

INVESTIGATION OF THE RELATIONSHIP BETWEEN MATERIALISTIC TENDENCY AND LIFE SATISFACTION IN THE CONTEXT OF GENERATIONS: A RESEARCH IN THE COVID 19 PROCESS

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Abstract

Consumers with a high level of materialistic tendency believe that acquisition and consumption are necessary for their satisfaction in life, and that higher consumption levels will make them happier. This study aims to examine materialistic tendency levels in terms of their possible effect on life satisfaction levels during the COVID-19 pandemic process. In addition, it is aimed to determine whether the materialistic tendencies and life satisfaction levels of the consumers differ for X, Y and Z generations. In this study, a questionnaire was conducted with 440 participants by simple random sampling method. Quantitative research method has been used and primary research data have been collected by questionnaire technique. Exploratory factor analysis for the validity of the research model and confirmatory factor analysis for the validity of the measurement model were performed and the hypotheses were tested with the structural equation modelling techniques. In the analysis of the structural model proposed by using the construct validity variables, it was concluded that the success dimension, one of the sub-dimensions of materialistic tendency, had a significant positive effect on life satisfaction, while other happiness dimension had a significant negative effect. In addition, it was detected that there is a statistically significant difference between the materialistic tendencies and life satisfaction levels of the consumers of each generations.

Keywords: Materialism, Materialistic Tendency, Life Satisfaction, Generations

MATERYALİST EĞİLİM VE YAŞAM DOYUMU İLİŞKİSİNİN KUŞAKLAR BAĞLAMINDA İNCELENMESİ: COVID 19 SÜRECİNDE BİR ARAŞTIRMA

ÖZET

Materyalist eğilim düzeyi yüksek olan tüketiciler, kazanım ve tüketimin yaşamdaki tatminleri için gerekli olduğuna ve genişletilmiş tüketim seviyelerinin onları daha mutlu edeceğine inanıyor. Bu çalışma ile, COVID-19 pandemi sürecinde materyalist eğilim düzeyinin yaşam doyumu düzeyine olası etkisinin incelenmesi amaçlanmaktadır. Ayrıca tüketicilerin materyalist eğilim ve yaşam doyumu düzeylerinin X, Y ve Z kuşaklarına göre farklılık gösterip göstermediğinin tespiti amaçlanmaktadır. Çalışmada kolayda örnekleme yöntemiyle 440 katılımcı ile anket yapılmıştır. Araştırmada nicel araştırma yöntemi kullanılmış ve anket tekniği ile birincil veriler toplanmıştır. Çalışmada araştırma modelinin geçerliliği için açılımlayıcı faktör analizi ve ölçüm modelinin geçerliliği için ise doğrulayıcı faktör analizi yapılmış ve araştırma hipotezleri yapısal eşitlik modellemesi kullanılarak test edilmiştir. Yapı geçerliliği sağlanan değişkenler kullanılarak önerilen yapısal eşitlik modelinin analizinde, materyalist eğilimin alt boyutlarından başarı boyutunun yaşam doyumuna yönelik anlamlı pozitif etkisinin; mutluluk boyutunun ise anlamlı negatif etkisinin olduğu sonucuna varılmıştır. Ayrıca tüketicilerin materyalist eğilimleri ve yaşam doyumu düzeylerinde kuşaklara göre istatistiksel olarak anlamlı bir farklılık olduğu tespit edilmiştir.

Anahtar Kelimeler: Materyalizm, Materyalist Eğilim, Yaşam Doyumu, Kuşaklar

1. INTRODUCTION

The consumption culture, which started to be shaped by the richness and diversity of products that emerged in the markets towards the end of the 20th century, has caused people to move away from simplicity and brought about a stimulating effect on hedonic (hedonistic) behavior. Due to the characteristics of functional needs narrowing the diversity of the products, the fact that the enterprises engage in production activities based on hedonic requirements brings along an increase in consumption. The struggle of individuals towards indicating their place and status in the society with their consumption and the belief that they will be valued in terms of their consumption levels will lead humanity to a process that can be tempestuous in many aspects (Bayat & Sezer, 2018). The idea of the necessity of purchasing material to be successful and happy in life and gain social acceptance is one of the frequently encountered situations (Akin et al., 2013).

On March 11, 2020, the World Health Organization declared the COVID-19 outbreak as a pandemic. Towards the end of March 2021, more than 127 million people were inflicted with COVID-19, causing more than 2.7 million deaths in 192 countries worldwide. Nowadays all countries are increasingly implementing stricter public health measures to deal with the epidemic. During this period, countries had to resort to many practices ranging from social distance to home quarantine practices that could cause psychological and economic problems. These practices, which leave individuals in a financially difficult situation such as low income and dismissal, have also caused many psychological problems such as unrest, unhappiness, and decline in quality of life. Individuals had to resort to different activities and ways to eliminate these negative moods and psychological situations. One of them was the consumption made instantly, hedonistically, and unconsciously with the effect of materialism. Materialism, which has become the disease of our age, manifests itself with the desire to buy excessive purchasing or luxury consumption products even though it is not needed (Quadir, 2012). Unfortunately, the current situation has become one of the essential problems that need to be researched socially.

In periods of global epidemics like COVID-19, people face many confused and uncertain sources of information and have great difficulty predicting what the future will bring. Therefore, impulsive and unconscious consumption behavior patterns are common in such situations and periods. However, many studies in the literature figured out that unconscious consumption causes discontent in individuals instead of happiness. This study aims to analyze the effect of materialistic tendencies that cause unconscious and irrational behavior patterns such as impulsive buying, satisfaction and happiness during a pandemic period. Besides, it was determined whether there is a difference between the generations in the individuals' life satisfaction and materialistic tendency levels.

