal materialism will be negatively related to voluntary simplicity:

H₁₀: Terminal materialism will be negatively related to voluntary simplicity.

If voluntary simplicity is negatively related to terminal materialism, what would the relationship between instrumental materialism and voluntary simplicity be?

Instrumental materialism has been defined as the importance of possessions because of the inherent properties of the possession and the experience that is produced during consumption. In viewing the relationship between materialism and voluntary simplicity, Holt (1995) states that “possessions can more readily sate non-materialists’ desires for enjoyable experiences and interactions (p.13).” Thus, because their desires can be satisfied, they may be more likely to develop a lifestyle with a less-is-better premise. It is hypothesized that instrumental materialism will be positively related to voluntary simplicity:

H₁₁: Instrumental materialism will be positively related to voluntary simplicity.

As discussed in the literature review, many studies have found a negative relationship between materialism and well-being. Richins and Dawson (1992) found that materialism was negatively related to satisfaction with life as a whole, amount of fun, family life, income or standard of living, and relationships with friends. Although the detrimental effects of materialism may be dependent on one’s overall value system (Burroughs and Rindfleisch 2002). Because of the previous findings on well-being and materialism, a negative relationship is hypothesized between terminal materialism and well-being. However, because instrumental materialism does not involve consuming in a way that can never be satisfied, a negative relationship between well-being may not exist. Instead, using possessions for their purpose and deriving satisfaction from consuming

may *increase* well-being since needs are more easily met (cf., Holt 1995). Thus, the following hypotheses are made concerning well-being:

H₁₂: Terminal materialism will be negatively related to well-being.

H₁₃: Instrumental materialism will be positively related to well-being.

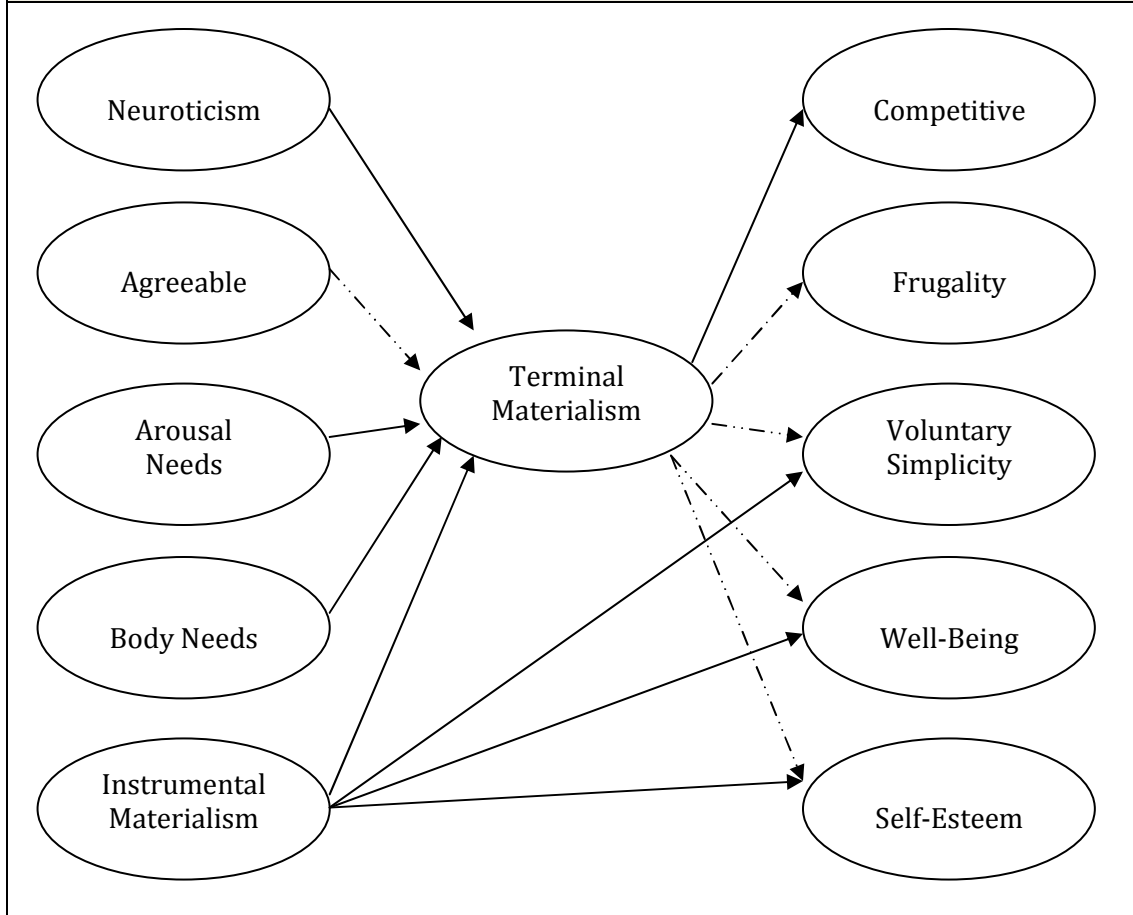
Richins and Dawson (1992) also investigated the relationship between materialism and self-esteem as a final measure of satisfaction and found that materialism had a negative relationship with self-esteem. Those that are high in terminal materialism and use their possessions as a demonstration of their status may be engaging in this behavior because of their insecurity and low self-esteem. They may see possessions as a means of increasing their self-esteem since the possessions they desire have perceived status value. Thus, it is hypothesized that terminal materialism will be negatively related to self-esteem. Instrumental materialism, on the other hand, suggests that products are important for the purpose of completing tasks. This infers that someone high in instrumental materialism believes that they have tasks to complete which may increase self-esteem if the tasks are completed. As with well-being, those high in instrumental materialism may be more likely to meet their needs as compared to those high in terminal materialism who may never reach their goal of having the highest status product. Thus, instrumental materialism is predicted to have a positive relationship with self-esteem.

H₁₄: Terminal materialism will be negatively related to self-esteem.

H₁₅: Instrumental materialism will be positively related to self-esteem.

The hypothesized antecedents and outcomes of instrumental and terminal materialism are shown in Figure 1.

FIGURE 1
Study 2: Main Model



Note: Straight lines indicate a positive relationship. Dashed arrows indicate a negative relationship.

Analysis 3: Materialism and Planned Obsolescence

This analysis investigates the relationship between instrumental and terminal materialism and planned obsolescence. Different categorizations of obsolescence have been proposed as triggers as to what motivates consumers to replace products. Cooper (2004) differentiates between three different types of relative obsolescence: psychological, economic, and technological after reviewing all the different categorizations previously proposed. Psychological obsolescence arises when we are no

longer attracted to or satisfied by a product. Economic obsolescence occurs when there are financial factors that cause the product to be considered no longer worth keeping (cost to replace might be close to repair). Technological obsolescence is caused when the functional qualities of existing products are inferior to newer models. These three types of relative obsolescence can be differentiated from absolute obsolescence which occurs when the product is not longer functioning and is beyond repair.

Previous studies have suggested that absolute obsolescence may be exerting less influence upon product life spans than relative obsolescence (Cooper 2004). In a study on car replacement, early automobile replacers were concerned mostly with styling and late replacers with cost-related product attributes (Bayus 1991). Early replacers were more likely to replace their cars because of preference changes, a desire for a larger vehicle, and promotions/deals offered while late replacers replaced more often for performance reasons. Because early replacement involves a shorter lifespan for goods and requires greater consumption of resources, relative obsolescence may negatively impact sustainability. Thus, a goal would be to reduce the impact of relative obsolescence so that goods are kept for a longer period of time and fewer resources are consumed. The different types of obsolescence differ in their degree of sustainability in that psychological and technological obsolescence may be less sustainable than economic or absolute obsolescence. Because obsolescence is a trigger of replacement, it also determines the length of the usage stage. Because psychological and technological trigger replacement before the useful life is up, the usage stage may be shorter in duration and thus less sustainable.

Terminal and instrumental materialism may influence product obsolescence because the two constructs suggest that people find importance in their possessions for different reasons. Those high in terminal materialism find importance in their possessions for status reasons while those high in instrumental materialism find importance to help complete tasks. These two different consumption purposes (status or completing tasks) might affect how we use our possessions during the usage and disposition stages. For example, if I find importance in my possessions because of the status they provide, once that status is no longer conferred, I might dispose of the product. Because these are two different purposes, they may influence technological and psychological obsolescence differently.

Terminal materialism is viewed as a need to possess products because of the status they provide. Those high in instrumental materialism may feel that in order to keep their status, they must have the newest and latest products. This would suggest that they may be more susceptible to technological obsolescence. In addition, they may be less likely to stay satisfied with what they already own since the desired status effects may quickly deteriorate. As products come out that confer more status, the old possessions would hold no value for them. Since those high in terminal materialism may never be fully satisfied with what they already own, they may be more prone to psychological and technological obsolescence. Two hypotheses are proposed for terminal materialism and psychological and technological obsolescence:

- H₁₆: Terminal materialism will be positively related to psychological obsolescence.
- H₁₇: Terminal materialism will be positively related to technological obsolescence.

In contrast, those high in the instrumental materialism view products as a way to accomplish tasks. If their current possessions accomplish those tasks, they may be less likely to buy something new since their current possession satisfies their needs. This is in line with Holt (1995) who suggests that “possessions can more readily sate non-materialists’ desires for enjoyable experiences and interactions (p.13).” Because those high in instrumental materialism are more satisfied with what they already own, they may be more resist to psychological obsolescence. Thus, they would be less likely to become dissatisfied with what they already own.

H₁₈: Instrumental materialism will be negatively related to psychological obsolescence.

With technological obsolescence, however, those that view possessions as important to accomplish tasks might desire the newest models or upgrades. These new upgrades would help them accomplish their tasks easier, making them more desirable than what they already own. Thus, it is predicted that instrumental materialism will be positively related to technological obsolescence.

H₁₉: Instrumental materialism will be positively related to technological obsolescence.

A summary of all 19 hypotheses is found in Table 7.

TABLE 7
Study 2: Summary of Hypotheses

Study 2: Analysis 1

H1: Instrumental materialism will reside at the elemental level.

H2: Terminal materialism will reside at the compound level.

Study 2: Analysis 2

H3: Emotional instability will be positively related to terminal materialism.

H4: Agreeableness will be negatively related to terminal materialism.

H5: Body needs will be positively related to terminal materialism.

H6: Arousal needs will be positively related to terminal materialism.

H7: Instrumental materialism will be positively related to terminal materialism.

H8: Terminal materialism will be negatively related to frugality.

H9: Terminal materialism will be positively related to competitiveness.

H10: Terminal materialism will be negatively related to voluntary simplicity.

H11: Instrumental materialism will be positively related to voluntary simplicity.

H12: Terminal materialism will be negatively related to well-being.

H13: Instrumental materialism will be positively related to well-being.

H14: Terminal materialism will be negatively related to self-esteem.

H15: Instrumental materialism will be positively related to self-esteem.

Study 2: Analysis 3

H16: Terminal materialism will be positively related to psychological obsolescence.

H17: Terminal materialism will be positively related to technological obsolescence.

H18: Instrumental materialism will be negatively related to psychological obsolescence.

H19: Instrumental materialism will be positively related to technological obsolescence.

Methodology

Sample

A survey was utilized to test the proposed hypotheses. The sample was drawn from an online panel managed by Zoomerang. The sampling plan called for the selection of a nationally representative sample based on US census data. The five-page survey was

sent out to respondents on two different occasions to obtain the minimal sample requested of 400 respondents. The first invitation was sent to 4,322 respondents and the second to 323 respondents. Within five days, 413 respondents had completed the survey resulting in a response rate of 8.9%. Because one survey contained significant missing data, only 412 surveys were used for the analysis. Fifty-three percent of respondents were female and 43% of respondents were under age 40. Seventy-two percent had completed at least some college and 54% made at least \$41,000/year. This is fairly similar to 2000 census data. According to the US Census Bureau, 50.9% of the population is female and 57.6% are under age 40. Sixty-nine percent have completed at least some college and 42.1% made at least \$50,000/year. Thus, the respondents of the survey were more likely to be female, older, better educated, and have higher incomes.

Measures

Elemental Traits. Measures for the seven elemental items were taken from Mowen (2000). These items have been used in numerous studies (e.g., Mowen and Carlson 2003; Licata et al. 2003) and have shown good reliability. Four items are used for each construct and items were measured on a 9-point Likert scale (1 = strongly disagree, 9 = strongly agree).

Instrumental and Terminal Materialism. In Study 1, a 7-item scale was developed for instrumental materialism and a 9-item scale was developed for terminal materialism. The entire scales are included in this study since this data collection will provide an additional test for scale refinement. Items were measured on a 9-point Likert scale (1 = strongly disagree, 9 = strongly agree).

Competitiveness. Competitiveness is “the enjoyment of interpersonal competition and the desire to win and be better than others” (Mowen 2000). The four item scale developed by Mowen (2000) will be utilized for this construct, which includes items such as “feel that winning is extremely important.” Items were measured on a 9-point Likert scale (1 = strongly disagree, 9 = strongly agree).

Tightwadism. A scale called tightwadism was developed as an alternative measure of frugality because the previous measure developed by Lastovicka et al. (1999) was found to have poor internal reliability and consist of two different dimensions (Mowen 2000). Four items of the Lastovicka et al. (1999) scale did have good internal reliability, which was called care in spending, and had a correlation of .45 with the newly developed tightwad scale. The tightwad scale contains five items and has been utilized in other studies (e.g., Park and Mowen 2007). Items were measured on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree).

Voluntary Simplicity. Voluntary simplicity is a philosophy or way of life that rejects materialism and is characterized by minimal consumption and environmental responsibility. Several scales have been developed to measure voluntary simplicity (e.g., Iwata 1997; Leonard-Barton 1981). The current scale was selected based on research suggesting that there are three components of voluntary simplicity: eco-actions, recycling, and modest living and develops scales to measure each (Wergin 2009). To measure these three components, 11 items were taken from two different sources (Wergin 2009). The first four items measure the desire to purchase or avoid items on based on their perceived “greenness” and are taken from Guber (2003). The next three items measure the frequency in which a person recycles and the last four items reflect the desire

to limit purchase second-hand products and make their own gifts. These last seven items were taken from Leonard-Barton (1981). All items were measured on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree).

Well-Being. Researchers have proposed that well-being is composed of three different but related components: positive affect states (i.e., happiness), negative affect states (i.e., depression), and a cognitive evaluation of one's life (i.e., overall life satisfaction) (Burroughs and Rindfleisch 2002). Different measures of well-being have been used in previous studies including self-actualization, one-item measure of happiness, depression, and life satisfaction (see Burroughs and Rindfleisch 2002 for a complete list). In their study on materialism, Richins and Dawson (1992) used different types of satisfaction (family, income, etc) and an overall satisfaction measure. These items were measured on a terrible-delighted semantic differential response scale. To remain consistent with this past literature, the component of overall life satisfaction of well-being was measured. However, to be consistent with other response scales used in the survey, a different response scale was used. Instead of the terrible-delighted semantic differential scale used by Richins and Dawson (1992), a 7-point Likert scale was used. In addition, to keep the survey at a reasonable length, the components of life satisfaction were not used (i.e., family, income). Instead, a 5-item overall life satisfaction scale developed by Diener, Emmons, Larsen, and Griffin (1985) was used that has been utilized in numerous studies. Items were measured on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree).

Self-Esteem. Richins and Dawson (1992) also included self-esteem as a measure of satisfaction. They utilized the Rosenberg (1965) scale which was also used in this

study. This scale consists of ten items with five being negatively worded to help with response bias. To keep the survey manageable, only the five positively worded items were utilized. The five positive items were used because previous research has suggested that method effects associated with the negatively worded items are more prominent for subjects possessing selected personality traits and differ based on sex (DiStefano and Motl 2009). The five items were measured on 7-point Likert scales (1= strongly disagree, 7 = strongly agree).

Planned Obsolescence. Two different types of obsolescence are used in the current research: psychological and technological. However, existing scales are unavailable to measure these different types of planned obsolescence. Scales were developed based on previous definitions of these different types of planned obsolescence (i.e., Cooper 2004). Psychological obsolescence arises when we are no longer attracted to or satisfied by a product and technological obsolescence is caused when the functional qualities of existing products are inferior to newer models. Six items were developed for each type of obsolescence to provide enough items in case some did not perform well during scale validation. Psychological obsolescence items were developed using terms that described length of satisfaction with their products and whether they grew tired of their products easily. Technological obsolescence items assessed the importance of having new models or upgrades of products. Items were measured on a 7-point Likert scale (1= strongly disagree, 7 = strongly agree).

Scale Properties

Prior to hypothesis testing, all scales were evaluated to determine their adequacy. For instrumental and terminal materialism, this study provided an additional test of the

measures' adequacy. The same seven items from Study 1 were used for instrumental materialism. However, for terminal materialism, the same nine items were used for the survey from Study 1 except one. The item "Put more emphasis on material things than most people I know" was replaced with an item developed in the first item generation, "The products most important to me have prestigious value." This item was replaced because the former item did not appear to have face validity according to the proposed definition. Thus, either those high in instrumental or terminal materialism could answer highly to the item; both might put importance on possessions but the distinction between instrumental and terminal make explicit the reason for that importance.

Instrumental and terminal materialism were first subjected to an EFA. For instrumental materialism, the seven-item scale resulted in one factor accounting for 84% of the variance. Communalities were all above .75 and factor loadings were all above .86. For terminal materialism, the nine-item scale resulted in one factor that accounted for 70.5% of the variance. One communality was low - .56 while the others were all above .65. All factor loadings were above .75. These scales were then subjected to a CFA. Model fit was assessed using Hu and Bentler's (1999) combinatorial rule. First, a model was run with all items loading on a single factor. Three items were removed to obtain the best fitting model for the data. One item was removed because of a low loading (.78). The other two items were removed because they were more correlated with other items than the model specified. Items were removed individually until the best fit was found according to fit indices. This resulted in a four-item scale that is only slightly different from the four-item scale from Study 1 - only one of the items is different. This suggests that all five of the items should be included in future scales and

then reduced based on which item fits best. For the final four-item scale, factor loadings were high and fit indices indicated the model provides a good fit to the data: ($\chi^2 = 8.25$, $p < .02$, GFI = .99, CFI = 1.0, SRMR = .009 and RMSEA = .09). Reliability for this four-item scale was .95.