After the introduction of the study, in the first part, the conceptual framework will be handled, and the literature review on the topics of materialistic tendency, life satisfaction, and generations will be detailed. In the second part, by considering the theoretical framework, the research model and hypotheses, population and sampling, data collection tools and factor analysis and findings will take place. In the third part, the analyses and findings for the determination of differences and the structural equation model will be reported. In the last part, the results are arranged in a way to include discussions and suggestions.

2. LITERATURE

2.1. Materialistic Tendency

Materialistic tendency, which is a concept emerging by seeing the materials that individual gains or desires to gain as a life purpose, is one of the crucial phenomena that directs and shapes the lives of individuals. Although materialism has a positive effect on individuals at the micro-level and on the economies of countries at the macro level, it can also cause negative results such as discontent, anger, consumption obsession, and borrowing (Roberts & Clement, 2007; Otero-López, Pol, Bolaño, & Mariño, 2010). Many studies in the literature reveal that the materialistic tendency increases the purchasing tendency and intention of the person and causes excessive consumption (Troisi, Christopher & Marek, 2006; Watson, 2003; Rindfleisch, Burroughs & Denton, 1997; Ger & Belk, 1996).

In the literature, materialism has been conceptualized as personality characteristics, personal values, or social values. Materialism, which has many definitions in the literature, is generally explained as the consumption orientation towards the pursuit of happiness, and it is seen as the personality characteristics of westerners who have gained a high position in industrial and post-industrial life (Williams, 1982; McKendrick et al., 1985; Campbell, 1987; McCracken, 1988). Richins sees materialism as an individual system of values (Fournier & Richins, 1991; Richins & Dawson, 1992). The materialistic tendency definition of Richins refers to a mentality or attitude regarding the relative importance of the possession and acquisition of objects in the individual's life. Inglehart (1990), on the other hand, emphasizes this tendency towards high-level needs in issues such as belonging, self-expression, quality and aesthetic satisfaction of life; It refers to a chronic focus on low-grade needs in matters such as material comfort and physical safety. Belk (1984) defines the materialistic tendency as a high level of commitment to materials. The materialistic tendency's primary behavioral indicators are; love of position, hypocrisy, jealousy, insensitivity to social issues, egocentrism, lack of self-control, consumption, and desire for ownership (Fournier & Richins, 1991).

Today, many theories discuss the materialistic tendency which is accepted as the common concept in psychology and sociology. When paying attention to the common points of these theories, three elements that form the basis of the materialistic tendency stand out (Odabaşı, 1999, p. 97; Richins & Dawson, 1992, p. 309), which are: centrality, happiness, and success. "Centrality" is the idea that the importance and asset acquisition attributed to the property by materialistic individuals plays a central role in their lives. The second element, "happiness," expresses the belief that having valuable assets which make the individual happy, and the individual will be happier if he has more and better things. "Success," the third of the essential elements of the materialistic tendency, can be explained as the belief of materialists that success can be achieved with the assets they own (Ahuvia & Wong, 2002). In the following sub-section, information about the case described as life satisfaction in the literature is provided.

2.2. Life Satisfaction

Undoubtedly, the most fundamental goal of nearly all human beings in life is to establish a "happy" life. In the context of happiness, the field of psychology, especially positive psychology comes foreground. Positive psychology argues that it is insufficient to correct the person's negativities in life for happiness and the support and development of the individual's positive characteristics (love, sense of responsibility, authenticity, etc.) also have a prominent function (Seligman, 2002).

In the field of positive psychology, it is seen that the concept of "subjective well-being" is generally used in response to the concept of "happiness." It indicates the entirety of three interrelated concepts, which are: subjective well-being, negative and positive emotions, and life satisfaction. While positive and negative emotions consist of feelings that the individual likes and dislikes, life satisfaction is a cognitive evaluation of one's life. The high level of positive effect and perceived life satisfaction indicates that the level of subjective well-being is also high (Diener & Suh, 1997).

Life satisfaction is one of the main determinants of subjective well-being and quality of life. It reflects the quality of life and well-being whose scope and limits are determined by the individual (Ash & Huebner, 2001). Life satisfaction includes the whole life of the individual and different aspects of this life. Besides, it is seen that it is also affected by many factors such as gender, age, health status, income level, educational status, belief, marital status, social acceptance, and environmental conditions (Arkar, Sarı & Fidaner, 2004; Matheny et al., 2002; Yetim, 1985). In the formation of life satisfaction values which have a subjective quality, comparing the person's current situation with an example situation to reach is effective (Diener, Emmons, Larsen, & Griffin, 1985).

When the studies on the factors affecting life satisfaction are examined in the literature, it is explicit that these factors are generally discussed in four groups (Özdevecioğlu & Aktaş, 2007, p. 8). Firstly, personal and demographic factors include factors such as a person's income, age, gender, marital and family status, education level, and beliefs. Secondly, business factors include factors such as the nature of the individual's work, the level of responsibility, career and promotion opportunities, salary, and current status. Thirdly environmental factors such as friendship relations, personal rights and freedoms of the individual, economic well-being of the country of residence, and residence environment are included in this group. Fourthly, social factors include the social networks of people, the social activities, their citizenship, and the cultural values of the society they are a member of. In the following sub-section, some information about the case described as generations in the literature is given.