For terminal materialism, the nine items were also subjected to a CFA. From the initial nine items, four items were dropped based on modification indices that showed that items were more correlated with each other than the model specified. Items were removed individually until the best fit indices had been achieved. All items in this scale were the same as in Study 1 (the removed item was replaced by the new one). Model fit for the five items performed well: ($\chi^2 = 14.74$, $p < .01$, GFI = .99, CFI = .99, SRMR = .019 and RMSEA = .069). Reliability for the reduced scale was .91. These two scales were then analyzed in a CFA together. All standardized factor loadings were above .68 and fit indices indicated the model provides a good fit to the data ($\chi^2 = 63.12$, $p < .001$, GFI = .97, CFI = .99, SRMR = .034 and RMSEA = .059). Composite reliability (CR) and average variance extracted (AVE) were also calculated for the two scales. For terminal materialism, AVE = 68% and CR = .91. For instrumental materialism, AVE = 82.4% and CR = .95. In sum, both instrumental and terminal materialism performed well and were very similar to the final scales from Study 1. The items and factor loadings for the combined model are shown in Table 8.

TABLE 8**Study 2: Instrumental and Terminal Materialism Items**

Items	Factor Loadings
Instrumental Materialism	
1. Material possessions are important to me primarily because they help me get the job done.	.85
2. Material possessions are important to me primarily because of what they allow me to do.	.94
3. Material possessions are important to me primarily because of what they allow me to accomplish.	.96
4. I acquire material possessions primarily because they help me get the job done.	.87
Terminal Materialism	
1. Enjoy owning luxurious things.	.69
2. The products most important to me have prestigious value.	.73
3. Like owning products that show my status.	.95
4. My possessions are important because they classify me among others.	.91
5. Like owning things that are better than what others have.	.81

The scales for voluntary simplicity, self-esteem, happiness, and planned obsolescence were also individually investigated because they were either new (planned obsolescence) or had been modified (self-esteem and voluntary simplicity). When subjected to an EFA, voluntary simplicity resulted in three factors accounting for 74.03% of the variance. The three factors split in the way predicted to represent the three different facets measured: eco-actions, recycling, and modest living (Wergin 2009). Confirmatory factor analysis (CFA) was also used to investigate the dimensionality of voluntary simplicity. First, a CFA was run with all 11 items loading onto one factor. Fit indices suggested that the model was inadequate: ($\chi^2 = 1448.94$, $p < .001$, GFI = .61, CFI = .56, SRMR = .17 and RMSEA = .279). A second CFA was run with the three dimensions and fit indices improved considerably ($\chi^2 = 338.35$, $p < .001$, GFI = .87, CFI

= .91, SRMR = .066 and RMSEA = .133). Because these fit statistics still did not meet accepted standards (i.e., Hu and Bentler's [1999] combinatorial rule), items were removed based on factor loadings and fit with the overall model. Two items were dropped, one from the eco-actions dimensions and one from the modest living dimension. The item for the modest living dimension was dropped based on its low loading. The item from the eco-action dimension was dropped based on improved fit indices when items were removed individually. This left a three dimension scale that contained three items per dimension. Fit indices suggested that the model provides a good fit to the data: ($\chi^2 = 61.43$, $p < .001$, GFI = .97, CFI = .98, SRMR = .037 and RMSEA = .062). Reliability for the nine-item scale was .812. Because this construct resulted in three dimensions, it was decided to run it in a separate analysis from the other outcome constructs in the final model. Thus, Analysis 2a will consist of competitiveness, self-esteem, happiness, and tightwadism as outcome measures, and Analysis 2b will consist of voluntary simplicity measured as three constructs as an outcome variable. It was decided to run the three facets of voluntary simplicity as three separate constructs instead of dimensions because they are likely to have different antecedents and consequences (cf., Mowen and Voss 2008). Thus, they are treated as separate variables and are not summed into one overall construct.

Self-esteem and happiness were also analyzed with confirmatory factor analysis. Because they were highly correlated (bivariate correlation = .6), they were analyzed together in a CFA to provide the most rigorous test. The initial fit indices were inadequate: ($\chi^2 = 598.13$, $p < .001$, GFI = .77, CFI = .91, SRMR = .091 and RMSEA = .201). Items were dropped because of low loadings, cross-loadings, and model

misspecification related to items having more in common with each other than the specified model allowed for (i.e., very strong inter-item correlations between two items). The final scale resulted in three items for each scale. Fit indices suggested that the model provides a good fit to the data: ($\chi^2 = 36.90$, $p < .001$, GFI = .97, CFI = .98, SRMR = .035 and RMSEA = .094) and met the requirements of the combinatorial rule. Reliabilities were .93 for happiness and .89 for self-esteem for the reduced scales.

The two scales for planned obsolescence were also investigated in a CFA. Because the two types of obsolescence, technological and psychological, were highly correlated (bivariate correlation = .60), they were investigated in the same CFA. The initial model showed they were correlated at .65 and the fit indices showed the model did not fit the data well: ($\chi^2 = 669.76$, $p < .001$, GFI = .79, CFI = .94, SRMR = .07 and RMSEA = .168). Three items from both scales were dropped based on low factor loadings and model misspecification related to items having more in common with each other than the specified model allowed for (i.e., very strong inter-item correlations between two items). With these items removed, fit indices improved to acceptable standards: ($\chi^2 = 32.76$, $p < .001$, GFI = .97, CFI = .99, SRMR = .031 and RMSEA = .087) and the items were correlated at .59. Reliability for psychological obsolescence was .96 and .95 for technological obsolescence for the reduced scales. The items and factor loadings for voluntary simplicity, self-esteem, happiness, and planned obsolescence are shown in the Appendix.

For the seven elemental traits, competitiveness, and tightwad, reliabilities were computed along with a CFA for each individual hierarchical level. All reliabilities for these nine items were above .80. A CFA was analyzed for all of the elemental traits

(including instrumental materialism). Fit indices indicated the model provides a good fit to the data: ($\chi^2 = 1161.12$, $p < .001$, GFI = .85, CFI = .94, SRMR = .061 and RMSEA = .064). A CFA was also run on all the compound and situational traits (terminal materialism, competitiveness, tightwad, happiness, and self-esteem). Again, fit indices indicated the model provides a good fit to the data ($\chi^2 = 547.66$, $p < .001$, GFI = .88, CFI = .95, SRMR = .052 and RMSEA = .077).

Results: Analysis 1

The first analysis was conducted in order to investigate the level of instrumental and terminal materialism in the 3M Model. To determine where in the hierarchy these two constructs were located, several regression models were analyzed. If a trait should be placed at the compound level, elemental traits should account for substantial variance in the compound traits in a linear regressions analysis (Mowen 2000). To test this, both instrumental and terminal materialism were place at the compound level. When terminal materialism was placed at the compound level, the seven elemental traits accounted for 19.4% of variance. Neuroticism ($t = 3.95$, $p < .001$), arousal ($t = 5.2$, $p < .001$), and body needs ($t = 4.79$, $p < .001$) were significant predictors of terminal materialism. When instrumental materialism was added as an elemental trait, the adjusted R^2 increased to 27% and instrumental materialism was a significant predictor ($t = 6.5$, $p < .001$). Interestingly, introversion also became significant ($t = -2.14$, $p < .05$) as well as openness ($t = -1.97$, $p < .05$). Mowen (2000) suggests a R^2 of 25% to be considered a compound trait. With instrumental at the elemental level, terminal materialism met this criterion.

Next, instrumental materialism was assessed as a compound trait with the seven elemental traits as predictors. The adjusted R^2 was 8.8% and body needs was a

significant predictor ($t = 3.57, p < .001$) as was neuroticism ($t = 1.99, p < .05$). Terminal materialism was then added to the model as an elemental trait. The adjusted R^2 increased to 17.3% and significant predictors of instrumental materialism were: introversion ($t = 2.37, p < .05$), openness ($t = 2.25, p < .05$), body needs ($t = 2.14, p < .05$), and terminal materialism ($t = 6.53, p < .001$). The bivariate correlation of instrumental and terminal materialism was assessed. They were correlated at .36 which is significant at $p < .01$. It appears that they are significant predictors of one another but are not too highly correlated. Because the amount of variance accounted for was much smaller (i.e., 8.8% as compared to 19.4%), this provides preliminary evidence that instrumental materialism is likely to reside at the elemental level (H_1) while terminal is likely to reside at the compound level (H_2).

Results: Analysis 2a

The second analysis investigated the antecedents and consequences of instrumental and terminal materialism in a nomological net. Because voluntary simplicity was found to have three dimensions, it was investigated in its own analysis in 2b. For this model, instrumental materialism was included at the elemental level, terminal materialism at the compound level, and competitiveness, tightwadism, self-esteem and well-being at the situational level. Only hypothesized paths were included in the initial model ($H_3 - H_9, H_{12}, H_{13}$). Fit indices showed the model was an adequate fit for the data: ($\chi^2 = 3467.06, p < .001, GFI = .76, CFI = .92, SRMR = .098$ and $RMSEA = .066$). Six of the ten hypotheses were supported. All antecedents of terminal materialism were significant: agreeableness ($t = -2.54$), neuroticism ($t = 3.66$), arousal needs ($t = 5.23$), body needs ($t = 2.09$), and instrumental materialism ($t = 5.62$), supporting $H_3 - H_7$.

However, only one consequence of terminal materialism was significant: competitiveness ($t = 9.89$), supporting H_9 . Instrumental materialism was also positively related to self-esteem ($t = 4.10$).

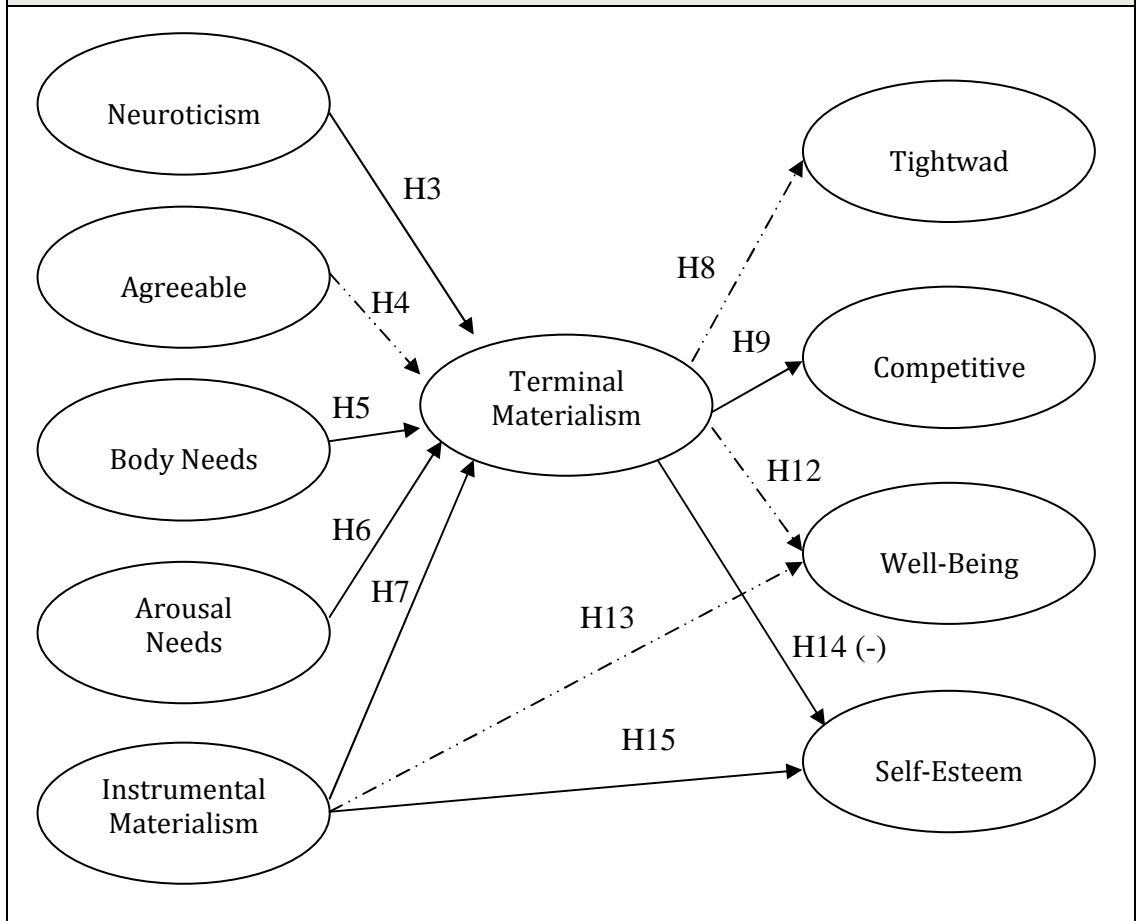
To improve model fit, modification indices were investigated. Non-significant paths were removed and significant paths were added to the model. Tightwad was totally removed from the model because it was not significantly related to any other construct in the model, indicating it was not part of the nomological net. Also, the residuals of happiness and self-esteem were allowed to correlate because of the expected theoretical relationship between the two constructs. Fit indices improved: ($\chi^2 = 2470.45$, $p < .001$, GFI = .80, CFI = .94, SRMR = .06 and RMSEA = .061). Significant predictors of terminal materialism were: neuroticism (H_3), body needs (H_5), arousal (H_6), instrumental materialism (H_7), and openness (negative). Significant predictors of competitiveness were: terminal materialism (H_9), instrumental materialism, arousal, body needs, openness, and agreeableness (negative). Introversion (negative), agreeableness, body needs, openness (negative), arousal, instrumental materialism and terminal materialism (negative) were all significant predictors of self-esteem. Introversion (negative), agreeableness, neuroticism (negative) and body needs were significant predictors of happiness. In this modified model, agreeableness was not related to terminal materialism (H_4) as it was in the initial model and terminal materialism was not related to frugality (H_8). Neither instrumental nor terminal materialism were significantly related to well-being (H_{12} and H_{13}), but each were significantly related to self-esteem in the predicted pattern (H_{14} and H_{15}). Estimates and t-values are shown in Table 9 and the hypothesized results of the main model are depicted in Figure 2.

TABLE 9
Study 2: Modified Main Model Estimates

Path				Path Estimate	t - value
Neuroticism	→	Terminal Materialism	H3	.17	3.49**
Body Needs	→	Terminal Materialism	H5	.12	2.13*
Arousal	→	Terminal Materialism	H6	.34	5.95**
Instrumental	→	Terminal Materialism	H7	.27	5.34**
Openness	→	Terminal Materialism		-.15	-2.80**
Terminal	→	Competitiveness	H9	.38	6.88**
Instrumental	→	Competitiveness		.20	4.26**
Arousal	→	Competitiveness		.17	3.16**
Body Needs	→	Competitiveness		.18	3.44**
Openness	→	Competitiveness		.13	2.64**
Agreeable	→	Competitiveness		-.15	-3.14**
Introversion	→	Self-Esteem		-.23	-4.50**
Agreeable	→	Self-Esteem		.30	5.58**
Body Needs	→	Self-Esteem		.28	4.95**
Openness	→	Self-Esteem		-.14	-2.66**
Arousal	→	Self-Esteem		.14	2.40*
Terminal	→	Self-Esteem	H14	-.20	-3.78**
Instrumental	→	Self-Esteem	H15	.20	4.09**
Introversion	→	Well-being		-.16	-2.94**
Agreeable	→	Well-being		.13	2.59**
Neuroticism	→	Well-being		-.14	-2.75**
Body Needs	→	Well-being		.32	6.12**

Note: * significant at the .05, ** significant at the .01

FIGURE 2
Study 2: Results of Main Model



Note: Supported paths are shown with a solid arrow. Non-supported paths are shown with a dashed arrow. All supported paths are positive except H14.

Results: Analysis 2b

This analysis involves testing the relationship between instrumental and terminal materialism and voluntary simplicity. This outcome construct was removed from the main model because analyses suggested that voluntary simplicity consisted of three separate dimensions. To keep the models manageable, voluntary simplicity was analyzed in its own model as three separate constructs. The first model run only included the hypothesized paths which included the five antecedents of terminal materialism and paths

from instrumental and terminal materialism to all three voluntary simplicity constructs. Fit indices suggest the model provides an adequate fit to the data: ($\chi^2 = 2711.43$, $p < .001$, GFI = .78, CFI = .92, SRMR = .085 and RMSEA = .067). In this model, only four of the antecedents of terminal materialism were significant: agreeableness ($t = -2.34$), neuroticism ($t = 3.60$), arousal ($t = 5.09$), and instrumental materialism ($t = 5.36$), supporting H₃, H₄, H₆, and H₇. Body needs (H₅) was not a significant predictor ($t = 1.90$). The only path significant to voluntary simplicity was a positive relationship between instrumental materialism and the second construct of voluntary simplicity ($t = 2.97$). This construct deals with recycling behaviors suggesting that those high in instrumental materialism are more likely to engage in recycling.

To improve this model, non-significant paths were removed and other significant paths were added. The residuals of all three voluntary simplicity dimensions were also allowed to correlate because theoretically they have an underlying common factor. Fit indices improved: ($\chi^2 = 2449.61$, $p < .001$, GFI = .79, CFI = .93, SRMR = .062 and RMSEA = .062). Significant antecedents of terminal materialism were: openness (negative), neuroticism (H₃), body needs (H₅), arousal (H₆), and instrumental materialism (H₇). Significant predictors of the first dimension of voluntary simplicity pertaining to “greenness” were agreeableness and body needs. Only one construct was a significant predictor of the recycling dimension: body needs. Interestingly, instrumental materialism was not a significant predictor in the model as it was in the last model. Significant predictors of the third dimension of voluntary simplicity dealing with modest living were openness, neuroticism, and body needs. The hypothesized paths from instrumental and terminal materialism to voluntary simplicity were non-significant for all the three

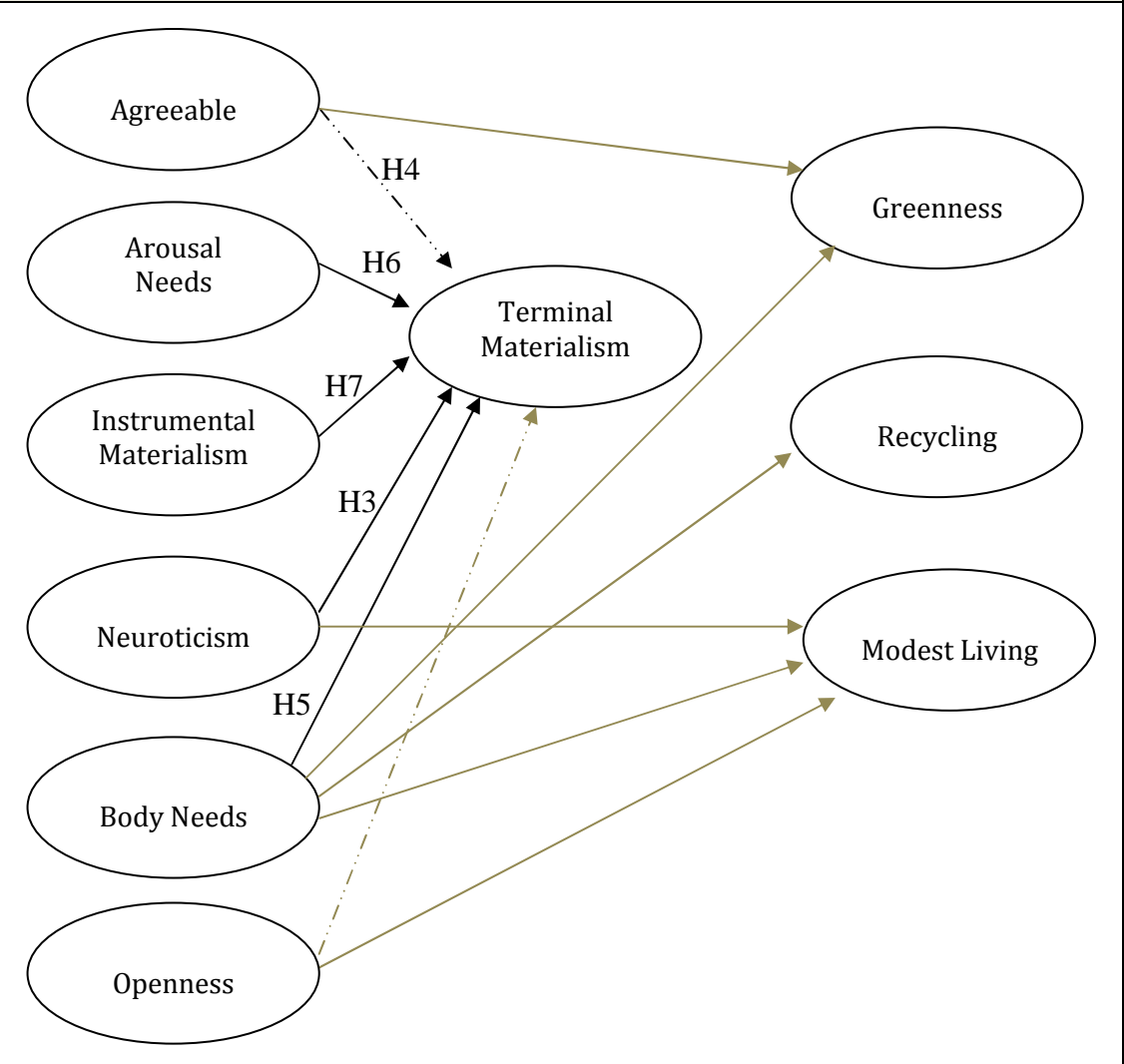
dimensions (H_{10} and H_{11}). Path estimates and t-values for this final model are shown in Table 10 and diagrammed in Figure 3 showing hypothesized and non-hypothesized relationships.

TABLE 10
Study 2: Voluntary Simplicity Model Estimates

Path				Estimate	t - value
Neuroticism	→	Terminal Materialism	H3	.17	3.40**
Body Needs	→	Terminal Materialism	H5	.11	2.03*
Arousal	→	Terminal Materialism	H6	.34	6.00**
Instrumental	→	Terminal Materialism	H7	.27	5.34**
Openness	→	Terminal Materialism		-.15	-2.78**
Agreeable	→	VolSimp1		.18	3.35**
Body Needs	→	VolSimp1		.40	6.97**
Body Needs	→	VolSimp2		.30	5.44**
Openness	→	VolSimp3		.17	2.86**
Neuroticism	→	VolSimp3		.25	4.66**
Body Needs	→	VolSimp3		.16	2.73**

Note: * significant at the .05, ** significant at the .01

FIGURE 3
Study 2: Results of Voluntary Simplicity Model*



Note: Solid black arrows represent hypothesized supported relationships. Dashed black arrows represent hypothesized non-supported relationships. Solid grey arrows represent non-hypothesized positive relationships. Dashed grey arrows represent non-hypothesized negative relationships.

*The non-supported paths from instrumental and terminal materialism to the three dimensions of voluntary simplicity are not shown.

Results: Analysis 3

Analysis 3 deals with the relationship between instrumental and terminal materialism and planned obsolescence. Two types of obsolescence were examined:

technological and psychological. It was hypothesized that instrumental materialism would have a negative relationship with the two types while terminal materialism would have a positive relationship with the two types. An initial model was run with only the hypothesized paths. Fit indices suggest the hypothesized model fits the data well: ($\chi^2 = 2119.18$, $p < .001$, GFI = .81, CFI = .95, SRMR = .064 and RMSEA = .062). Four of the five hypothesized antecedents of terminal materialism were significant: agreeableness ($t = -2.44$), neuroticism ($t = 3.68$), arousal ($t = 5.21$), and instrumental materialism ($t = 5.43$), supporting H₃, H₄, H₆, and H₇. Although predicted, body needs (H₅) was not a significant predictor of terminal materialism in this model. Terminal materialism was positively significantly related to both psychological and technological obsolescence (H₁₄ and H₁₅). Instrumental materialism was hypothesized to be negatively related to technological obsolescence (H₁₇) but was significantly positively related to technological obsolescence. Instrumental materialism was significantly negatively related to psychological obsolescence using a one-tailed test, supporting (H₁₆).

A modified model was run with non-significant paths dropped and significant paths added. In the modified model, only SRMR improved: ($\chi^2 = 2116.27$, $p < .001$, GFI = .81, CFI = .95, SRMR = .061 and RMSEA = .062). Significant predictors of terminal materialism were: neuroticism (H₃), agreeableness (negative) (H₄), arousal (H₆), and instrumental materialism (H₇). Body needs (H₅) was not a significant predictor of terminal materialism. Significant predictors of technological obsolescence were: openness, body needs, instrumental materialism (one-tailed), and terminal materialism (H₁₇). Significant predictors of psychological obsolescence were: introversion, terminal

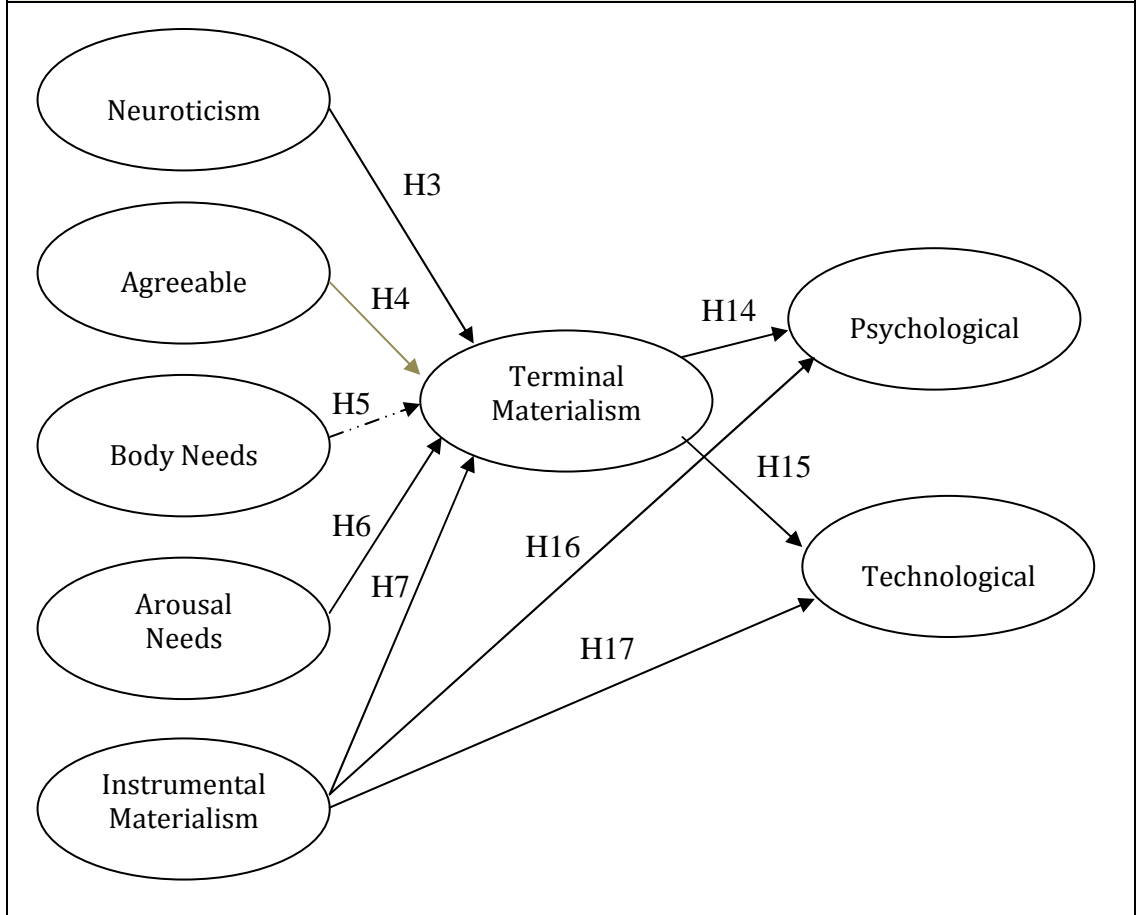
materialism (H₁₆), and instrumental materialism (H₁₈). Path estimates and t-values are shown in Table 11.

TABLE 11
Study 2: Planned Obsolescence Model Estimates

Path				Estimate	t - value
Neuroticism	→	Terminal Materialism	H3	.17	3.41**
Agreeable	→	Terminal Materialism	H4	-.10	-2.05*
Arousal	→	Terminal Materialism	H6	.33	6.39**
Instrumental	→	Terminal Materialism	H7	.29	5.90**
Introversion	→	Psychological		.13	3.11**
Terminal	→	Psychological	H16	.55	9.73**
Instrumental	→	Psychological	H18	-.11	-2.18*
Openness	→	Technological		.09	2.04*
Body Needs	→	Technological		.12	2.68**
Instrumental	→	Technological	H19	.08	1.71***
Terminal	→	Technological	H17	.49	9.06**

Note: * significant at the .05, ** significant at the .01, ***significant with one-tailed test

FIGURE 4
Study 2: Results of Planned Obsolescence Model



Note: Solid black arrows represent supported hypothesized paths. Dashed black arrows represent non-supported hypothesized paths. Solid grey arrows represent supported negative paths.

Discussion

The purpose of this study was to examine the antecedents and consequences of instrumental and terminal materialism in a hierarchical framework. Four different analyses were conducted to accomplish this. The first analysis investigated at which level in the 3M Model (Mowen 2000) instrumental and terminal materialism resided. It was shown that, as predicted, instrumental materialism is likely to reside at the elemental level while terminal materialism is likely to reside at the compound level. This finding is

consistent with the proposition that instrumental materialism is more genetically based while terminal materialism is influenced by cultural values. This finding is also consistent with the suggestion that terminal materialism is an achievement of Western culture and is not a fact of nature (Csikszentmihalyi and Rochberg-Halton 1981).

The second analysis looked at the antecedents of terminal materialism and the previously studied outcome measures of materialism. The significant antecedents of terminal materialism differed slightly in the three analyses (main model, voluntary simplicity, and planned obsolescence). In the main model five antecedents of terminal materialism were significant: neuroticism, body needs, arousal, openness (negative) and instrumental materialism. The same predictors were significant in the voluntary simplicity model. In addition, in both of these analyses, agreeableness was significant in the initial model but was lost in the modified model. In contrast, openness was non-significant in the initial models but was significant in the modified models. In the planned obsolescence model, agreeableness (negative), neuroticism, arousal, and instrumental materialism were significant predictors. Thus, in this model, both body needs and openness were non-significant compared to the last two models. From these three models it appears that the most consistent predictors of terminal materialism are neuroticism, arousal, and instrumental materialism.

In the second analysis, five outcome measures were investigated: competitiveness, frugality, voluntary simplicity, well-being, and self-esteem. Because voluntary simplicity was shown to have three dimensions, it was analyzed in a separate model. The only predicted significant outcome measure of instrumental and terminal materialism was a positive relationship between terminal materialism and

competitiveness. Although predicted, terminal materialism was not related to frugality as was found by Lastovicka et al. (1999). This may be due to the different measures or method used. In the current research, a scale measuring tightwadism was used instead of the scale developed by Lastovicka et al. (1999). In addition, this research used structural equation modeling while the previous work used multiple regression in a multi-trait multi-method analysis. Thus, it could be due to these differences that this relationship was not found in the current study. A bivariate correlation was run between both instrumental and terminal materialism and tightwadism. The bivariate correlation between instrumental materialism and tightwadism was $r = .08$ and the bivariate correlation between terminal materialism and tightwadism was $r = .02$. These correlations suggest there is no significant relationship between instrumental and terminal materialism and tightwadism. However, conceptually, it makes sense that those that are high in terminal materialism and like luxurious products would not tend to be frugal.

Lastovicka et al. (1999) also suggest that those high in frugality may have higher levels of well-being since frugal people put less emphasis on purchasing possessions and would thus have more time for things that do make people happy such as spending time with friends and family. To test for this, a bivariate correlation was run between tightwadism and well-being. Results showed a non-significant relationship ($r = .09$, $p = .067$). This suggests that being frugal may not lead to increased well-being.

The relationships between instrumental and terminal materialism and well-being were also not supported. Richins and Dawson (1992) found that materialism (conceptualized here as terminal materialism) was negatively related to well-being. Again, this could be due to different measures used. Richins and Dawson (1992)

measured satisfaction with life as a whole, amount of fun, family life, income or standard of living, and relationships with friends using a delighted-terrible response scale. They found that materialism was negatively related to all the different facets of satisfaction by examining correlations. In the current study, only a measure of overall life satisfaction was used and structural equation modeling was used instead of correlations. Using a hierarchical model instead of correlations provides important advantages such as controlling for spurious correlations (Mowen and Voss 2008). However, to compare between the two studies, correlations between both types of materialism and well-being were run. Terminal materialism and well-being were significantly positively correlated ($r = .134, p < .01$). Instrumental materialism and well-being were positively correlated but non-significant ($r = .087$). It appears that the previous negative relationship between materialism and well-being was not supported in this study with both instrumental and terminal materialism having a positive relationship with well-being.

Richins and Dawson (1992) also found a negative relationship between materialism and self-esteem. This finding was replicated in the current study with a significant negative relationship between terminal materialism and self-esteem. This finding also coincides with Kasser (2002) who suggests that materialists may have higher levels of insecurity. In contrast, instrumental materialism had a significant positive relationship with self-esteem. This difference between instrumental and terminal materialism provides evidence that once the purpose of consumption is taken into account, materialism loses its association with negative outcomes.

An additional analysis was run with only voluntary simplicity as the outcome measure. Three dimensions were utilized: “greenness”, recycling, and modest living.

Although predicted, neither instrumental nor terminal materialism were related to any of the three dimensions; only elemental traits were significantly related to the three dimensions. Those that were more ecologically concerned were more agreeable and high in body needs. Recycling behavior was only predicted by body needs. Those that were more likely to live modestly by engaging in second-hand buying and making their own gifts were more open, neurotic, and high in body needs. This finding is contrary to Richins and Dawson (1992) who did find a significant but weak relationship between materialism and voluntary simplicity. However, their analysis only involved bivariate correlations. To compare with this, correlations between instrumental and terminal materialism and the three voluntary simplicity constructs were run. Instrumental materialism was significantly related to greenness ($r = .17, p < .01$) and recycling ($r = .15, p < .01$). Terminal materialism was only significantly correlated with greenness ($r = .13, p < .01$). This finding conflicts with the finding by Richins and Dawson (1992) that materialism is negatively correlated to voluntary simplicity. In this analysis, it was a significantly positive relationship.

The third analysis examined the relationship between instrumental and terminal materialism and planned obsolescence. Two different types of obsolescence were used: psychological and technological. All of the four hypotheses were supported. As hypothesized, those high in terminal materialism were more likely to get tired of the products quickly and also want the newest models of products. As predicted, instrumental materialism was positively related to technological obsolescence. Thus, it appears that those who find possessions important to help complete tasks like having the newest models of products. This makes sense since having improved products may help

them complete their tasks more efficiently. As predicted, instrumental materialism was negatively related to psychological obsolescence. This suggests that those who find importance in their possessions for the reason of completing tasks are more resistant to becoming unsatisfied with their current belongings. This is a beneficial outcome environmentally since disposing of possessions before their useful life is over is wasteful. This is an important finding since it supports the premise that making the distinction between instrumental and terminal materialism is necessary because instrumental materialism is not necessarily related to negative outcomes (i.e., psychological obsolescence) that terminal materialism is.

Overall, this study shows that instrumental and terminal materialism are two distinct constructs that have different antecedents and consequences. While instrumental materialism appears to be a more basic construct, terminal materialism is composed of different elemental traits, including instrumental materialism. The two constructs also have different outcome measures suggesting that making the distinction between instrumental and terminal materialism is important since instrumental materialism is not associated with the negative outcomes that terminal materialism is. A summary of the supported hypotheses is shown in Table 12.

TABLE 12 Study 2: Summary of Hypotheses Results		
Study 2: Analysis 1		
H1:	Instrumental materialism will reside at the elemental level.	Supported
H2:	Terminal materialism will reside at the compound level.	Supported
Study 2: Analysis 2		
H3:	Emotional instability will be positively related to terminal materialism.	Supported
H4:	Agreeableness will be negatively related to terminal materialism.	Not supported
H5:	Body needs will be positively related to terminal materialism.	Supported
H6:	Arousal needs will be positively related to terminal materialism.	Supported
H7:	Instrumental materialism will be positively related to terminal materialism.	Supported
H8:	Terminal materialism will be negatively related to frugality.	Not Supported
H9:	Terminal materialism will be positively related to competitiveness.	Supported
H12:	Terminal materialism will be negatively related to well-being.	Not Supported
H13:	Instrumental materialism will be positively related to well-being.	Not Supported
H14:	Terminal materialism will be negatively related to self-esteem.	Supported
H15:	Instrumental materialism will be positively related to self-esteem.	Supported
Study 2: Analysis 2b		
H10:	Terminal materialism will be negatively related to voluntary simplicity.	Not Supported
H11:	Instrumental materialism will be positively related to voluntary simplicity.	Not Supported
Study 2: Analysis 3		
H16:	Terminal materialism will be positively related to psychological obsolescence.	Supported
H17:	Terminal materialism will be positively related to technological obsolescence.	Supported
H18:	Instrumental materialism will be negatively related to psychological obsolescence.	Supported
H19:	Instrumental materialism will be positively related to technological obsolescence.	Supported

CHAPTER V

STUDY 3: MATERIALISM AND RESPONSES TO ADVERTISEMENTS

The third study seeks to validate the conception of instrumental and terminal materialism in an experimental setting. If people do value possessions for different reasons, would they respond differently to advertisements? Belk and Pollay (1985) found three different themes in advertisements in the past century: luxury/pleasure, practical/functional, and beautiful/pretty. Their research suggests that luxury and pleasure appeals have increased in frequency while the use of practical and functional appeals has decreased. For example, these differences in themes can be found in food advertising that emphasizes nutrition (function) or taste (pleasure) (Belk and Pollay 1985). Thus, these findings suggest that themes involving having (terminal materialism) have increased lately in comparison to doing (instrumental materialism).