2.3. Generations

The concept of generation first emerged when the importance of generations in understanding the structure of sensory and social movements were discussed by the German sociologist Karl Mannheim (1893/1947) in his work "The Problem of Generations" which was published in 1929. There are many expressions in the literature regarding the definition of the concept. In his description, Acar (2014) used the expressions "people grouped in a certain age range within the place they live, critical development/change processes and important events they lived." Ingelhart (1997) expressed the "Generational Cohort Theory" as a way of dividing individuals into groups called generation cohorts (Lissitsa & Kol, 2016). Generational Cohort Theory is often used as the generational boundaries of a phase of life (childhood, young adulthood, middle age, and old age) in about twenty years of life (Lissitsa & Kol, 2016). Moreover, social trends and important historical events are regarded as a determinant that will significantly shape the life stages of those individuals.

In the studies conducted in the literature, the generations' date interval has been stated differently in many sources. Although there are different opinions about the years, it is seen that it is examined under five main headings. These generations with the most used date range (Lower & Schwartz, 2008; Acar, 2014; Demirkaya et al., 2015; Lissitsa & Kol, 2016): Generation Z (2000-2021), Generation Y (Gen Me, Gen Y, Millennium, nGen and IGen; 1980-2000), Generation X (1965-1979), Baby Boomers (1946-1964) and Silent Generation (Born Before 1946). Since only X, Y, and Z generations will be examined in this study, the definitions to be made will be limited to these generations.

Generation X is content, loyal, and has been working in the same job for many years. Since they coincided with the technological revolution, they started to use technology inevitably. They are sensitive to social problems, respect authority and have high job motivation (Keleş, 2011, p. 131). Generation X individuals can adapt to new technologies, focus on their career, have self-confidence, target work-life balance, prefer skeptical and instant feedback and value individual instant recognition and reward (Yusoff & Kian, 2013).

Generation Y is defined as the internet-addicted generation, the millennial generation, lone generation, and eco-boom generation (Akdemir et al., 2013, p. 15). Generation Y is also tech-savvy, cares about personal career, is optimistic, pro-diverse, has a team spirit, loves daily entertainment, aims at work-life balance, and is focused on instant appreciation and rewarding (Yusoff & Kian, 2013).

Generation Z, born in a technology-intensive environment, is more technologically capable than Generation Y (Housand, 2016). Also, this generation of individuals, who insist on providing innovation and benefit, basically avoid the need for security, priorities, and reality (Wood, 2013). On the other hand, the individuals belonging to this generation, who are very ambitious and act with materialist thoughts, can reach and interpret information faster than previous generations (Mishra et al., 2012, p. 97). Based on the information given about materialistic tendency, life satisfaction, and generations, this study aims to evaluate the effect of individuals' materialistic tendencies on their life satisfaction in terms of generations. In the following parts, the study's method, findings, results, and recommendations are presented.

3. METHODOLOGY

3.1. Purpose of the Research

This study aims to analyze the effect of the materialistic tendency levels of consumers on their life satisfaction by using structural equation modeling during the COVID-19 pandemic process. Besides, it is aimed to determine whether the materialistic tendencies and life satisfaction levels of consumers differ statistically on the basis of generations.

3.2. Research Model and Hypotheses

This study is conducted with the estimation model, which is one of the relational research methods. In estimation model, correlation can be calculated, and simple regression and multiple regression methods can be used (Metin, 2014). Regression analysis refers to the explanation of the relationship between a dependent variable and the independent variable or variables thought to affect this dependent variable with a model (Gürbüz & Şahin, 2016, p. 271). In this regard, Figure 3 displays the model developed to determine the effect of the consumers' materialistic tendency levels on their life satisfaction levels and investigates whether the averages of these variables differ significantly according to the generations.

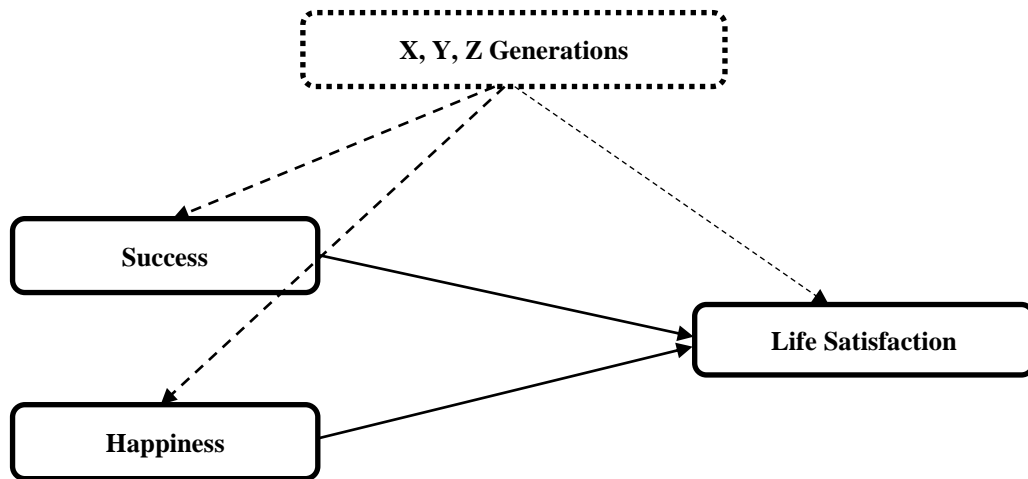


Figure 3. Research Model

The factors affecting the purchasing behavior of people have been a current issue for many researchers. This situation, which is curiosity-evoking and on which many studies have been carried out, has played an essential role in developing various consumer typologies with materialism. In recent years, materialism has become an increasingly significant issue in consumer behavior. As a socio-cultural concept, materialism expresses the importance that the majority of people in society attach to highly material objects (Mafini & Dhurup, 2014).