This study draws from this literature to investigate the hypothesis that type of materialism will impact attitude towards a luxury/pleasure appeal and a practical/functional appeal. Instrumental and terminal materialism differ according to why people find importance in their products. If advertisers appeal to these different consumption purposes, those that possess high levels of that type of materialism may be more drawn to that type of ad. To investigate this, instrumental and terminal materialism are divided into two separate sections which contain hypotheses and results.

Instrumental Materialism

Instrumental materialism has been defined as the importance of possessions for the purpose of completing tasks. Belk and Pollay (1985) suggest that a practical/functional type of appeal could contain a headline such as, “KitchenAid Disposers Can Get You Out Of This Jam.” This headline suggests that this product can help you accomplish something (get you out of this jam). Those that are high in instrumental materialism may be attracted to this type of appeal because it pertains to their view of the purpose of possessions. Those that are low in instrumental materialism should not particularly like this practical type of appeal. Thus, the level of instrumental materialism will influence liking or attitude towards the practical ad. Two specific hypotheses are made concerning instrumental materialism and type of ad appeal:

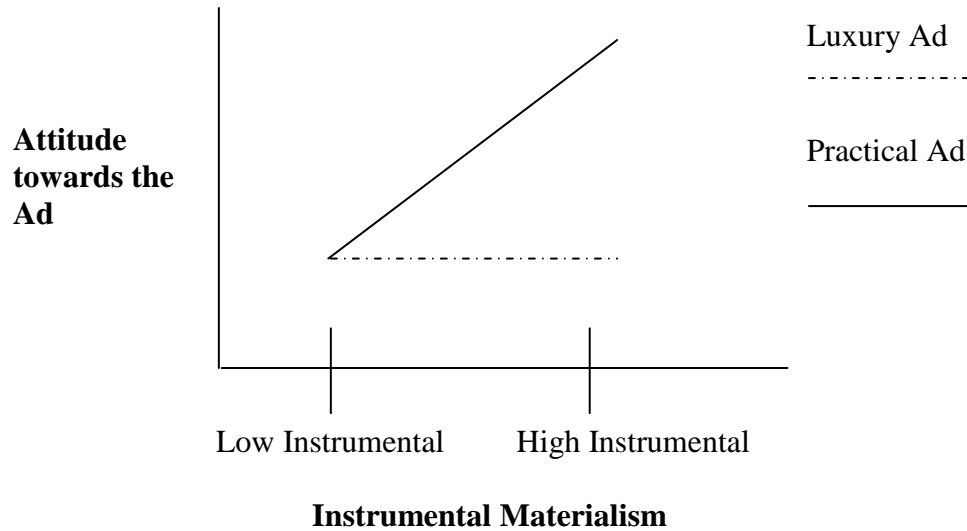
H₂₀: Instrumental materialism and ad type will interact to influence attitude towards the advertisement.

H_{20a}: Those high in instrumental materialism will have a more positive attitude towards the practical ad than the luxury ad.

H_{20b}: Those low in instrumental materialism will not differ in their attitude towards the practical ad and luxury ad.

These hypothesized relationships between instrumental materialism and ad type are shown in Figure 5.

FIGURE 5
Instrumental Materialism and Ad Preference



Terminal Materialism

Terminal materialism suggests that people find importance in their possessions for the purpose of status. If this rationale is presented in an advertisement, people who believe this may prefer that ad. Belk and Pollay (1985) provide an example of a luxury ad as being “A Diamond is Forever.” Luxury can be one way to demonstrate status. If someone owns a luxury product, it can confer status to them. Thus, people who are high in terminal materialism may be more drawn to ads that depict luxury and pleasure. In contrast, they should not prefer ads that communicate the practical and functional side of a product. Those low in terminal materialism should not differ in their preference for either the luxury ad or the practical ad. For terminal materialism, it is predicted that terminal materialism will interact with ad type to influence attitude towards the

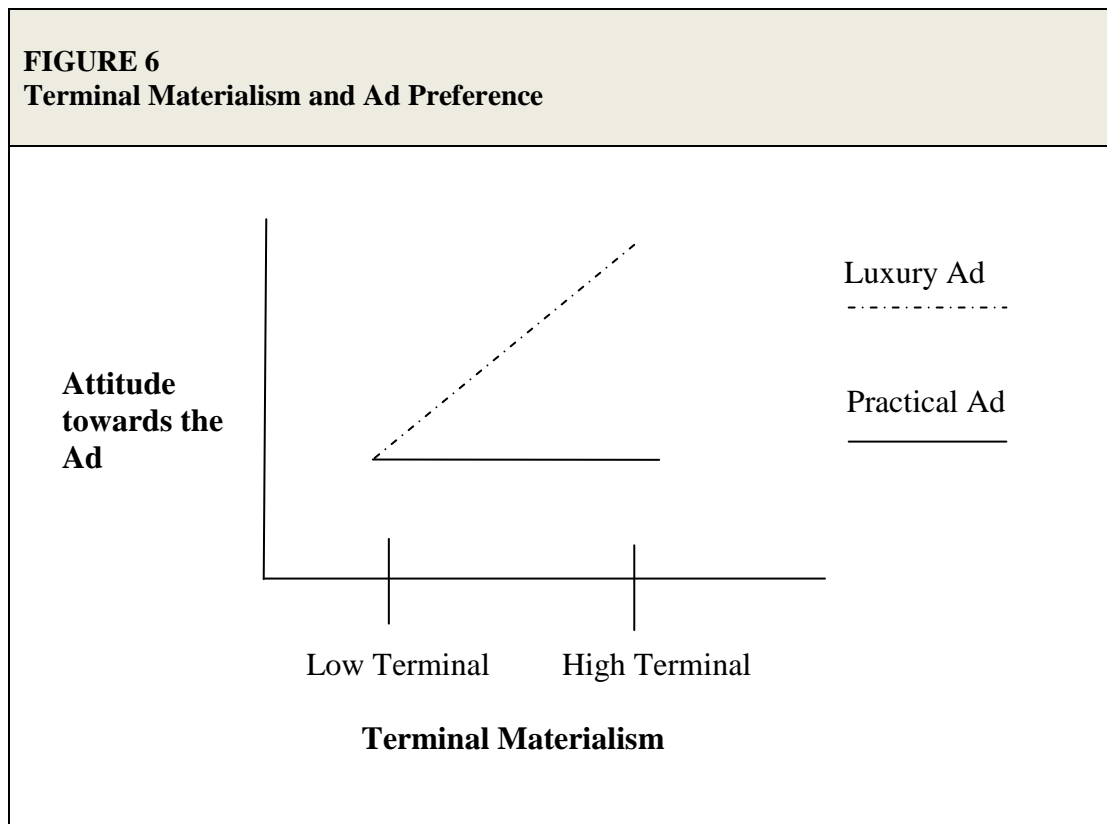
advertisement. Specifically, two hypotheses are made regarding the degree of terminal materialism and ad preference for the practical and luxury advertisements.

H₂₁: Terminal materialism and ad type will interact to influence attitude towards the advertisement.

H_{21a}: Those high in terminal materialism will have a more positive attitude towards the luxury ad than the practical ad.

H_{21b}: Those low in terminal materialism will not differ in their attitude towards the luxury ad and practical ad.

These relationships are depicted in Figure 6.



Methodology

Participants and Procedure

One hundred thirty-eight undergraduates enrolled in a marketing course participated in the experiment for extra course credit. The experiment was administered

through Qualtrics in a computer lab and participation was voluntary. Subjects were directed to the website and asked to read the directions and answer the following questions. The directions informed them they would be participating in research involving three different surveys investigating their beliefs, disposition behavior, and advertisement preference. After reading the directions, they answered questions for instrumental and terminal materialism and indicated their gender and age. Then they completed a distracter task that included five essay questions about whether or not they got their products repaired, how they disposed of products, and how long they kept their products. This distracter task was used to reduce any carry-over effects from answering the materialism questions and then questions about the advertisements. The manipulated and filter ads were then shown to participants which were counterbalanced to assess any potential ordering effects. Participants saw one of two manipulated themed ads: luxury/pleasure or practical/functional and a filler ad either before or after the manipulated ad. After each ad dependent measures were collected including attitude towards the ad, attitude towards the product, and purchase intentions. Questions for manipulation checks were also asked only for the manipulated ad. Participants were 55% female and 99% were between the ages of 18-24. Completion times ranged from 3-16 minutes. Fifty-three percent completed the survey within 6-8 minutes.

Manipulation

Three pretests were run to determine the type of ad appropriate for the experiment. Two types of products were selected since they could serve as a luxury item and a functional one: a watch and car. For the first pretest, four ads were created by an advertising student that represented the two products and two ad appeals (luxury and

practical). The ads were designed to be exactly the same except for the copy to avoid potential confounds. The copy either said “The All-New Raven. Style and Luxury for your Life” or “The All-New Raven. Practical and Functional for your Life.” A fictitious brand was used to avoid any potential confounds that could be associated with established brands. The survey contained three pages. The first page gave directions, which asked the subjects to view the ad they would in a magazine and not turn back to it after viewing. The second page was one of the four ads in color. The last page had dependent measures about the advertisement. Dependent measures were taken to assess the thoughts while viewing the ad, attitude towards the ad, purchase intentions, and a manipulation check. The manipulation check asked whether the ad had a luxury and practical appeal on two different 7-point strongly-disagree, strongly-agree Likert scales. Sixty-two students completed the survey for extra course credit. When analyzed, the practical ad was not seen as significantly more practical than the luxury ad and vice versa.

Because the manipulation check did not show a difference in perception of the appeal of the ad, a second pretest was run. The ads were changed slightly to exaggerate the two different types of appeals. First, different copy was used: “Luxury. Sophistication. Extravagance. What more could you ask for?” and “Practical. Functional. Useful. What more could you ask for?” Second, the font was changed for both ads. A cursive font was used for the luxury ad while the practical ad had a simple standard font. Third, the background for the car ad was slightly changed for the practical ad. The road was changed from a concrete highway to a dirt road with rocks. The same dependent measures were used. Fifty-five students completed the survey for extra course credit.

Analysis showed, again, that the ads were not perceived as being significantly different in the type of appeals conveyed (luxury or practical).

A final pretest was run with two changes. The first change was using a more practical looking watch for the practical ad. The original watch used appeared to be more luxurious and thus the copy did not seem to fit with the product. The second change was a change to how the manipulation check was measured. Before, two different scales were used for the luxury and practical appeals. This was changed to a 7-point semantic differential anchored by “practical” and “luxurious.” The question asked “The message in the ad describes the product as...” An additional question was added that assessed the degree to which the product was seen as practical or luxurious. Using the same response scale, the question asked, “This product is...” This question was counterbalanced with the previous question regarding how the message in the ad describes the product to assess any ordering effects. Sixty-seven students took the third pretest for extra course credit. When analyzed, the luxury car ad was seen as significantly more luxurious ($M = 6.24$, $SD = 1.20$) than the practical car ad ($M = 1.88$, $SD = 1.31$) for the message of the ad, $t(31) = 10.00$, $p < .001$. The product in the luxury car ad was also seen as more luxurious ($M = 5.41$, $SD = 1.54$) as compared to the practical car ($M = 3.44$, $SD = 1.75$), $t(31) = 3.44$, $p < .01$. The same results were found for the watch ads. The luxurious watch ad was seen as more luxurious ($M = 6.41$, $SD = .87$) for the message of the ad as compared to the message of the practical watch ad ($M = 1.53$, $SD = .94$), $t(32) = 15.69$, $p < .001$. The product in the luxury watch ad was also seen as more luxurious ($M = 5.76$, $SD = 1.09$) as compared to the practical watch ($M = 1.53$, $SD = .80$) in the practical watch ad, $t(32) = 12.91$, $p < .001$.

The stimuli used for the final experiment were the two watch ads and a filler ad. The watch ad was selected over the car ad for the final experiment because it had a stronger manipulation between the practical and luxury ads in the third pretest. The car ad was used for the filler ad with modifications. The picture was kept the same but the copy was changed to read “Get on the Road Again. Introducing the All New XT-99.” The copy was chosen so as not to mention luxury or practicality. The three final ads can be found in the Appendix.

Measures

Instrumental and Terminal Materialism. The measures for instrumental and terminal materialism were taken from the results of the second study. Both were a five-item measure on a 9-point Likert scale with the anchors “always” and “never.”

Attitude towards the Ad. Attitude toward the ad was measured by summing three semantic differential scales anchored by: “liked”/”disliked,” “unpleasant”/”pleasant,” and “enjoyed”/”did not enjoy” (McQuarrie and Mick 1999).

Attitude towards the Product. Attitude towards the product was also assessed. This measure is important to discern whether the appeal of the ad is being transferred to the product and seen as more luxurious or practical. A four-item scale was used asking “Overall, this product is...” and then four different response scales anchored by: “bad/good,” “unfavorable/favorable,” “disagreeable/agreeable,” “unpleasant/pleasant” (Stayman and Batra 1991).

Purchase Intentions. A single-item purchase intentions question was also asked. It asked “If you were interested in buying this type of product, how likely would you be

to purchase this brand?” The response scale was a 7-item Likert scale anchored by “very unlikely” and “very likely.”

Manipulation Check. Two manipulation check questions from the pretest were also assessed for only the watch ads. The questions asked, “The message in the ad describes the product as...” and “This product is...” The response category was a 7-point semantic differential anchored by “practical” and “luxurious.”

Results

Preliminary Analyses

Preliminary analyses were first run to check the validity of the experiment in terms of the manipulation and possible ordering effects. These were necessary to assess if the manipulation for the ads worked and if the order of the watch ads and the filler ad made a difference. To check the manipulation, an independent sample t-test was run to check whether the message in the luxury ad described the product as more luxurious than the message for the practical ad and whether the product was seen as more luxurious for the luxury product than for the practical product. The results showed that the luxurious ad ($M = 6.16$, $SD = 1.12$) was seen as significantly more luxurious than the practical ad ($M = 2.06$, $SD = 1.55$) in the message of the ad, $t(136) = 17.75$, $p < .001$. The luxury product ($M = 5.31$, $SD = 1.67$) was also seen as more luxurious than the practical product ($M = 2.06$, $SD = 1.41$) in how the actual product was assessed, $t(134) = 12.30$, $p < .001$.

Next, possible ordering effects were examined to determine if the order in which the manipulated ad and filler ad were seen affected the dependent variables. Independent sample t-tests were run for both the practical and luxury ads. No ordering effects for the three dependent variables (attitude towards the ad, towards the product and purchase

intentions) were found for the two watch ads. For the luxury ad, it did not matter whether the luxury or filler ad was seen first in terms of attitude towards the ad ($t(63) = .77, p = .45$), attitude towards the product ($t(63) = -.09, p = .93$), or purchase intentions ($t(64) = .38, p = .70$). For the practical ad, it did not matter whether the practical ad or filler ad was seen first for attitude towards the ad ($t(69) = -.01, p = 1.0$), attitude towards the product ($t(69) = 1.67, p = .25$), or purchase intentions ($t(69) = .46, p = .64$). Thus, attitude towards the ad, attitude towards the product and purchase intentions for the watch ads did not change whether they were seen before or after the filler car ad.

The three dependent variables (attitude towards the ad, attitude towards the product, purchase intentions) were also assessed for the filler ad using an independent sample t-test. These results showed that attitude towards the product and purchase intentions for the filler car ad did depend on the order the ads were seen but only for the practical watch ad. When paired with the luxury ad there were no significant effects for attitude towards the ad ($t(65) = .51, p = .61$), attitude towards the product ($t(65) = 1.68, p = .10$), and purchase intentions ($t(65) = .21, p = .83$) for the filler car ad. However, there were significant differences for the dependent variables of the filler ad when paired with the practical watch ad. For attitude towards the ad, there were no differences if the filler car ad was shown first or second, $t(69) = 1.50, p = .14$. When the practical watch ad was shown first, the attitude towards the product ($t(69) = 3.36, p < .01$) was higher for the filler car ad ($M = 5.00, SD = .81$) than when the practical watch ad was shown second ($M = 4.19, SD = 1.14$). The same pattern was evident for purchase intentions. Purchase intentions for the car were higher when the car ad was shown second ($M = 4.33, SD = 1.28$) than when it was shown first ($M = 3.53, SD = 1.05$), $t(69) = 2.84, p < .01$. This

suggests that the car may have been seen as a superior product compared to the practical watch but not compared to the luxury watch. Because this ordering effect was only found for the attitude towards the car and not for the attitude towards the practical watch, it is unlikely that it affected the final results.

Because no order effects were found for the dependent variables of the watch ads, they were collapsed together. Independent sample t-tests were then run to determine if there were any differences between the two manipulated ads in terms of the three dependent variables. Attitude towards the ad was marginally significant ($t(134) = 1.78, p = .08$) with luxury ads having a higher attitude ($M = 4.49, SD = 1.29$) than the practical ad ($M = 4.10, SD = 1.25$). Results also showed that subjects had significantly higher attitudes towards the luxury product ($M = 4.76, SD = 1.00$) than the practical product ($M = 4.29, SD = 1.28$), $t(134) = 2.36, p < .05$. Purchase intentions did not differ between the practical and luxury ad, $t(135) = .67, p = .50$. It appears as if the luxury product was better liked than the practical product. People had a higher attitude towards the luxury ad and had higher purchase intentions for the luxury product but these differences were non-significant. All means for the dependent variables were between 3-5 on a 7-point scale indicating that they were not highly liked or disliked.