In addition to being the source of many social problems, the materialistic tendency encourages consumers to buy and acquire assets by convincing them that they will be happy. The studies on the subject reveal that materialism causes many problems in subjects such as individuals' consumption behaviors and financial status (Dittmar, Long & Bond, 2007), work and education motivations (Ku, Dittmar, & Banerjee, 2014), interpersonal relationships (Pieters, 2013), and also personal well-being (Jiang, Song, Ke, Wang & Liu, 2016). On the other hand, while the materialistic tendency forms the basis of modern consumer culture, it affects the type, quality, and price of the products purchased over time (Richins & Dawson, 1992, p. 304; Quedir, 2012). The literature review displays that materialism has been associated with a variety of consumer behavior.

The studies in the literature indicate that consumption increases well-being and living standards (Richins & Rudmin, 1994). Nevertheless, consumption for social recognition, status, and external rewards reveals materialism harmful to individuals (Cherrington, 1980; Schor, 1991; Flouri, 1999, p. 709; Nguyen, 2003, p. 9; Chan & Prendergast, 2007; Dittmar et al. 2007). Ultimately, it is stated that there is a positive relationship between materialistic tendency and consumption (Lee & Ahn, 2016). In the literature, it is stated that such consumption which is expressed with the concepts of symbolic, compulsive, and hedonic caused by happiness and centrality, which are sub-dimensions of materialism, is negatively related to the positive mood and life satisfaction of individuals (Rook & Gardner, 1993; Sirgy, 1998; Youn & Faber, 2000; Burroughs & Rindfleisch, 2002; Kashdan & Breen, 2007; Dittmar et al., 2014; Wang et al., 2017; Türker, 2019; Yılmaztürk et al., 2019). In this context, it can be interpreted that the individuals who turn to consumption to seek welfare and an increase in the standard of living may ultimately experience feelings such as negative mood and life dissatisfaction. Perhaps this situation stems from the point that materialistic individuals spend their money in the wrong way and items (Kashdan & Breen, 2007; Dunn et al., 2011).

There are many studies in the literature indicating the relationship between materialistic tendency and life satisfaction directly (Balıkcıoğlu & Arslan, 2019; Sidhu & Foo, 2015; Kasser et al., 2014; Hudders & Pandelaere, 2012; Karabati & Cemalcilar, 2010; Roberts & Clement, 2007; Burroughs & Rindfleisch, 2002; Ahuvia & Wong, 1995). The "Adaptation Theory," which can be the basis for all these studies, gives the idea that there is a negative relationship between materialistic tendency and life satisfaction (Brickman & Campbell 1971; Campbell 1981). This theory suggests that individuals adapt to a level of comfort or satisfaction when they reach that level. Thus, when a desired situation or result is achieved, the expectation about the situation should be increased after a while, and a gap occurs

between the situation and the expectation. This gap between expectation and situation is dissatisfaction (French, Rodgers & Cobb, 1974). Therefore, while those who expect material beings to bring happiness may experience satisfaction for a while, eventually, dissatisfaction will re-emerge due to the adaptation processes (Richins, 1987).

Another study conducted by Quadir (2012) detected that the adaptation of individuals to materialistic values negatively affects the balance in their consumption preferences throughout their lives. Besides, it was stated that it causes them to spend their lives in debt by going over their budgets and it is effective in the destruction of traditional values from our cultures such as sharing and cooperation.

Main and sub-hypotheses developed on the information provided by the studies in the literature on the subject are as follows;

H₁: Materialistic tendencies of individuals have a statistically significant effect on their life satisfaction.

H_{1a}: The happiness dimension, which is the materialistic tendency's sub-dimension, has a statistically significant and negative effect on life satisfaction.

On the other hand, there appear many studies in the literature on the relationship between success, which is the other dimension of the materialistic tendency, and life satisfaction (Joseph et al., 2014; Du & Yeung, 2015; Yilmaztürk et al., 2019). It was determined that success and success goal, which is the sub-dimension of materialistic tendency, positively affects life satisfaction (Wang et al., 2017; Yilmaztürk et al., 2019). The sub-hypothesis developed based on this information is as follows;

H_{1b}: The success dimension, which is the materialistic tendency's sub-dimension, has a statistically significant and positive effect on life satisfaction.

In the literature, it is stated that the materialistic tendency levels of individuals differ on the basis of their age (generation) (Csikszentmihalyi & Rochberg-Halton, 1981; Belk, 1984; Odabaşı, 1999; Lundstrom & White, 1999; Hofmeister & Neulinger, 2013). Among these studies, Odabaşı (1999: 100) states that the middle age group is more materialist compared to other age groups, while Richins and Dawson (1992) and Lundstrom and White (1999) state that young people are materialistic and this tendency decreases as the age progresses. Basic and sub-hypotheses developed based on this information are provided below;

H₂: There is a statistically significant difference between the generations in the materialistic tendency levels of individuals.

H_{2a}: There is a statistically significant difference between the generations in individuals' perceptions about success.

H_{2b}: There is a statistically significant difference between the generations in individuals' perceptions about happiness.

Considering the studies conducted to show that life satisfaction levels differ statistically according to generations, Baydar (2016) states that the life satisfaction levels of the individuals of generation Z are higher than both of the X and Y generations. Akduman (2020) puts forward that the life satisfaction levels of individuals in generations Y and Z are higher than Generation X. Bolelli (2019) found in his study that subjective well-being (happiness) levels of generations X and Y individuals did not differ statistically. All these findings display that there may be differences in the life satisfaction levels of individuals in different generations. The following hypothesis developed based on this information is as follows;

H₃: There is a statistically significant difference in life satisfaction levels of individuals according to generations.