Instrumental Materialism

Because the preliminary analyses suggested that the data was sufficient for further analyses, terminal and instrumental materialism were analyzed separately in two 2 x 2 between-subjects models. The first model was conducted to test the hypothesis that those high in instrumental materialism would prefer the practical ad while those low in instrumental materialism would not differ in the preference for the luxury or practical ad.

Instrumental materialism was first analyzed in a regression model. A regression model was investigated first since creating a median split for instrumental materialism in an analysis of variance (ANOVA) model would result in a loss of data. Independent variables in the regression model included instrumental materialism, ad type, and the interaction term. Ad type was dummy coded and the interaction term was calculated to be included in the model. Dependent variables included attitude towards the ad, attitude towards the product, and purchase intentions.

Three regression models were run for each of the dependent variables. Using attitude towards the ad as the dependent variable, the adjusted R^2 was .80% and none of the independent variables were significant. Then attitude towards the product was analyzed as the dependent variable. The adjusted R^2 was 4.0% and again, none of the independent variables reached significance. The interaction term was almost marginally significant ($t = -1.65, p = .10$). Purchase intentions was then analyzed as the dependent variable. Again, none of the independent variables were significant. The t-values and significance levels for all three dependent variables are shown in Table 13.

TABLE 13
Study 3: Instrumental Materialism Regression Results

Variable	Attitude towards the ad		Attitude towards the product		Purchase intentions	
	t-values	p-values	t-values	p-values	t-values	p-values
Ad type	.42	.67	.93	.35	-.59	.56
Instrumental	.76	.45	.85	.40	.15	.88
Instrumental x Ad type	-.94	.35	-1.65	.10	.44	.66

To examine the data using a different method, a 2 x 2 between-subjects analysis of variance (ANOVA) was run for instrumental materialism. Instrumental materialism was entered using a median split along with ad type as independent variables. All three dependent variables were analyzed in separate models. Using attitude towards the ad as the dependent variable, a main effect of ad type was marginally significant ($F(3,132) = 2.80, p = .10$) with the luxury ad being better liked ($M = 4.50, SD = 1.30$) than the practical ad ($M = 4.10, SD = 1.25$). Ad type was also a significant predictor for attitude towards the product ($F(3,132) = 5.63, p < .02$) with the luxury product having a higher attitude ($M = 4.76, SD = 1.00$) than the practical product ($M = 4.29, SD = 1.28$). There were no significant predictors for purchase intentions.

It appears as if the luxury ad had a higher attitude towards the ad and attitude towards the product than the practical ad. Both this analysis as well as the regression analysis suggests that instrumental materialism does not interact with ad type to influence attitude towards the ad (H_{20}). The ANOVA results are shown in Table 14. Mean values for the ANOVA analysis for the three dependent variables are shown in Table 15, 16, and 17.

TABLE 14
Study 3: Instrumental Materialism ANOVA Results

Variable	Attitude towards the ad		Attitude towards the product		Purchase intentions	
	F-values	p-values	F-values	p-values	F-values	p-values
Ad type	2.80**	.10	5.62*	.02	.39	.53
Instrumental	.38	.54	.09	.76	.07	.79
Instrumental x Ad type	.87	.35	1.77	.19	1.08	.30

*Significant at $p < .05$

**Significant at $p < .10$

TABLE 15 Study 3: Instrumental Materialism Means for Attitude towards the Ad				
Ad Type	Instrumental Materialism	Mean Value	Standard Deviation	Cell Size
Luxury	Low	4.30	1.15	28
	High	4.64	1.39	37
Practical	Low	4.13	1.30	40
	High	4.06	1.21	31

TABLE 16 Study 3: Instrumental Materialism Means for Attitude towards the Product				
Ad Type	Instrumental Materialism	Mean Value	Standard Deviation	Cell Size
Luxury	Low	4.64	1.02	28
	High	4.84	1.00	37
Practical	Low	4.43	1.38	40
	High	4.10	1.14	31

TABLE 17 Study 3: Instrumental Materialism Means for Purchase Intentions				
Ad Type	Instrumental Materialism	Mean Value	Standard Deviation	Cell Size
Luxury	Low	3.90	1.23	29
	High	3.70	1.66	37
Practical	Low	3.48	1.41	40
	High	3.81	1.50	31

Terminal Materialism

The same procedure was repeated for terminal materialism. This analysis was conducted to test the hypothesis that those high in terminal materialism would prefer the luxury ad while those low in terminal materialism would not differ in their preference for the luxury or practical ad. First, a regression analysis was conducted with ad type, terminal materialism, and the interaction term as independent variables. Ad type was dummy coded and the interaction term was calculated. Attitude towards the ad, attitude towards the product, and purchase intentions were used as dependent variables in separate regressions. When attitude towards the ad was used as a dependent variable, the adjusted R^2 was 1.8% and none of the independent variables were significant. Attitude towards the product was used next as a dependent variable and the adjusted R^2 was 2.6% and again none of the independent variables were significant. Lastly, purchase intentions was used as the dependent variable and none of the independent variables were significant. The regression results for terminal materialism for the three dependent variables are shown in Table 18.

TABLE 18
Study 3: Terminal Materialism Regression Results

Variable	Attitude towards the ad		Attitude towards the product		Purchase intentions	
	t-values	p-values	t-values	p-values	t-values	p-values
Ad type	-.13	.90	-.20	.85	-.57	.57
Terminal	.80	.43	.36	.72	.86	.40
Terminal x Ad type	.33	.74	.44	.66	-.43	.67

Terminal materialism was also analyzed using analysis of variance. A 2 x 2 between-subjects model was run using a median split for terminal materialism and ad type as independent variables. The three dependent variables attitude towards the ad, attitude towards the product, and purchase intentions were analyzed in separate regressions models. First, attitude towards the ad was used as the dependent variable. A main effect of ad type was marginally significant ($F(3,132) = 3.11, p = .08$) with the luxury ad having a higher attitude ($M = 4.50, SD = 1.29$) towards the ad than the practical ad ($M = 4.10, SD = 1.25$). Next attitude towards the product was analyzed. As with attitude towards the ad, ad type was a significant predictor of attitude towards the product ($F(3, 132) = 5.50, p = .02$) with the luxury product being better liked ($M = 4.80, SD = 1.0$) than the practical ad ($M = 4.30, SD = 1.28$). For purchase intentions, none of the independent variables were significant. As with instrumental materialism, it appears as if ad type influenced attitude towards and attitude towards the product with the luxury ad being better liked than the practical ad.

Both the regression analysis and the ANOVA analysis suggest that terminal materialism did not interact with ad type to influence attitude towards the ad (H_{21}). Results of the ANOVA for the three dependent variables are shown in Table 19. Mean values for the three analyses are shown in Tables 20, 21, 22.

TABLE 19
Study 3: Terminal Materialism ANOVA Results

Variable	Attitude towards the ad		Attitude towards the product		Purchase intentions	
	F-values	p-values	F-values	p-values	F-values	p-values
Ad type	3.12**	.08	5.48*	.02	.43	.51
Terminal	2.15	.15	1.26	.26	.64	.43
Terminal x Ad type	.10	.76	.17	.68	2.34	.13

*Significant at $p < .05$

**Significant at $p < .10$

TABLE 20
Study 3: Terminal Materialism Means for Attitude towards the Ad

Ad Type	Terminal Materialism	Mean Value	Standard Deviation	Cell Size
Luxury	Low	4.36	1.23	32
	High	4.61	1.35	33
Practical	Low	3.91	1.28	36
	High	4.30	1.20	35

TABLE 21
Study 3: Terminal Materialism Means for Attitude towards the Product

Ad Type	Terminal Materialism	Mean Value	Standard Deviation	Cell Size
Luxury	Low	4.68	1.04	32
	High	4.82	.96	33
Practical	Low	4.14	1.17	36
	High	4.44	1.38	35

TABLE 22
Study 3: Terminal Materialism Means for Purchase Intentions

Ad Type	Terminal Materialism	Mean Value	Standard Deviation	Cell Size
Luxury	Low	3.88	1.45	33
	High	3.70	1.53	33
Practical	Low	3.33	1.31	36
	High	3.91	1.54	35

Discussion

This study attempted to further validate the concept of instrumental and terminal materialism. It was suggested that those who find importance in their possessions for different reasons may differ in the attitudes towards two different types of appeals – luxury and practical. Advertisements were designed to reflect the differing types of appeals with a watch as the product. These ads were shown to subjects and three dependent variables were measured: attitude towards the ad, attitude towards the product, and purchase intentions. Instrumental and terminal materialism were measured as independent variables using the scales developed in Study 2. Two different methods to analyze the data were used: regression analysis and ANOVA. Both analyses showed that neither attitude towards the ad, attitude towards the product or purchase intentions differed based on type of materialism. Type of ad did influence attitude towards the product with the luxury product having a higher attitude than the practical product. However, this effect was not moderated by either the measure of instrumental or terminal materialism.

Several reasons are offered as to why the experiment did not work as predicted. First, the ads used might not have been realistic enough. The ads used were simple and

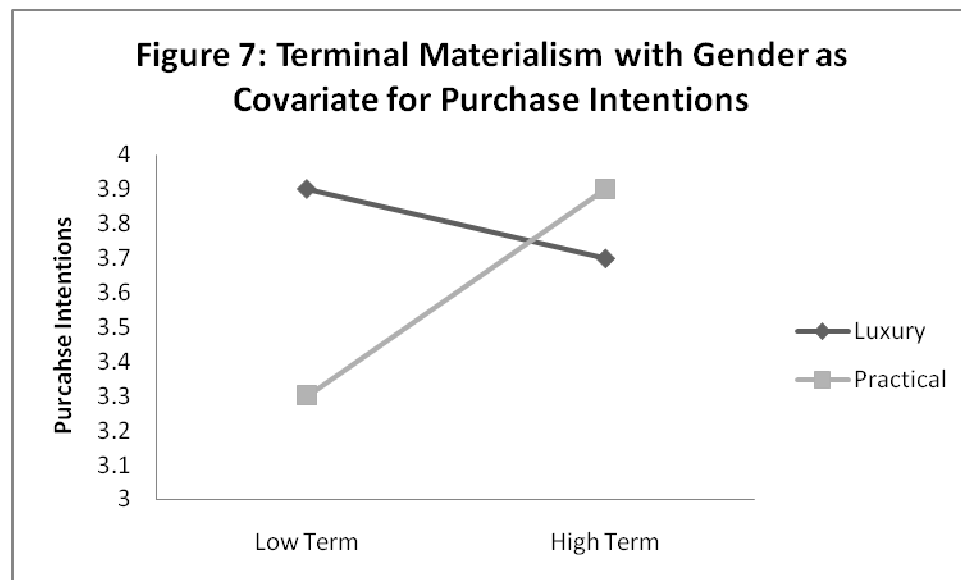
did not include body copy that most ads have to describe the product. Body copy was not used for the experiment to reduce possible confounds. Second, different types of products were not utilized. It may be that college students don't particularly use watches for a luxury or practical purpose. Clothing may be a better choice for college students. A third reason the relationship was not found could be that a covariate should have been included in the analysis. Lastly, the experiment took place during a very bad economic crisis. Those that would be high in terminal materialism and like luxury products may have had to become more practical during this time, although these beliefs may not be permanent. However, college students have probably not been as effected as the general population.

It is also possible that the ads were not sufficiently directed towards the two different types of materialism. This study attempted to build on the work by Belk and Pollay (1985) by utilizing two of the three different advertisement appeals they found in their study – luxury/pleasure and function/practical. The definitions for the two types of materialism may not be closely matched enough to these different ad appeals. Terminal materialism suggests finding importance in possessions for status reasons. Thus, an ad that would appeal to them should contain the word “status” so that the message in the ad conveys that this product will bring you status. In the current research, words pertaining to luxury were used. This message might not have been close enough to appeal to those high in terminal materialism. The same rational would also apply to instrumental materialism. It is defined as finding importance in possessions because they help you accomplish tasks. The current research used words pertaining to the product being functional and practical. Using only these words without further explanation of how the

product is functional and what it helps you accomplish might not have captured what is meant by instrumental materialism. This would suggest that future research should use different copy to more accurately appeal to the two different types of materialism.

Lastly, the relationship may not have been evident because a covariate was not included in the analysis and this confounded the results. In the current study, the demographic variables of age and gender were also collected. In hindsight, gender may have influenced ad preference for the watch ads if the two different watches were seen as more masculine or feminine. To test this proposition, gender was added as a covariate in the ANOVA models for both terminal and instrumental materialism. Terminal and instrumental materialism were run separately with the three dependent variables. First, instrumental materialism was analyzed with ad type and instrumental materialism as independent variables and gender as a covariate. Three models were run with the three different dependent variables. As before, ad type was a significant predictor of attitude towards the product. To test the relationship with terminal materialism, three regression models were run. Ad type was a significant predictor of attitude towards the product as was instrumental materialism. In the purchase intentions model, the interaction term between ad type and terminal materialism became marginally significant ($F(4, 131) = 3.1, p = .08$). Those low in terminal materialism, had higher purchase intentions for the luxury ad ($M = 3.88, SD = 1.45$) than for the practical ad ($M = 3.31, SD = 1.32$). However, those high in terminal materialism had not difference in purchase intentions between the luxury ad ($M = 3.70, SD = 1.53$) and the practical ad ($M = 3.91, SD = 1.54$). These means are graphed in Figure 9. This finding is completely opposite than what was hypothesized. It was hypothesized that those high in terminal materialism would prefer

the luxury ad over the practical ad and those low in terminal materialism would show no difference in preference. This analysis does not use attitude towards the ad as the dependent variable. Purchase intentions was added as an additional dependent variable to investigate whether the affects of attitude towards the ad would transfer to the product and thus influence purchase intentions. Future research should investigate this dependent variable more closely and other covariates could be included in future research such as more basic personality traits. Although age was included in the data, it was not feasible to use it as a covariate because there was little variance (99% were 18-24).



CHAPTER VI

GENERAL DISCUSSION

The purpose of this chapter is to present a discussion of the major findings from the three studies of this dissertation. It is composed of four areas. First, the purpose of the dissertation is discussed. Second, the findings from the three studies are reviewed. Third, the contributions to the literature are discussed along with the managerial implications. Finally, study limitations and future research is discussed.

Overview of Dissertation

The purpose of this dissertation was to examine the construct of materialism from a different perspective and four research questions were proposed:

1. Can definitions be formed and scales developed to measure the constructs of terminal and instrumental materialism?
2. What are the relationships between these two constructs as well as their relationships with related constructs that have been previously studied? Are the relationships different from those previously found?
3. Do the two types of materialism differentially relate to positive (e.g., planned obsolescence) outcomes?
4. Is there a difference in the preferences for advertisements between the two types of materialism?

These research questions seek to extend the proposal that two types of materialism exist: instrumental and terminal. Previously, materialism had been associated with negative outcomes, but some researchers have suggested that materialism may not always have negative connotations (Csikszentmihalyi and Rochberg-Halton 1978; Mowen 2000). For this to occur, I propose that the purpose of consumption has to be taken into account (Holt 1995), which would then result in two different types of materialism: instrumental and terminal (Csikszentmihalyi and Rochberg-Halton 1978). However, previous researchers have not formally defined the two constructs.

The first contribution of this dissertation is to extend the conceptualization of materialism by formally defining instrumental and terminal materialism. The conception that a need for material resources exists (Mowen 2000) was employed as a theoretical rationale in defining the construct of instrumental materialism. Previous research had suggested that the definition of materialism may be too general and should instead include the premise of how people use their possessions (Holt 1995). My research answers this suggestion by providing definitions for terminal and instrumental materialism in terms of the purpose of consumption. Thus, terminal materialism is defined as the importance of material possessions in gaining status among others while instrumental materialism is defined as the importance of material possessions as resources for completing tasks. Items for terminal materialism stressed the importance of possessions for status reasons while items for instrumental materialism suggested importance of possessions for helping people to complete tasks.

The second contribution of this research was to develop measures for these two constructs. Three rounds of data collection were undertaken to develop the final

measures. The final scales resulted in a reliable and valid 5-item scale for each construct. In addition, the constructs were shown to have discriminant validity. As proposed, each scale is uni-dimensional. This minimized problems with previous multi-dimensional materialism scales, such as the materialism scale developed by Belk (1985). La Barbera and Gürhan (1997) found that the envy dimension of Belk's (1985) materialism scale was negatively related to well-being but possessiveness and non-generosity dimensions were not. Mowen and Voss (2008) suggest that any antecedent or consequence that is related to a dimension must also be related to the higher-order construct. This finding suggests that the separate dimensions in the Belk (1985) scale are constructs and not dimensions.

These two contributions overcome the criticism of the instrumental/terminal materialism dichotomy which suggests that the dichotomy is difficult to use and operationalize and is incomplete and contains contradictions (Richins and Dawson 1992). Richins and Dawson (1992) argue that terminal materialism should not be defined as desiring to own a product as an end in itself because the ultimate goal is actually status. Thus, it provides a means to an end which is how instrumental materialism was defined by Csikszentmihalyi and Rochberg-Halton (1978). The current research overcomes this criticism by providing more precise definitions that separate instrumental and terminal materialism from one another. It also provides valid and reliable scales to measure each type of materialism which overcomes their criticism that it is difficult to use and operationalize. Thus, these scales determine when each is operating and the decision is not based on a value judgment, as Richins and Dawson (1992) had criticized. It also provides preliminary evidence as to how each should be classified. Using the 3M Model

(Mowen 2000), it was found that instrumental materialism is likely to reside at the elemental level and terminal materialism is likely to reside at the compound level.

The third contribution of this dissertation was the investigation of the antecedents of terminal materialism and the consequences of both instrumental and terminal materialism. As proposed, instrumental materialism was found to reside at the elemental level in the 3M Model (Mowen 2000) while terminal materialism was found to reside at the compound level. This supports the premise that instrumental materialism is a more fundamental trait which fits the conceptualization of need for material resources, as proposed by Mowen (2000). The results for terminal materialism, on the other hand, are consistent with the proposal that it is more culturally based and resides at the compound level. As a result, it is predicted by multiple elemental traits, such as neuroticism and need for arousal. Instrumental materialism was also found to be a significant predictor of terminal materialism. This finding is consistent with the proposal that instrumental materialism is a more innate trait and that terminal materialism has a strong cultural basis that results in part from the general press of parental upbringing and the society in which a person lives. This finding is in-line with Csikszentmihalyi and Rochberg-Halton's (1981) contention that terminal materialism is a recent achievement of Western culture and is not inherent, or a "fact of nature."

Because terminal materialism was found to reside at the compound level, its more basic personality traits were investigated. Previous literature had found significant relationships between materialism (conceptualized here as terminal materialism) and agreeableness (Sharpe 2000), neuroticism (Sharpe 2000), and need for arousal (Mowen and Spears 1999). In the present research, several models were run with different

outcome measures of terminal and instrumental materialism. Across each of the models, neuroticism, arousal, and instrumental materialism were found to be consistent predictors of terminal materialism. In terms of the Big Five personality traits, this is slightly different from the research of Sharpe (2000), who found neuroticism and disagreeableness to be the most important personality traits of materialists. However, the current research included constructs that are not part of the Big Five inventory. In the first analysis where terminal materialism was tested as a compound trait, neuroticism, body needs, and arousal needs were significant predictors when instrumental materialism was not included in the model. To examine the relationships with only the Big Five traits, a regression model was run with terminal materialism as an outcome construct and neuroticism, agreeableness, conscientiousness, openness, and extroversion as antecedents. Significant predictors were: introversion ($t = -2.05$, $p < .05$), agreeableness ($t = -2.00$, $p < .05$), and neuroticism ($t = 4.90$, $p < .001$). It appears as if body and arousal needs suppress the effect of agreeableness in the model with all of the elemental traits. These results would be more consistent with those found by Sharpe (2000).

In examining the consequences of instrumental and terminal materialism, three different models were run with different outcome measures. In previous research, it had been shown that materialism was negatively associated with frugality, voluntary simplicity, and well-being while being positively related to competitiveness. Once the concept of instrumental materialism was taken into account, these negative outcomes were not evident. Instrumental materialism was found to be positively related to self-esteem while terminal materialism was negatively related to self-esteem. In addition, terminal materialism was positively related to psychological and technological

obsolescence while instrumental materialism was positively related to technological obsolescence but negatively related to psychological obsolescence. These findings suggest that those who find importance in possessions for status reasons have lower self-esteem and are more likely to become dissatisfied with what they already own.

Becoming dissatisfied with what you already own could have negative consequences if possessions are replaced at a fast rate, using up natural resources and increasing landfill waste. However, instrumental materialism shows a very different pattern. Those that are high in instrumental materialism have higher self-esteem and are less likely to become dissatisfied with what they already own. Both of which are very beneficial outcomes. Other beneficial outcomes of instrumental materialism could be possible, such as increased care of products and should be considered for future research.

An interesting finding concerning the outcomes of instrumental and terminal materialism is the finding that neither was significantly related to the three constructs measuring voluntary simplicity in the hierarchical model. These three constructs measured the degree to which people engaged in ‘green’ behavior such as avoiding restaurants that use Styrofoam containers, engaged in recycling behavior, and lived moderately by doing such activities as making their own presents. The results from the bivariate correlations showed that instrumental materialism was positively correlated with green behaviors and recycling and terminal materialism was positively correlated with green behaviors. This last finding is in contradiction with Richins and Dawson (1992) who found a negative relationship between materialism and voluntary simplicity using bivariate correlations. The scale used in their research was a three construct structure by Cowles and Crosby (1986) which measured “material simplicity,” self-

determination,” and “ecological awareness.” All three constructs showed a negative relationship to materialism. The difference in findings may be due to the different materialism scales used in the current research compared to those used by Richins and Dawson (1992). Conceptually, it makes sense that terminal materialism would be negatively related to voluntary simplicity. Those that find importance in possessions for status reasons would be unlikely to buy less since they would have to buy the latest products to keep their status level.

One reason that the current research did not find a negative relationship may be due to the fact that none of the constructs dealt with a desire to acquire less – one of the basic premises of voluntary simplicity. If questions had been included that asked about not buying more than you need or limiting what you consume, the negative relationship may have been present. Richins and Dawson (1992) included items such as “I usually buy only the things I need,” and “I try to keep my life simple, as far as possessions are concerned” in their measure of materialism. Thus, the positive relationship between terminal materialism and voluntary simplicity in the current research may have been due to the measures used for voluntary simplicity which did not capture the degree to which people attempted to limit their consumption.

The last research question addressed whether those high in instrumental and terminal materialism would respond differently to different appeals in advertisements. Although this premise was tested in an experiment, no relationships were found between the two types of materialism and attitude towards the ad, attitude towards the product, or purchase intentions. This finding may be due to flaws with the experiment such as the type of product used, the copy included in the ad, or the economic circumstances during

which the experiment was conducted. Another possible explanation of the lack of effects in the experiments is that the deeper level traits (e.g., elemental and compound traits) that are predictive of a surface level construct (e.g., voluntary simplicity) are not sufficiently a part of a self-schema to be employed as a basis to create advertisements. Future research that employs experiments should be conducted to investigate the relationships that schema theory predicts.

Overall, the main contributions of this dissertation were the formal definitions of instrumental and terminal materialism, the development of scales to measure each, and results that showed that instrumental and terminal materialism were related to different outcomes. These results indicated that those high in instrumental materialism did not engage in negative behaviors, and actually engage in several positive types of behavior. This distinction is important because it provides a more complete picture of what possessions mean to us. Because previous researchers measured terminal materialism, the concept had always had a negative connotation. As a result, materialism was viewed as an undesirable trait and one that should be reduced in society. What my research shows is that desiring possessions for the reason of status leads to the negative outcomes such as decreased self-esteem that has been associated with previous conceptualizations of materialism. However, if possessions are obtained for the instrumental reason of completing tasks, beneficial outcomes result. These results suggest that we should inculcate the importance of possessions as tools for accomplishing tasks while reducing the importance of material possessions status symbols.

Implications

Previous research in the academic literature has only focused on terminal materialism and the negative outcomes that result from this type of materialism. My research suggests that an important component of materialism has been neglected: the purpose of consumption must be considered which results in two types of materialism. Once this distinction is made, positive outcomes result. A positive side to materialism is evident from previous research which suggests some amount of material possession is necessary for living and survival. Humans have a need for material resources since the earliest homosapiens depended on the use of tools, weapons, clothing, and shelter for survival (Mowen 2000). This perspective broadens the scope of materialism and incorporates the idea that when materialism is considered, the purpose of consumption should be taken into account. This dissertation incorporates the idea of the necessity of material objects into the conceptualization of materialism to create two types of materialism, making it a more complete picture of what possessions truly mean to humankind.

The current research suggests that we should not limit our view of individual importance of possessions to just one perspective but instead consider a more complex view of materialism. Previous research is not negated but I propose a second type of materialism that requires additional investigation. This research builds on the consumer behavior literature by identifying a reason why people might value their possessions and provides preliminary insight into a concept that could have farther reaching applications such as how we treat our products during the usage stage. The scales developed provide a foundation for future researchers to build upon. In the future when materialism is

discussed, both types of materialism need to be taken into account because they have very different implications.

This research also has societal implications in terms of cultural values. If society advocates not valuing your possession, it may be the wrong message to send. My research suggests that it is inappropriate to advocate that people shouldn't focus on their possessions. Rather, possessions should be valued for the right reasons. People should be encouraged to value what they own for utilitarian purposes and not to value them for status classification. Reducing terminal materialism may be easier than trying to reduce instrumental materialism since terminal materialism is likely to be more culturally based, while instrumental materialism may be more genetically based because it is conceptualized as an elemental trait. Of course, this proposal requires future research. Decreasing instrumental materialism may be difficult since acquiring and using objects has played a fundamental role since prehistoric times (Hine 2002). Complete denial of material possessions should not be sought since denial of material satisfaction may have negative consequences (cf., Belk 1985).

Several managerial implications are evident from the current research. First, managers may want to segment their markets according to the two different types of materialism since these two groups may differ in the products they desire and the messages they are most likely to respond to. Segmentation strategies could include psychographic profiling to determine which type of materialism customers were high in. This research developed two valid and reliable scales that can be used by managers.

A second application is the development of new products based on the two different types of materialism. Some product categories may be saturated with one

category of products – luxury or practical. A new product could be developed to meet the needs of customers with respect for their type of materialism. In the same vein, if a product category is saturated with luxury or practical products, a product could be repositioned to appeal to the underrepresented category of materialism.

A third application involves the type of advertising appeals used. According to Belk and Pollay (1985), practical/functional appeals have decreased while luxury/pleasure appeals have increased. This change in proportion of practical ads would have neglected those high in instrumental materialism while only catering to those high in terminal materialism. Increasing the number of practical appeals would appeal to those high in instrumental materialism and reverse a trend that has probably continued since this research was conducted.

Lastly, managerial implications exist in the environment in terms of economic, natural environment, and political areas. As economic conditions change, the desire for luxury and practical products may increase or decrease. When the economy is weak, people will tend to decrease their consumption of luxury items and increase their consumption of necessities. This may increase the behaviors that are associated with instrumental materialism such as becoming less dissatisfied with what they already own (psychological obsolescence). The reverse would be true when the economy is strong. Managers should be aware of the state of the economy to better understand why possessions are important to people at that point in time. These changes may also have long lasting effects on consumption behavior. In terms of the natural environment and political implications, managers should be aware of how consumption is affecting the natural environment and possible regulation that might apply. As we become more aware

of how our consumption activities are affecting the natural environment, more regulations could be enacted to protect it. These regulations could impact our consumption patterns if the use of natural resources must be decreased. Consumers would have to become more conscious of how much they consume and attempt to reduce their consumption. Because those high in instrumental materialism are less prone to become dissatisfied with what they already own and those high in terminal materialism are more prone to become dissatisfied, an increase in instrumental materialism would be needed. Managers could encourage this through new product development and advertising appeals that would increase importance in possessions as resources to help complete tasks. Advertising appeals that increase terminal materialism would also have to be decreased.

Future Research and Limitations

Future research should further investigate the outcomes associated with instrumental and terminal materialism. This could be accomplished through qualitative research providing more in-depth information about the concepts, investigating other consequences of instrumental and terminal materialism, and how to decrease the influence of terminal materialism. Investigating instrumental and terminal materialism through qualitative research would provide a richer understanding of these constructs and what they entail. Questions could include why they value possessions for the reason of helping them complete tasks, how this influences their purchase decisions, or how they dispose of the products when they no longer want them.

Examining other potential consequences of instrumental and terminal materialism through survey research will provide a better understanding of how the two types of materialism relate to other previously developed constructs such as the centrality of

visual product aesthetics (Bloch et al. 2003) or the need for uniqueness (Tian, Bearden, and Hunter 2001). This would provide a broader picture of the nomological net of instrumental and terminal materialism.

An additional area of research would be the promotion of instrumental materialism values over terminal materialism values. The importance of products should still be promoted but valuing products for status reasons should be reduced, particularly for those high in instrumental materialism. Research is needed on how this can be accomplished, such as through advertising or education. Social marketing may be a potential avenue in how to reduce or promote the particular value. Institutions such as schools or churches could also play a role, because such institutions provide norms and sanctions for behavior.

Building on the current research, more investigation is needed to examine the advertising implications of instrumental and terminal materialism. Even though the current research had non-significant results, additional research is needed to further investigate why the hypothesized relationships were non-significant. In addition, other dependent variables, such as willingness to pay, should be investigated.

Several limitations exist in the current research. First, the samples used in the three studies are not necessarily representative of the entire population. Study 1 only utilized a student population for scale development, but the scale was further refined with an adult population in Study 2. However, this sample was not a random representative sample of the U.S. The study was completed on-line so people who did not use a computer or who were not signed-up to complete on-line surveys were not represented in the sample. Although the on-line sample is not a random sample of people in the U.S.,

participants were close in demographics to the U.S. 2000 census. The sample in the third study was limited since it only contained student subjects who were very similar in age.

Additional limitations also exist for the on-line study and the experiment.

Because the on-line study was long, fatigue could have occurred. Even though the data were examined for response bias, random answers could have still been chosen. This study also had limitations in terms of measures used. The measures used for voluntary simplicity, frugality, and well-being were taken from different sources than those used by Richins and Dawson (1992) so the results could not be directly compared. In the experimental study it is possible that subjects did not pay sufficient to the advertisements, which accounted for the lack of segment effects. The experiment was conducted just before final exams, which may have contributed to a lack of attention. Anecdotal evidence obtained from other colleagues suggests that experiments conducted at the end of the school year may have problems because students are focusing on preparation for exams rather than on the experimental materials. Involvement questions could be added to control for this in the future.

Conclusions

The purpose of this dissertation was to extend the scope of materialism by investigating two types of materialism: instrumental and terminal. Previous research had suggested the existence of these two types, but no empirical work had been conducted. This study provides formal definitions and scales to measure the two type of materialism. It also demonstrates that they have different implications in terms of outcome measures such as self-esteem and psychological obsolescence. Future research on materialism should define whether terminal or instrumental materialism is being investigated.

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APPENDICES

Appendix A

Previous Materialism Scales

TABLE 1
Materialism Scale (Belk 1985)

Possessiveness subscale

1. Renting or leasing a car is more appealing to me than owning one.
2. I tend to hang on to things I should probably throw out.
3. I get very upset if something is stolen from me, even if it has little monetary value.
4. I don't get particularly upset when I lose things.
5. I am less likely than most people to lock things up.
6. I would rather buy something I need than borrow it from someone else.
7. I worry about people taking my possessions.
8. When I travel I like to take a lot of photographs.
9. I never discard old pictures or snapshots.

Nongenerosity subscale

1. I enjoy having guests stay in my home.
2. I enjoy sharing what I have.
3. I don't like to lend things, even to good friends.
4. It makes sense to buy a lawnmower with a neighbor and share it.
5. I don't mind giving rides to those who don't have a car.
6. I don't like to have anyone in my home when I'm not there.
7. I enjoy donating things to charity.

Envy subscale

1. I am bothered when I see people who buy anything they want.
2. I don't know anyone whose spouse or steady date I would like to have as my own.
3. When friends do better than me in competition it usually makes me happy for them.
4. People who are very wealthy often feel they are too good to talk to average people.
5. There are certain people I would like to trade places with.
6. When friends have things I cannot afford it bothers me.
7. I don't seem to get what is coming to me.
8. When Hollywood stars or prominent politicians have things stolen from them I really feel sorry for them.

TABLE 2
Materialism Scale (Richins and Dawson 1992)

Success

1. I admire people who own expensive homes, cars, and clothes.
2. Some of the most important achievements in life include acquiring material possessions.
3. I don't place much emphasis on the amount of material objects people own as a sign of success.
4. The things I own say a lot about how well I'm doing in life.
5. I like to own things that impress people.
6. I don't pay much attention to the material objects other people own.

Centrality

7. I usually buy only the things I need.
8. I try to keep my life simple, as far as possessions are concerned.
9. The things I own aren't all that important to me.
10. I enjoy spending money on things that aren't practical.
11. Buying things gives me a lot of pleasure.
12. I like a lot of luxury in my life.
13. I put less emphasis on material things than most people I know.

Happiness

14. I have all the things I really need to enjoy life.
15. My life would be better if I owned certain things I don't have.
16. I wouldn't be any happier if I owned certain things I don't have.
17. I'd be happier if I could afford to buy more things.
18. It sometimes bothers me quite a bit that I can't afford to buy all the things I like.

TABLE 3
Aspiration Index (Kasser and Ryan 1996)

Financial Success

1. You will have a job with high social status.
2. You will have a job that pays well.
3. You will be financially successful.
4. You will have a lot of expensive possessions.

Social Recognition

5. Your name will be known by many people.
6. You will do something that brings you much recognition.
7. You will be admired by many people.
8. You will be famous.
9. Your name will appear frequently in the media.

Appealing Appearance

10. You will successfully hide the signs of aging.
11. You will have people comment often about how attractive you look.
12. You will keep up with fashions in hair and clothing.
13. You will achieve the "look" you've been after.
14. Your image will be one others find appealing.

Appendix B

Study 1: Scale Development

TABLE 4
Initial Item Generation for Study 1

Instrumental Materialism

1. My possessions are important to me because they help me get the job done.
2. Products should help us accomplish tasks.
3. My possessions help me get the job done.
4. I often look for the practicality when I purchase products.
5. My most important possessions are those that I find useful.
6. When I purchase products, I focus on the internal capabilities of the product.
7. I care more about substance than status in products.
8. My possessions are important because they serve a specific function.
9. I value products because they make my life easier.
10. I focus on the purpose of products when I buy them.
11. Why buy a product if it doesn't fill a basic need?
12. I acquire material things because they are useful to me.
13. Material things are important to me because they make my life easier.
14. When I buy a material thing, I focus on its practicality.
15. It's difficult to lead a productive life without the help of our possessions.
16. Most people take the functional purpose of a product for granted.
17. Why own a product if it doesn't serve a purpose?
18. I like products I can interact with.
19. I like products I can actively manipulate.
20. Products should fulfill utilitarian goals.
21. I like products that serve a purpose.
22. Products should enhance our lives.
23. Something should be derived from products in order for them to be valuable.
24. People shouldn't judge you on what you own but what you can accomplish with what you own.
25. My products allow me to do things that are rewarding.
26. Personal accomplishment is what I have accomplished using my possessions.

Terminal Materialism

1. Just having certain products is important to me.
2. Owning certain products is important to strive for.
3. Getting to own everything I want is important to me.
4. The ability to purchase to certain items is important to me.
5. Once I have a product, I'm happy with just owning it.
6. I usually only buy the things I need (R).
7. I try to keep my life simple, as far as possessions are concerned (R).
8. I enjoy spending money on things that aren't practical.
9. Buying things gives me a lot of pleasure.
10. I like a lot of luxury in my life.
11. I put more emphasis on material things than most people I know.
12. I enjoy buying expensive things.
13. I enjoy owning luxurious things.
14. Acquiring valuable things is important to me.
15. I like to own nice things more than most people.
16. I like owning products that shows my status.

17. My possessions are important because they classify me among others.
18. I admire people who own expensive homes, cars, and clothes.
19. Some of the most important achievements in life include acquiring material possessions.
20. The things I own say a lot about how well I'm doing in life.
21. I like to own things that impress people.
22. Life is about what you own or don't own.
23. The main goal in life is to succeed by having certain products.
24. I like products that help me define who I am.
25. The products most important to me have prestigious value.
26. I like owning things that are better than what others have.
27. It makes me feel good just to know I own some of the things I do.
28. It's equally important for others to know what I own.
29. My favorite products are things that represent status.
30. Owning nice things makes me feel good about myself.
31. Owning products are a reward in and of themselves.