3.3. Population and Sampling

The research sample consists of consumers from the X, Y, and Z generations living in the provinces of Istanbul, Ankara, Samsun, Düzce, Yozgat, and Şanlıurfa. While calculating the sample size, Krejcie and Morgan (1970) stated that the number 387 is sufficient for the sample for studies where the population's size is greater than 10.000 at 0.05 significance level, and 0.05 sample error was taken into consideration. In this context, a questionnaire was applied to 440 participants, which is above the lower limit value of 387 with the random sampling method. Random sampling is the sampling method in which the researcher tries to collect data from the easiest and most accessible subjects until s/he reaches the size of sampling s/he needs for the study (Gürbüz & Şahin, 2016, p. 134). Information about the demographic characteristics of the individuals in the research sample is given in Table 1.

Table 1. Demographics Characteristics of the Participants

Average Income (Monthly)	Frequency	%	Gender	Frequency	%
2850 ₺ and below	197	44,8	Female	251	57
2851-4500 ₺	81	18,4	Male	189	43
4501-6000 ₺	76	17,3	<i>Total</i>	<i>440</i>	<i>100</i>
6001 and above	86	19,5	Generation	Frequency	%
<i>Total</i>	<i>440</i>	<i>100</i>	Generation Z	152	34,5
Educational Background	Frequency	%	Generation Y	221	50,2
Primary	20	4,5	Generation X	67	15,2
High school	163	37	<i>Total</i>	<i>440</i>	<i>100</i>
Associate	51	11,6	Marital Status	Frequency	%
Undergraduate	153	34,8	Single	271	61,6
Graduate	53	12	Married	169	38,4
<i>Total</i>	<i>440</i>	<i>100</i>	<i>Total</i>	<i>440</i>	<i>100</i>

3.4. Data Collection Tools

Materialistic tendency and life satisfaction scales were used in this study to determine the effect of the consumers' materialistic tendency levels on their life satisfaction levels. In this section, information about the relevant scale and resources will be provided. Additionally, the results of exploratory and confirmatory factor analysis applied to the scales will be given.

Exploratory factor analysis is a statistical analysis method that aims to determine the factors that are less than the related variables. There is no correlation between them using the relationships between variables in a data set (Özdamar, 2013, p. 212). On the other hand, Confirmatory factor analysis is the process of creating latent variables based on observed variables through a previously developed model. It is a method generally used to develop scales, conduct validity analyses, or verify a predetermined structure (Aytaç et al., 2012, p. 10).

Permission was obtained from the Düzce University Ethics Committee for the study with the decision numbered 5 in the meeting of the relevant board dated 12.03.2021 and numbered 2021/80. Study data were collected online between 13-26.03.2021.

3.4.1. Materialistic Tendency Scale

In the study, materialistic tendency scales (Cronbach $\alpha = .87$) developed by Richins and Dawson (1992) were used. The original scale consists of 18 items, the short study form (Richins & Dawson, 2004) with nine items (Cronbach $\alpha = .84$) was used. In the scale, materialistic tendency was considered in three dimensions as centrality, happiness, and success. Centrality refers to the extent to which individuals put their assets at the center of their lives; happiness, to what extent they see these assets as the source of their happiness in life; success also indicates to what extent they see these assets as indicators of success.

In the study, as a result of the exploratory factor analysis, the materialistic tendency scale was perceived by consumers in 2 dimensions. The MT4 coded expression "I try to live as simple as possible without worrying about property" was removed from the scale because the factor load was less than .40. It lowered the reliability coefficient of the scale. The Kaiser-Meyer-Olkin (KMO) sampling adequacy coefficient was .860, and Bartlett's test of sphericity .000 level.

Based on these data, it can be interpreted that the sample size is sufficient in measuring and using this variable, and the data structure is suitable for factor extraction. The data of the factor and reliability analysis results for the relevant variable are shown in Table 2.

Table 2. Materialistic Tendency EFA and Reliability Analysis Findings

Variables	Factor Loadings	Explained Variance
Happiness		
▪ MT8	,798	,38
▪ MT7	,772	
▪ MT9	,762	
▪ MT5	,713	
▪ MT6	,694	
Success		
▪ MT2	,835	,23
▪ MT1	,781	
▪ MT3	,528	

Extraction Method: Principal Component Analysis; Rotation Method: Varimax; Total Explained Variance: .61; KMO Sampling Adequacy: .86; p=0.000<0.001; Cronbach Alfa: .831

Özdamar (1999) expresses the criterion values for the reliability coefficient as follows; If the scale is not reliable in the range of $0.00 < \alpha < 0.40$, it is low reliable in the range of $0.41 < \alpha < 0.60$, moderately reliable in the range of $0.61 < \alpha < 0.80$ if it is in the range of $0.81 < \alpha < 1.00$ it is highly reliable. Considering the given criterion values, it shows that the materialistic tendency scale has a high-reliability level (Cronbach $\alpha = .831$).

Confirmatory factor analysis was applied to verify the structure obtained due to the exploratory factor analysis performed for the validity of the research model and to make measurements with the structure. The goodness of fit values of the analysis results are in Table 3; the model diagram and factor coefficients are given in Figure 1.