Oklahoma State University Institutional Review Board

Date: Wednesday, September 17, 2008
IRB Application No BU0818
Proposal Title: Can Materialism Be Beneficial? Instrumental Materialism and Planned
Obsolescence

Reviewed and
Processed as: Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 9/16/2009

Principal
Investigator(s):

Kristin Scott	John Mowen
405D Business	323 CBA
Stillwater, OK 74078	Stillwater, OK 74078

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46

☒ The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Beth McTernan in 219 Cordell North (phone: 405-744-5700, beth.mcternan@okstate.edu).

Sincerely,



Shelia Kennison, Chair
Institutional Review Board

Informed Consent Script Solicitation of Subject Participation

Hello. This research involves questions regarding your beliefs and values in consumer activities. The survey will take 10 minutes to complete and will provide a better understanding of how beliefs influence consumer activities. This research is being conducted by Dr. John Mowen and Kristin Scott.

We are asking for your participation in this research. Your participation is voluntary. You may terminate your participation at any time without a penalty. There are no risks to you for early withdrawal. Participation in this research is **anonymous**. Please do not write your name, ID number, or any other identifying information on the survey.

The data resulting from this study will be maintained in electronic format under the control of Dr. John Mowen and doctoral student Kristin Scott until destroyed. There is no personal identifying information attached to the data. It is not possible to link the data with any specific person. The data will only be reported in the aggregate, and the graphs generated from the analysis will be reported in published articles.

Your instructor will grant you 3 points extra credit only if you signed your name on a separate form provided. Those of you wishing not to participate can still earn the extra credit by writing a one-page description of the business concepts in an advertisement of your choice. You should request the opportunity to earn extra credit from your instructor.

Additional information about this research is available from:

Dr. John Mowen
323 Business Building
(405) 744-5112

Kristin Scott
405D Businesses Building
(405) 744-5418

Additional information about your rights in this research is available from Dr. Shelia Kennison, IRB Chair, 219 Cordell North, Stillwater, OK 74078, 405-744-1676 or irb@okstate.edu.

Directions

For each item circle the number that best describes how frequently you feel or act in the manner described in your professional, leisure, and home lives. There are no right or wrong answers. Just circle the response that most accurately describes how you feel or act in your daily life, not how you wish you would act. **Please note that some of the questions may appear to be similar to each other. It is important, however, that you Answer ALL Questions. Thanks.**



<i>How often do you feel/act this way?</i>	Never								Always
Products are important because they help me get the job done.....	1	2	3	4	5	6	7	8	9
Products should help us accomplish tasks	1	2	3	4	5	6	7	8	9
My possessions help me get the job done	1	2	3	4	5	6	7	8	9
I often look for practicality when I purchase products	1	2	3	4	5	6	7	8	9
My most important possessions are those that I find useful ..	1	2	3	4	5	6	7	8	9
I care more about substance than status in products	1	2	3	4	5	6	7	8	9
My possessions are important because they serve a specific function.....	1	2	3	4	5	6	7	8	9
I value products because they make my life easier.....	1	2	3	4	5	6	7	8	9
I focus on the purpose of products when I buy them	1	2	3	4	5	6	7	8	9
I acquire material things because they are useful to me.....	1	2	3	4	5	6	7	8	9
Material things are important to me because they make my life easier.....	1	2	3	4	5	6	7	8	9
Products should be bought to fulfill a basic need	1	2	3	4	5	6	7	8	9
When I buy a material thing, I focus on its practicality	1	2	3	4	5	6	7	8	9
It's difficult to lead a productive life without the help of our possessions	1	2	3	4	5	6	7	8	9
Products should be owned to serve a practical purpose.....	1	2	3	4	5	6	7	8	9
Products should fill utilitarian goals	1	2	3	4	5	6	7	8	9
Enjoy buying expensive things	1	2	3	4	5	6	7	8	9
Like to own nice things more than most people	1	2	3	4	5	6	7	8	9
Acquiring valuable things is important to me	1	2	3	4	5	6	7	8	9
Enjoy owning luxurious things	1	2	3	4	5	6	7	8	9
I do not possess objects that are useless.....	1	2	3	4	5	6	7	8	9
Possessions are important to be productive in life.....	1	2	3	4	5	6	7	8	9
I only possess things that serve a function for survival	1	2	3	4	5	6	7	8	9
People shouldn't judge you on what you own but what you can do with what you own	1	2	3	4	5	6	7	8	9

For the rest of the items, please circle the number that best indicates the extent that you “strongly disagree” to “strongly agree” with each of the statements.

	Strongly Disagree							Strongly Agree
Just having certain products is important to me.....	1	2	3	4	5	6	7	
Owning certain products is important to strive for	1	2	3	4	5	6	7	
Getting to own everything I want is important to me.	1	2	3	4	5	6	7	
The ability to purchase certain items is important to me.....	1	2	3	4	5	6	7	

Once I have a product, I'm happy with just owning it.....	1	2	3	4	5	6	7
I usually only buy the things I need.....	1	2	3	4	5	6	7
I try to keep my life simple, as far as possessions are concerned...	1	2	3	4	5	6	7
I enjoy spending money on things that aren't practical.....	1	2	3	4	5	6	7
Buying things give me a lot of pleasure.....	1	2	3	4	5	6	7
I like a lot of luxury in my life.....	1	2	3	4	5	6	7
I put more emphasis on material things than most people I know	1	2	3	4	5	6	7
I like owning products that show my status.....	1	2	3	4	5	6	7
My possessions are important because they classify me among others.....	1	2	3	4	5	6	7
I admire people who own expensive homes, cars, and clothes...	1	2	3	4	5	6	7
Some of the most important achievements in life include acquiring material possessions	1	2	3	4	5	6	7
The things I own say a lot about how well I'm doing in life.....	1	2	3	4	5	6	7
I like to own things that impress people.....	1	2	3	4	5	6	7
Life is about what you own or don't own.....	1	2	3	4	5	6	7
The main goal in life is to succeed by having certain products...	1	2	3	4	5	6	7
The products most important to me have prestigious value.....	1	2	3	4	5	6	7
I like owning things that are better than what others have.....	1	2	3	4	5	6	7
It makes me feel good just to know I own some of the things I do	1	2	3	4	5	6	7
It's equally important for others to know what I own.....	1	2	3	4	5	6	7
My favorite products are things that represent status.....	1	2	3	4	5	6	7
Owning nice things makes me feel good about myself.....	1	2	3	4	5	6	7
Owning products are a reward in and of themselves	1	2	3	4	5	6	7

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<i>How often do you feel/act this way?</i>	Never					Always				
Feel bashful more than others	1	2	3	4	5	6	7	8	9	
Introverted (e.g., avoid large groups of people).....	1	2	3	4	5	6	7	8	9	
Quiet when with people	1	2	3	4	5	6	7	8	9	
Shy	1	2	3	4	5	6	7	8	9	
Precise.....	1	2	3	4	5	6	7	8	9	
Efficient	1	2	3	4	5	6	7	8	9	
Organized.....	1	2	3	4	5	6	7	8	9	
Orderly	1	2	3	4	5	6	7	8	9	
Frequently feel highly creative	1	2	3	4	5	6	7	8	9	
Imaginative	1	2	3	4	5	6	7	8	9	
Find novel solutions.....	1	2	3	4	5	6	7	8	9	
More original than others.....	1	2	3	4	5	6	7	8	9	
Tender hearted with others.....	1	2	3	4	5	6	7	8	9	
Agreeable with others	1	2	3	4	5	6	7	8	9	
Kind to others.....	1	2	3	4	5	6	7	8	9	
Softhearted.....	1	2	3	4	5	6	7	8	9	
Moody more than others	1	2	3	4	5	6	7	8	9	
Temperamental	1	2	3	4	5	6	7	8	9	
Touchy	1	2	3	4	5	6	7	8	9	
Emotions go way up and down	1	2	3	4	5	6	7	8	9	
Drawn to experiences with an element of danger	1	2	3	4	5	6	7	8	9	
Seek an adrenaline rush	1	2	3	4	5	6	7	8	9	
Actively seek out new experiences	1	2	3	4	5	6	7	8	9	
Enjoy taking more risks than others.....	1	2	3	4	5	6	7	8	9	
Focus on my body and how it feels	1	2	3	4	5	6	7	8	9	
Devote time each day to improving my body	1	2	3	4	5	6	7	8	9	
Feel that making my body look good is important	1	2	3	4	5	6	7	8	9	
Work hard to keep my body healthy.....	1	2	3	4	5	6	7	8	9	
Material possessions are important to me primarily because they help me get the job done.....	1	2	3	4	5	6	7	8	9	
Material possessions are important to me primarily because they help me complete tasks.....	1	2	3	4	5	6	7	8	9	
Material possessions are important to me primarily because of what they allow me to do	1	2	3	4	5	6	7	8	9	
Material possessions are important to me primarily because of what they allow me to accomplish.....	1	2	3	4	5	6	7	8	9	
I acquire material possessions primarily because they help me accomplish tasks.....	1	2	3	4	5	6	7	8	9	
I acquire material possessions primarily because they help me get the job done.....	1	2	3	4	5	6	7	8	9	
I acquire material possessions primarily because they are useful to me.....	1	2	3	4	5	6	7	8	9	

<i>How often do you feel/act this way?</i>	Never									Always								
Enjoy buying expensive things	1	2	3	4	5	6	7	8	9									
Like to own nice things more than most people	1	2	3	4	5	6	7	8	9									
Acquiring valuable things is important to me	1	2	3	4	5	6	7	8	9									
Enjoy owning luxurious things	1	2	3	4	5	6	7	8	9									
Put more emphasis on material things than most people I know.....	1	2	3	4	5	6	7	8	9									
Like owning products that show my status.....	1	2	3	4	5	6	7	8	9									
My possessions are important because they classify me among others.....	1	2	3	4	5	6	7	8	9									
Like to own things that impress people	1	2	3	4	5	6	7	8	9									
Like owning things that are better than what others have.....	1	2	3	4	5	6	7	8	9									
The distant future is too uncertain to plan for.....	1	2	3	4	5	6	7	8	9									
I pretty much live on a day-to-day basis	1	2	3	4	5	6	7	8	9									
The future seems very vague and uncertain to me.....	1	2	3	4	5	6	7	8	9									
I focus on the present more than the future.....	1	2	3	4	5	6	7	8	9									
Enjoy competition more than others.....	1	2	3	4	5	6	7	8	9									
Feel that it is important to outperform others.....	1	2	3	4	5	6	7	8	9									
Enjoy testing my abilities against others.....	1	2	3	4	5	6	7	8	9									
Feel that winning is extremely important.....	1	2	3	4	5	6	7	8	9									
I often do things spontaneously.....	1	2	3	4	5	6	7	8	9									
“Just do it” describes the way I act.....	1	2	3	4	5	6	7	8	9									
I often do things without thinking.....	1	2	3	4	5	6	7	8	9									
Sometimes I feel like doing things on the spur of the moment...	1	2	3	4	5	6	7	8	9									

For the rest of the items, please circle the number that best indicates the extent that you “strongly disagree” to “strongly agree” with each of the statements.

	Strongly Agree							Strongly Disagree						
I work hard to protect my material possessions.....	1	2	3	4	5	6	7							
Keeping my material possessions in good working order is very important to me.....	1	2	3	4	5	6	7							
Material things should be guarded from harm.....	1	2	3	4	5	6	7							
I am very conscious about keeping my material possessions safe	1	2	3	4	5	6	7							
I really enjoy looking at and/or touching my material possessions	1	2	3	4	5	6	7							
It is almost as though I am in love with some of my possessions...	1	2	3	4	5	6	7							
I get pleasure from seeing and touching my material possessions	1	2	3	4	5	6	7							
Some of my material possessions give me strong positive feelings	1	2	3	4	5	6	7							

	Strongly Agree				Strongly Disagree			
I act like a tightwad and spend very little.....	1	2	3	4	5	6	7	
I like to keep my standard of living modest, because it makes me feel better.	1	2	3	4	5	6	7	
I get more enjoyment out of saving than spending.....	1	2	3	4	5	6	7	
Find that I can save easier than I can spend.....	1	2	3	4	5	6	7	
Find that I have a hard time spending money on anything but necessities.....	1	2	3	4	5	6	7	
Avoid purchasing products made by a company that pollutes the environment.....	1	2	3	4	5	6	7	
Buy a product because the label or advertising said it was environmentally safe or biodegradable.....	1	2	3	4	5	6	7	
Avoid restaurants using plastic foam containers.....	1	2	3	4	5	6	7	
Avoid buying products in aerosol containers.....	1	2	3	4	5	6	7	
Frequently recycle newspapers used at home.....	1	2	3	4	5	6	7	
Frequently recycle glass jars and bottles used at home.....	1	2	3	4	5	6	7	
Frequently recycle used cans, bottles, or paper.....	1	2	3	4	5	6	7	
Frequently buy furniture at garage sales or second-hand stores....	1	2	3	4	5	6	7	
Frequently buy clothing at a second-hand store or garage sale...	1	2	3	4	5	6	7	
Frequently make gifts instead of buying them.....	1	2	3	4	5	6	7	
Make clothing or furniture for the family.....	1	2	3	4	5	6	7	
I am extremely financially conservative.....	1	2	3	4	5	6	7	
I do not like to take risks with my money.....	1	2	3	4	5	6	7	
I am very cautious about making investments that are not a sure thing.....	1	2	3	4	5	6	7	
I take steps to keep my money safe.....	1	2	3	4	5	6	7	
Protecting my money is very important to me.....	1	2	3	4	5	6	7	
I really enjoy gambling for money.....	1	2	3	4	5	6	7	
Whenever I have the opportunity, I will make a bet.....	1	2	3	4	5	6	7	
I frequently make wagers with others.....	1	2	3	4	5	6	7	
I have developed good skills at gambling.....	1	2	3	4	5	6	7	

What is your gender: ___ male ___ female

What is your age? 18-24 25-29 30-34 35-39 40-44 45-49 50-54 55-59 60-64 65+

Appendix C

Study 2: Antecedents and Consequences of Materialism

Oklahoma State University Institutional Review Board

Date: Thursday, December 18, 2008

IRB Application No BU0829

Proposal Title: Can Materialism Be Beneficial? Instrumental Materialism and Planned Obsolescence

Reviewed and
Processed as: Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 12/17/2009

Principal
Investigator(s):

Kristin Scott	John Mowen
405D Business	323 CBA
Stillwater, OK 74078	Stillwater, OK 74078

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

☒ The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Beth McTernan in 219 Cordell North (phone: 405-744-5700, beth.mcternan@okstate.edu)

Sincerely,



Shelia Kennison, Chair
Institutional Review Board



Zoomerang 2009 Survey

Survey of Consumer Lifestyle and Motivation Survey Directions

This is an informed consent statement for research being conducted by Doctoral Candidate Kristin Scott and Professor John Mowen in the Department of Marketing at Oklahoma State University through the assistance of Zoomerang Corporation. Through this 10-20 minute survey we seek to understand the factors that influence a number of different consumer activities and beliefs. The results of this survey will be employed to develop an understanding of the individual difference variables that influence various consumer behaviors. If you have questions concerning the survey, please contact Kristin Scott at Oklahoma State University (kristin.scott@okstate.edu). If you have questions about your rights as a research volunteer, you may contact Dr. Shelia Kennison, IRB Chair, 219 Cordell North, Stillwater, OK 74078, 405-744-1676 or irb@okstate.edu.

Your responses are confidential! The data resulting from this study will be maintained in electronic format in locked offices under the control of Dr. John Mowen and doctoral student Kristin Scott until destroyed. Your name will not be known to the researchers. The risks for completing this survey are minimal and do not exceed those encountered in everyday life. You are not obligated to take this survey – it is voluntary. If you do not wish to take the survey, simply decline to complete it.

Directions

For each item circle the number that best describes how frequently you feel or act in the manner described in your professional, leisure, and home lives. There are no right or wrong answers. Just circle the response that most accurately describes how you feel or act in your daily life, not how you wish you would act. **Please note that some of the questions may appear to be similar to each other. It is important, however, that you Answer ALL Questions. Thanks.**

<i>How often do you feel/act this way?</i>	Never					Always				
Feel bashful more than others	1	2	3	4	5	6	7	8	9	
Introverted (e.g., avoid large groups of people).....	1	2	3	4	5	6	7	8	9	
Quiet when with people	1	2	3	4	5	6	7	8	9	
Shy	1	2	3	4	5	6	7	8	9	
Precise.....	1	2	3	4	5	6	7	8	9	
Efficient	1	2	3	4	5	6	7	8	9	
Organized.....	1	2	3	4	5	6	7	8	9	
Orderly	1	2	3	4	5	6	7	8	9	
Frequently feel highly creative	1	2	3	4	5	6	7	8	9	
Imaginative	1	2	3	4	5	6	7	8	9	
Find novel solutions.....	1	2	3	4	5	6	7	8	9	
More original than others.....	1	2	3	4	5	6	7	8	9	
Tender hearted with others.....	1	2	3	4	5	6	7	8	9	
Agreeable with others	1	2	3	4	5	6	7	8	9	
Kind to others.....	1	2	3	4	5	6	7	8	9	
Softhearted.....	1	2	3	4	5	6	7	8	9	
Moody more than others	1	2	3	4	5	6	7	8	9	
Temperamental	1	2	3	4	5	6	7	8	9	
Touchy	1	2	3	4	5	6	7	8	9	
Emotions go way up and down.....	1	2	3	4	5	6	7	8	9	
Drawn to experiences with an element of danger	1	2	3	4	5	6	7	8	9	
Seek an adrenaline rush	1	2	3	4	5	6	7	8	9	
Actively seek out new experiences.....	1	2	3	4	5	6	7	8	9	
Enjoy taking more risks than others.....	1	2	3	4	5	6	7	8	9	
Focus on my body and how it feels	1	2	3	4	5	6	7	8	9	
Devote time each day to improving my body	1	2	3	4	5	6	7	8	9	
Feel that making my body look good is important	1	2	3	4	5	6	7	8	9	
Work hard to keep my body healthy.....	1	2	3	4	5	6	7	8	9	
Material possessions are important to me primarily because they help me get the job done.....	1	2	3	4	5	6	7	8	9	
Material possessions are important to me primarily because they help me complete tasks.....	1	2	3	4	5	6	7	8	9	
Material possessions are important to me primarily because of what they allow me to do	1	2	3	4	5	6	7	8	9	
Material possessions are important to me primarily because of what they allow me to accomplish.....	1	2	3	4	5	6	7	8	9	

<i>How often do you feel/act this way?</i>	Never					Always				
I acquire material possessions primarily because they help me accomplish tasks	1	2	3	4	5	6	7	8	9	
I acquire material possessions primarily because they help me get the job done.....	1	2	3	4	5	6	7	8	9	
I acquire material possessions primarily because they are useful to me.....	1	2	3	4	5	6	7	8	9	
Enjoy buying expensive things	1	2	3	4	5	6	7	8	9	
Like to own nice things more than most people	1	2	3	4	5	6	7	8	9	
Acquiring valuable things is important to me.....	1	2	3	4	5	6	7	8	9	
Enjoy owning luxurious things	1	2	3	4	5	6	7	8	9	
Put more emphasis on material things than most people I know.....	1	2	3	4	5	6	7	8	9	
Like to own things that show my status.....	1	2	3	4	5	6	7	8	9	
Like to own things that impress people	1	2	3	4	5	6	7	8	9	
Like to own things that are better than what others have.....	1	2	3	4	5	6	7	8	9	
Like to own things that classify me among others.....	1	2	3	4	5	6	7	8	9	
The distant future is too uncertain to plan for.....	1	2	3	4	5	6	7	8	9	
I pretty much live on a day-to-day basis	1	2	3	4	5	6	7	8	9	
The future seems very vague and uncertain to me.....	1	2	3	4	5	6	7	8	9	
I focus on the present more than the future.....	1	2	3	4	5	6	7	8	9	
Enjoy competition more than others.....	1	2	3	4	5	6	7	8	9	
Feel that it is important to outperform others.....	1	2	3	4	5	6	7	8	9	
Enjoy testing my abilities against others.....	1	2	3	4	5	6	7	8	9	
Feel that winning is extremely important.....	1	2	3	4	5	6	7	8	9	
I often do things spontaneously.....	1	2	3	4	5	6	7	8	9	
“Just do it” describes the way I act.....	1	2	3	4	5	6	7	8	9	
I often do things without thinking.....	1	2	3	4	5	6	7	8	9	
Sometimes I feel like doing things on the spur of the moment.....	1	2	3	4	5	6	7	8	9	

For the rest of the items, please circle the number that best indicates the extent that you “strongly disagree” to “strongly agree” with each of the statements.