Table 3. Materialistic Tendency CFA Findings

Fit Indices	Acceptable Values ²	Perfect Values ¹	Actual Values
χ^2/df	$2 \leq \chi^2/df \leq 5$	$0 \leq \chi^2/df \leq 2$	2.883
GFI	$.80 \leq GFI \leq .95$	$.95 \leq GFI \leq 1.00$.972
CFI	$.80 \leq CFI \leq .95$	$.95 \leq CFI \leq 1.00$.972
TLI	$.80 \leq TLI \leq .95$	$.95 \leq TLI \leq 1.00$.954
NFI	$.80 \leq NFI \leq .95$	$.95 \leq NFI \leq 1.00$.958
RMSEA	$.05 \leq RMSEA \leq .10$	$.00 \leq RMSEA \leq .05$.065

¹(NFI, GFI, CFI, TLI* Hooper, Coughlan & Mullen, 2008:58; χ^2/df , RMSEA* Schermelleh-Engel, Moosbrugger & Muller, 2003:52), ²(RMSEA* Marsh, 2012:785; NFI* Hooper et al., 2008:55; χ^2/df , GFI, TLI* Simon et al., 2010:239; CFI* Kline, 2011: 208)

The fit indices are within the acceptable value range, see Table 3, and all other fit values are in the perfect fit range. Therefore, the validity of the materialistic tendency scale obtained by EFA is verified by CFA. The diagram of the model obtained by CFA is given in Figure 1.

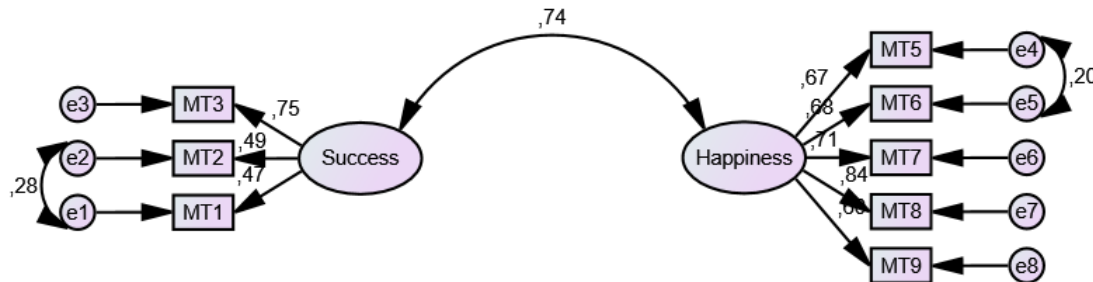


Figure 1. Materialistic Tendency CFA Model Diagram

3.4.2. Life Satisfaction Scale

In this study "Life Satisfaction Scale" developed by Diener et al. (1985) and adapted to Turkish by Yetim (1991) was used for life satisfaction levels. As a result of the factor analysis performed in the study, a single factor structure that explains 59% of the total variance was obtained. Besides, the Kaiser-Meyer-Olkin (KMO) sampling adequacy coefficient was found to be .83, and Bartlett's test of sphericity 0.000 level. Based on these data, it can be interpreted that the sample size is sufficient in measuring and using the life satisfaction scale. The data structure is suitable for factor extraction. The data of the factor and reliability analysis results for the relevant variable are shown in Table 4.

Table 4. Life Satisfaction EFA and Reliability Analysis Findings

Variables	Factor Loadings	Explained Variance
▪ LS3	,813	,59
▪ LS1	,812	
▪ LS2	,765	
▪ LS5	,732	
▪ LS4	,718	
Extraction Method: Principal Component Analysis; Rotation Method: Varimax; Total Explained Variance: .59; KMO Sampling Adequacy: .83; p=0.000<0.001; Cronbach Alfa: .821		

As a result of the reliability analysis, it is seen that the reliability coefficients and levels for the life satisfaction scale are highly reliable (Cronbach $\alpha = .821$) according to the criterion values stated by Özdamar (1999) regarding the reliability coefficient.

Confirmatory factor analysis was applied to verify the structure obtained due to the exploratory factor analysis performed for the validity of the research model and to make measurements with the structure. The goodness of fit values of the analysis results are in Table 5; the model diagram and factor coefficients are given in Figure 2.

Table 5. Life Satisfaction CFA Findings

Fit Indices	Acceptable Values ²	Perfect Values ¹	Actual Values
χ^2/df	$2 \leq \chi^2/df \leq 5$	$0 \leq \chi^2/df \leq 2$	1.913
GFI	$.80 \leq GFI \leq .95$	$.95 \leq GFI \leq 1.00$.993
CFI	$.80 \leq CFI \leq .95$	$.95 \leq CFI \leq 1.00$.995
TLI	$.80 \leq TLI \leq .95$	$.95 \leq TLI \leq 1.00$.988
NFI	$.80 \leq NFI \leq .95$	$.95 \leq NFI \leq 1.00$.990
RMSEA	$.05 \leq RMSEA \leq .10$	$.00 \leq RMSEA \leq .05$.046

¹(NFI, GFI, CFI, TLI* Hooper, Coughlan & Mullen, 2008:58; χ^2/df , RMSEA* Schermelleh-Engel, Moosbrugger & Muller, 2003:52), ²(RMSEA* Marsh, 2012:785; NFI* Hooper et al., 2008:55; χ^2/df , GFI, TLI* Simon et al., 2010:239; CFI* Kline, 2011: 208)

As a result of the confirmatory factor analysis, it is seen that the one-dimensional structure obtained after exploratory factor analysis is verified by CFA. All fit indices are in perfect fit range, presented in Table 5. The diagram of the model obtained by confirmatory factor analysis is given in Figure 2.

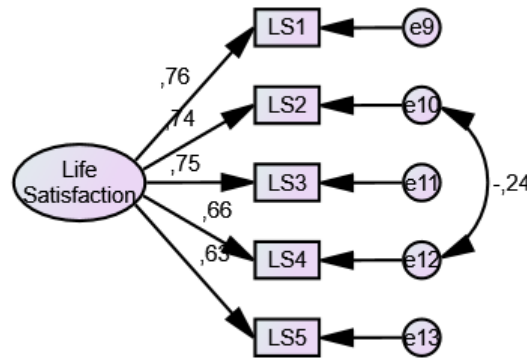


Figure 2. Life Satisfaction CFA Model Diagram

4. FINDINGS

4.1. Analysis Findings Related to Detection of Differences

Within the scope of the study, One Way ANOVA analysis was conducted to determine whether there is a difference between the X, Y, and Z generations in the individuals' views on the sub-dimensions of materialistic tendency and their life satisfaction. The findings regarding the analysis results and between which generations the difference is seen in each dimension (p and p. difference column) are given in Table 6.

Table 6. Comparing Means in terms of Generations

Dimensions	Generations	N	Mean	S.D	T	P	p. dif.
Success	1- Generation Z	152	3,21	,80	24,2	,000**	1>3
	2- Generation Y	221	2,75	,90			
	3- Generation X	67	2,38	,87			
Happiness	1- Generation Z	152	3,62	,84	45,3	,000**	1>3
	2- Generation Y	221	2,98	,83			
	3- Generation X	67	2,57	,81			
Life Satisfaction	1- Generation Z	152	2,93	,70	15,1	,965	2>3
	2- Generation Y	221	3,35	,81			
	3- Generation X	67	3,38	,76			

* significant at %5 ; ** significant at %1

As a result of the analysis, it is observed that the variance between groups is equal ($p > .05$). Hence, it was determined that the variances required to make the One Way ANOVA test fulfill the condition that they should be equal/homogeneous (Nelson, 1983). It was determined that the dimensions of success and happiness, which are among the sub-dimensions of materialistic tendency and life satisfaction, differ significantly ($p < .01$) according to the X, Y, and Z generations. According to the Tukey HSD test results, it is seen that the averages of each of the dimensions of success and happiness differ between the X and Y, X and Z, and Y and Z generations at a significance level of $p < .01$. For life satisfaction, it was observed that there are differences between the X and Z and Y and Z generations. However, there is no significant difference ($p > .05$) between the X and Y generations. Therefore, the H_{2a} and H_{2b} hypotheses are accepted, while the H_3 hypothesis (since there is no significant difference between all generations) was partially accepted.

Within the study's scope, an Independent Sample T-Test analysis was conducted to determine whether there was a difference between the marital status of individuals in their views on the sub-dimensions of materialistic tendency and their life satisfaction. The findings related to the analysis results (p and p. difference column) are also given in Table 7.

Table 7. Comparing Means in terms of Marital Status

Dimensions	Marital Status	N	Mean	S.D	T	p	p. dif.
Success	1- Single	262	3,01	,86	1,50	,000**	1>2
	2-Married	169	2,62	,93			
Happiness	1- Single	262	3,42	,86	1,08	,000**	1>2
	2-Married	169	2,73	,83			
Life Satisfaction	1- Single	262	2,99	,72	2,34	,000**	1>2
	2-Married	169	3,56	,77			

* significant at %5 ; ** significant at %1

As a result of the analysis, it was determined that the dimensions of success and happiness and life satisfaction differ significantly (p<.01) according to the individuals' marital status. It is seen that the averages of each of the dimensions of success and happiness and life satisfaction differ between married and single individuals at a significance level of p<.01.

4.2. Findings Related to Structural Equation Model

As a result of the reliability and factor analysis, it was seen that the scales could be used in the analyses to be conducted for the study, and the stage of testing the hypotheses developed within the framework of the proposed structural equation model has been analyzed. At this stage, research hypotheses were tested with the structural equation model. To get beneficial results from the structural equation model, the goodness of fit values of the proposed model should be in the range of acceptable goodness of fit values. Information on acceptable value ranges in the literature regarding acceptable and perfect fit values and information about fit values that emerged in the research model are shown in Table 8.

Table 8. The Goodness of Fit Values for the Structural Equation Model

Fit Indices	Acceptable Values ²	Perfect Values ¹	Actual Values
χ^2/df	$2 \leq \chi^2/df \leq 5$	$0 \leq \chi^2/df \leq 2$	2,434
GFI	$.80 \leq GFI \leq .95$	$.95 \leq GFI \leq 1.00$.951
CFI	$.80 \leq CFI \leq .95$	$.95 \leq CFI \leq 1.00$.957
TLI	$.80 \leq TLI \leq .95$	$.95 \leq TLI \leq 1.00$.944
NFI	$.80 \leq NFI \leq .95$	$.95 \leq NFI \leq 1.00$.930
RMSEA	$.05 \leq RMSEA \leq .10$	$.00 \leq RMSEA \leq .05$.057

¹(NFI, GFI, CFI, TLI* Hooper, Coughlan & Mullen, 2008:58; χ^2/df , RMSEA* Schermelleh-Engel, Moosbrugger & Muller, 2003:52), ²(RMSEA* Marsh, 2012:785; NFI* Hooper et al., 2008:55; χ^2/df , GFI, TLI* Simon et al., 2010:239; CFI* Kline, 2011: 208)