	Strongly Disagree					Strongly Agree		
I work hard to protect my material possessions.....	1	2	3	4	5	6	7	
Keeping my material possessions in good working order is very important to me.....	1	2	3	4	5	6	7	
Material things should be guarded from harm.....	1	2	3	4	5	6	7	
I am very conscious about keeping my material possessions safe	1	2	3	4	5	6	7	

	Strongly Disagree				Strongly Agree		
I really enjoy looking at and/or touching my material possessions	1	2	3	4	5	6	7
It is almost as though I am in love with some of my possessions...	1	2	3	4	5	6	7
I get pleasure from seeing and touching my material possessions	1	2	3	4	5	6	7
Some of my material possessions give me strong positive feelings	1	2	3	4	5	6	7
I act like a tightwad and spend very little.....	1	2	3	4	5	6	7
I like to keep my standard of living modest, because it makes me feel better.	1	2	3	4	5	6	7
I get more enjoyment out of saving than spending.....	1	2	3	4	5	6	7
Find that I can save easier than I can spend.....	1	2	3	4	5	6	7
Find that I have a hard time spending money on anything but necessities.....	1	2	3	4	5	6	7
Avoid purchasing products made by a company that pollutes the environment.....	1	2	3	4	5	6	7
Buy a product because the label or advertising said it was environmentally safe or biodegradable.....	1	2	3	4	5	6	7
Avoid restaurants using plastic foam containers.....	1	2	3	4	5	6	7
Avoid buying products in aerosol containers.....	1	2	3	4	5	6	7
Frequently recycle newspapers used at home.....	1	2	3	4	5	6	7
Frequently recycle glass jars and bottles used at home.....	1	2	3	4	5	6	7
Frequently recycle used cans, bottles, or paper.....	1	2	3	4	5	6	7
Frequently buy furniture at garage sales or second-hand stores.....	1	2	3	4	5	6	7
Frequently buy clothing at a second-hand store or garage sale.....	1	2	3	4	5	6	7
Frequently make gifts instead of buying them.....	1	2	3	4	5	6	7
Make clothing or furniture for the family.....	1	2	3	4	5	6	7
I am extremely financially conservative.....	1	2	3	4	5	6	7
I do not like to take risks with my money.....	1	2	3	4	5	6	7
I am very cautious about making investments that are not a sure thing.....	1	2	3	4	5	6	7
I take steps to keep my money safe.....	1	2	3	4	5	6	7
Protecting my money is very important to me.....	1	2	3	4	5	6	7
I really enjoy gambling for money.....	1	2	3	4	5	6	7
Whenever I have the opportunity, I will make a bet.....	1	2	3	4	5	6	7
I frequently make wagers with others.....	1	2	3	4	5	6	7
I have developed good skills at gambling.....	1	2	3	4	5	6	7
I really enjoy buying and selling stocks.....	1	2	3	4	5	6	7
Playing the stock market is exciting to me.....	1	2	3	4	5	6	7
I frequently buy and sell stocks.....	1	2	3	4	5	6	7
I see myself buying and selling stocks in the future.....	1	2	3	4	5	6	7

The calculations have been made to estimate how much money I (we) will have saved for retirement at age 65.....	1	2	3	4	5	6	7
I know how much money I (we) will need to comfortably retire...	1	2	3	4	5	6	7
I know how much money I (we) must save each month in order to retire at a comfortable level.....	1	2	3	4	5	6	7
I am (We are) saving enough each month to retire comfortably.....	1	2	3	4	5	6	7
I (we) have a savings plan in place that will provide for a comfortable retirement.....	1	2	3	4	5	6	7
I frequently purchase the latest upgrades of products.....	1	2	3	4	5	6	7
Product upgrades are important to me.....	1	2	3	4	5	6	7
If an upgraded model of a product comes out, I tend to purchase it	1	2	3	4	5	6	7
I enjoy buying upgrades for the products I own	1	2	3	4	5	6	7
I tend to buy a newer model of a product even if my old product is still working.....	1	2	3	4	5	6	7
Having the latest version of a product is important to me.....	1	2	3	4	5	6	7
I become dissatisfied with my products easily.....	1	2	3	4	5	6	7
I quickly get bored with the products that I own.....	1	2	3	4	5	6	7
Products I own tend to quickly become unsatisfying	1	2	3	4	5	6	7
The products I own don't seem to satisfy me for very long.....	1	2	3	4	5	6	7
I tend to quickly get bored with the products I purchase.....	1	2	3	4	5	6	7
I don't stay satisfied for very long with the products I purchase...	1	2	3	4	5	6	7
I feel that I am a person of worth, at least on an equal plan with others.....	1	2	3	4	5	6	7
I feel that I have a number of good qualities.....	1	2	3	4	5	6	7
I am able to do things as well as most other people.....	1	2	3	4	5	6	7
I take a positive attitude toward myself.....	1	2	3	4	5	6	7
On the whole, I am satisfied with myself.....	1	2	3	4	5	6	7
In most ways my life is close to ideal.....	1	2	3	4	5	6	7
The conditions of my life are excellent.....	1	2	3	4	5	6	7
I am satisfied with my life.....	1	2	3	4	5	6	7
So far I have gotten the important things I want in life.....	1	2	3	4	5	6	7
If I could live my life over, I would change almost nothing.....	1	2	3	4	5	6	7

What is your gender: ___ male ___ female

What is your age? 18-24 25-29 30-34 35-39 40-44 45-49 50-54 55-59 60-64 65+

What is your highest level of education completed? 8 years 10 years 12 years 14 years 16 years 18+ years

What is your income level? Under \$20,000 \$21,000-\$40,000 \$41,000-\$60,000 \$61,000-\$80,000 \$81,000-\$100,000 \$101,000-\$120,000 \$121,000-\$140,000 Above \$140,000

TABLE 5
Study 2: Final Items for Outcome Constructs

Items	Factor Loadings
Self-Esteem	
1. I feel that I am a person of worth, at least on an equal plane with others.	.85
2. I feel that I have a number of good qualities.	.94
3. I am able to do things as well as most other people.	.85
Well-Being	
1. In most ways my life is close to ideal.	.91
2. The conditions of my life are excellent.	.90
3. I am satisfied with my life.	.84
Voluntary Simplicity	
Greenness	
1. Avoid purchasing products made by a company that pollutes the environment.	.84
2. Buy a product because the label or advertising said it was environmentally safe or biodegradable.	.81
3. Avoid buying products in aerosol containers.	.64
Recycling	
4. Frequently recycle newspapers used at home.	.90
5. Frequently recycle glass jars and bottles used at home.	.89
6. Frequently recycle used cans, bottles, or paper.	.74
Modest Living	
7. Frequently buy furniture at garage sales or second-hand stores.	.86
8. Frequently buy clothing at a second-hand store or garage sale.	.82
9. Frequently make gifts instead of buying them.	.65
Psychological Obsolescence	
1. I quickly get bored with the products I own.	.95
2. Products I own tend to quickly become unsatisfying.	.95
3. The products I own don't seem to satisfy me for very long.	.86
Technological Obsolescence	
1. Product upgrades are important to me.	.91
2. If an upgraded model of a product comes out, I tend to purchase it.	.92
3. I enjoy buying upgrades for the products I own.	.91

Appendix D

Study 3: Materialism and Ad Preference

Oklahoma State University Institutional Review Board

Date: Monday, April 06, 2009
IRB Application No: BU0913
Proposal Title: Terminal vs. Instrumental Materialism: Can Materialism Be Beneficial?

Reviewed and
Processed as: Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 4/5/2010

Principal
Investigator(s):

Kristin Scott	John Mowen
405D Business	323 CBA
Stillwater, OK 74078	Stillwater, OK 74078

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 46 CFR 46

☒ The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval.
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete.

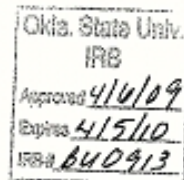
Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Beth McTernan in 219 Cordell North (phone: 405-744-5700, beth.mcternan@okstate.edu).

Sincerely,



Sheila Kennison, Chair
Institutional Review Board

**Informed Consent Script
Solicitation of Subject Participation**



Hello. This research involves three different surveys in regard to your consumer beliefs, disposition behavior, and your advertisement preference. The survey will take 10-15 minutes to complete and will provide a better understanding of advertising appeals and consumer attitudes and buying behavior. This research is being conducted by Dr. John Mowen and Kristin Scott.

We are asking for your participation in this research. Your participation is voluntary. You may terminate your participation at any time without a penalty. There are no risks to you for early withdrawal. Participation in this research is **anonymous**. Please do not write your name, ID number, or any other identifying information on the survey.

The data resulting from this study will be maintained in electronic format under the control of Dr. John Mowen and doctoral student Kristin Scott until destroyed. There is no personal identifying information attached to the data. It is not possible to link the data with any specific person. The data will only be reported in the aggregate, and the graphs generated from the analysis will be reported in published articles.

Your instructor will grant you 5 points extra credit only if you signed your name on a separate form provided. Those of you wishing not to participate can still earn the extra credit by writing a one-page description of the business concepts in an advertisement of your choice. You should request the opportunity to earn extra credit from your instructor.

Additional information about this research is available from:

Dr. John Mowen
323 Business Building
(405) 744-5112

Kristin Scott
405D Businesses Building
(405) 744-5418

Additional information about your rights in this research is available from Dr. Shelia Kennison, IRB Chair, 219 Cordell North, Stillwater, OK 74078, 405-744-1676 or irb@okstate.edu.

Procedure for Experiment

Part 1: Personality Measures

1. Scales for personality
 - a. Terminal and instrumental materialism
 - i. Scales will be on a 1-9 “never”, “always” scale
 - b. Demographics
 - i. Gender
 - ii. Age

Part 2: Distracter

1. This part will consist of questions about repair, duration of use, disposition behavior, etc.
 - a. Questions will be open-ended questions for exploratory research

Part 3: Ads

1. View manipulated ad (one of two different ads will be seen)
 - a. Dependent measures: question of thoughts during viewing, attitude towards the ad, attitude towards the product, willingness to pay, two questions for manipulation check
2. View filter ad (everyone sees same ad)
 - a. Dependent measures: question of thoughts during viewing, attitude towards the ad, attitude towards the product, willingness to pay

Part 4: Purpose of Experiment

1. Last question will ask participants what the purpose of the experiment was

Part 1: Personality Questions

For each item indicate the number that best describes how frequently you feel or act in the manner described in your professional, leisure, and home lives. There are no right or wrong answers. Just circle the response that most accurately describes how you feel or act in your daily life, not how you wish you would act. **Please note that some of the questions may appear to be similar to each other. It is important, however, that you Answer ALL Questions. Thanks.**

	Always								Never
Material possessions are important to me primarily because they help me get the job done.....	1	2	3	4	5	6	7	8	9
Material possessions are important to me primarily because they help me complete tasks.....	1	2	3	4	5	6	7	8	9
Material possessions are important to me primarily because of what they allow me to do	1	2	3	4	5	6	7	8	9
Material possessions are important to me primarily because of what they allow me to accomplish.....	1	2	3	4	5	6	7	8	9
I acquire material possessions primarily because they help me accomplish tasks.....	1	2	3	4	5	6	7	8	9
I acquire material possessions primarily because they help me get the job done	1	2	3	4	5	6	7	8	9
I acquire material possessions primarily because they are useful to me.....	1	2	3	4	5	6	7	8	9
Enjoy buying expensive things	1	2	3	4	5	6	7	8	9
Like to own nice things more than most people	1	2	3	4	5	6	7	8	9
Acquiring valuable things is important to me.....	1	2	3	4	5	6	7	8	9
Enjoy owning luxurious things	1	2	3	4	5	6	7	8	9
Put more emphasis on material things than most people I know.....	1	2	3	4	5	6	7	8	9
Like owning products that show my status.....	1	2	3	4	5	6	7	8	9
My possessions are important because they classify me among others	1	2	3	4	5	6	7	8	9
Like to own things that impress people	1	2	3	4	5	6	7	8	9
Like owning things that are better than what others have	1	2	3	4	5	6	7	8	9

What is your gender?

_____ Male _____ Female

What is your age? 18-24 25-29 30-34 35-39 40-44 45-49 50-54 55-59 60-64 65+

Part II: Distracter

1. What would influence you to buy something that was good for the environment?
 - a. Open-ended
2. How does the product's life span influence your choice when purchasing products?
 - a. Open-ended
3. What would influence you to repair a product rather than purchase a new one? Why?
 - a. Open-ended
4. If you purchase a product that is suppose to last a long time, do you generally keep it as long as it works? Why?
 - a. Open-ended
5. How do you normally dispose of your products when you are finished with them? Why?
 - a. Open-ended

Part III: Ad Preference

Please view the next two ads the way you would in a magazine. You will not be allowed to view them again.

Please list any thoughts you had while viewing the ad.

Overall, this ad is:

Unpleasant _____ Pleasant

Overall, I _____ this ad:

Liked _____ Disliked
Did not _____ Enjoyed
Enjoy _____

Overall, this product is:

Bad _____ Good
Unfavorable _____ Favorable
Disagreeable _____ Agreeable
Unpleasant _____ Pleasant

If you were interested in purchasing this type of product, how likely would you be to purchase this brand?

Very Unlikely				Very Likely			
1	2	3	4	5	6	7	

The message in the ad describes the product as: (not used for filler ad)

Practical _____ Luxurious

The product in the ad is: (not used for filler ad)

Practical _____ Luxurious

Luxury Watch Ad

LUXURY.

SOPHISTICATION.

EXTRAVAGANCE.

What more could you ask for?



**PRACTICAL.
FUNCTIONAL.
USEFUL.**

What more could you ask for?



Filler Car Ad



VITA

Kristin Scott

Candidate for the Degree of

Doctor of Philosophy

Dissertation: TERMINAL VS. INSTRUMENTAL MATERIALISM: CAN
MATERIALISM BE BENEFICIAL?

Major Field: Business Administration

Biographical:

Personal Data: Born in Stillwater, Oklahoma, on December 31, 1979, daughter
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Education: Graduated from Stillwater High School, Stillwater, OK in May,
1998; received a Bachelor of Business Administration in Marketing
from the University of Oklahoma, Norman, Oklahoma in December
2002. Completed the requirements for the Doctor of Philosophy degree
with a major in Business Administration from Oklahoma State
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Experience: Department of Marketing Graduate Teaching Associate, OSU,
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Visiting Assistant Professor, OSU-Tulsa, 2008-2009.

Professional Memberships: American Marketing Association, Association for
Consumer Research

Name: Kristin Scott

Date of Degree: December, 2009

Institution: Oklahoma State University

Location: Stillwater, Oklahoma

Title of Study: TERMINAL VS. INSTRUMENTAL MATERIALISM: CAN
MATERIALISM BE BENEFICIAL?

Pages in Study: 164

Candidate for the Degree of Doctor of Philosophy

Major Field: Business Administration

Scope and Method of Study: Previous research has focused on the negative outcomes of materialism (e.g., Richins and Dawson 1992). This dissertation extends the work of Csikszentmihalyi and Rochberg-Halton (1978) to investigate two types of materialism that are distinguished based upon the purpose of consumption. It is proposed that when goods are purchased for status reasons (i.e., terminal materialism) negative outcomes tend to occur. In contrast, when goods are purchased to accomplish tasks (i.e., instrumental materialism) beneficial outcomes result. Three studies were conducted. In the first study, valid and reliable scales were developed to measure instrumental and terminal materialism. The second study employed an on-line survey to investigate the nomological net of the two types of materialism. The third study used an experimental design to assess proposed differences in ad preferences for individuals high and low in instrumental and terminal materialism for practical versus luxury themed advertisements.

Findings and Conclusions: The major contribution of this dissertation is the support for the identification of two types of materialism—instrumental and terminal. In addition, the findings were consistent with the proposal that instrumental materialism is related to beneficial outcomes. This is contradictory to previous arguments that materialism has negative connotations. The results revealed that while terminal materialism was negatively related to self-esteem, instrumental materialism was positively related to self-esteem. Furthermore, terminal materialism was positively related to psychological and technological obsolescence while instrumental materialism was positively related to technological obsolescence but negatively related to psychological obsolescence. These findings suggest that those who are high in terminal materialism have lower self-esteem and are more likely to become dissatisfied with what they already own. Becoming dissatisfied with what you already own could have negative consequences if possessions are replaced at a fast rate, which consumes natural resources and increases landfill waste. In contrast, those high in instrumental materialism have higher self-esteem and are less likely to become dissatisfied with what they already own—outcomes that are argued to be beneficial.

ADVISER'S APPROVAL: John C. Mowen