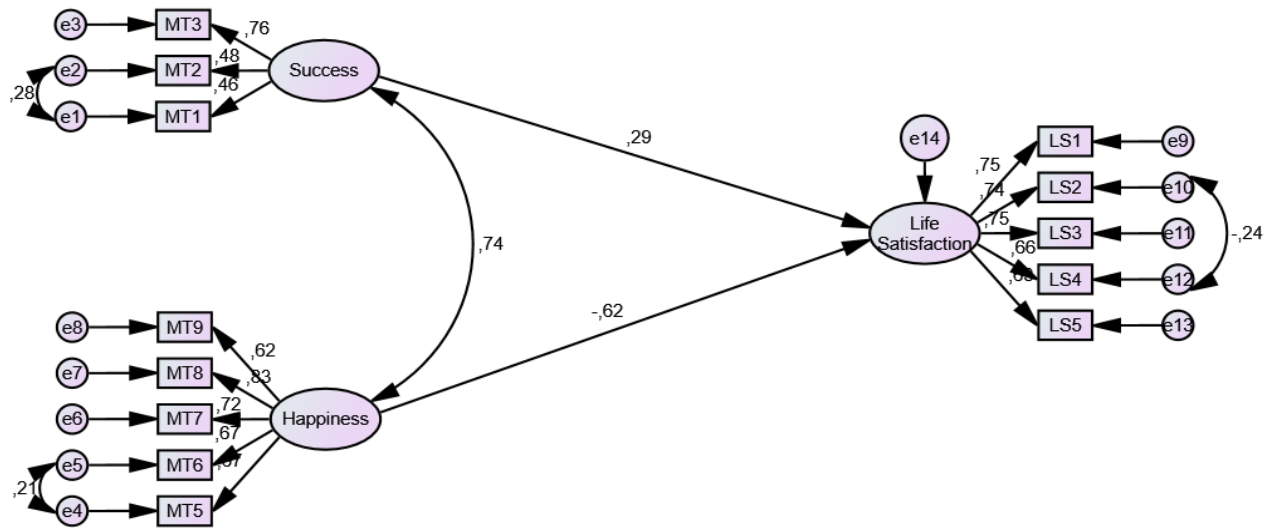
When the analysis results of the proposed structural equation model shown in Table 8 are analyzed, χ^2/df value, which is among the goodness of fit values, was realized as 2.43, NFI value .930, TLI value .944, and RMSEA value .057, and it was found to be within the acceptable value range. It is determined that GFI value .951 and CFI value is .957, and they are in the perfect fit range. The parameter estimates of the structural model providing the goodness of fit values are shown in Table 9.

Table 9. Standardized Regression Coefficients and Parameter Estimates for the Model

Endogenous Variable	Exogenous Variable	Std. Reg. Coefficient	Std. Error	p-Value
Life Satisfaction	← Success	,288	,172	,021
Life Satisfaction	← Happiness	-,623	,121	***

*** significant at the % 0,1 errorlevel

When Table 9 is analyzed, it is explicit that the dimension of success, one of the sub-dimensions of the materialistic tendency, affects life satisfaction significantly and positively at the $p < .05$ level (.288). The other sub-dimension, happiness, has a significant and negative effect (-.623) on life satisfaction at the $p < .001$ level. In other words, H_{1a} and H_{1b} hypotheses are accepted. The path analysis of the proposed structural equation model is given in Figure 4.



Şekil 4. Proposed Structural Equation Model Path Analysis Diagram

5. DISCUSSION AND CONCLUSION

Firstly, it can be uttered that the results of this study are inconsistent with the results of the study conducted by Baydar (2016) and Akduman (2020) in the literature. Contrary to this study, Baydar and Akduman found that the life satisfaction levels of the individuals in the generation Z are higher compared to the generations X and Y. Besides, Odabaşı (1999) states that the middle age group is more materialist compared to other age groups, while Richins and Dawson (1992) and Lundstrom and White (1999) state that young people are more materialist compared to other age groups and that these tendencies decrease as the age progresses. Therefore, the results of this study are in coincidence with the results of Richins and Dawson (1992) and Lundstrom and White (1999).

In addition, an Independent Sample T-test analysis was conducted to determine the existing differences in terms of marital status in individuals' views on materialistic tendency and life satisfaction variables. As a result of the analysis, it was figured out that there is a significant difference in the individuals' opinions about success and happiness dimensions and life satisfaction in terms of their marital status. Views' average of single individuals on the dimensions of success and happiness were higher than married individuals; while their life satisfaction levels are lower. In other words, it can be interpreted that single individuals are more materialistic compared to married individuals, and their life satisfaction levels are low.

The structural equation model was established with the variables whose construct validity was provided, and the model was analyzed. According to the results of the analysis, the success dimension, one of the sub-dimensions of materialistic tendency, was found to be significantly positive (.288) effect; It was concluded that the happiness dimension had a significant negative (-.623) effect on life satisfaction. Thus this result supports all other studies that have reached the same conclusion in the literature (Rook & Gardner, 1993; Sirgy, 1998; Youn & Faber, 2000; Burroughs & Rindfleisch, 2002; Kashdan & Breen, 2007; Dittmar et al., 2014; Türker, 2019; Wang et al., 2017; Yılmaztürk et al., 2019). Lie et al. (2020), in their studies investigating the effect of the COVID-19 pandemic process on the materialistic tendencies and compulsive purchasing behavior patterns of individuals, concluded that there is a positive relationship between the severity of the epidemic and people's materialistic tendencies and compulsive (immediate, impulsive, etc.) purchasing behaviors.

The results indicate that materialism, which includes happiness, success, and being materially oriented, causes individuals to exhibit certain behaviors such as acquiring assets, fortune hunter, and purchasing unconsciously. When the literature is reviewed, it is stated that the common points of concepts such as status consumption, symbolic consumption, compulsive purchasing, hedonic consumption are unconscious consumption behavioral acts that result in negative feelings and thoughts such as low life satisfaction level and regret.

The dimension of success, which is one of the sub-dimensions of the materialistic tendency, expresses whether individuals see their assets as indicators of success. The other dimension, happiness, explains to what extent individuals see these beings as the source of their happiness in life. Therefore, as a result of the study, it was detected that the increase in the success-oriented materialistic tendencies of the individuals increased their life satisfaction levels. In contrast, the increase in the happiness-oriented materialistic tendencies decreased their life satisfaction levels. Therefore, as stated in some studies in the literature (Wang et al., 2017; Yılmaztürk et al., 2019), it can be interpreted that the life satisfaction levels of individuals with a tendency to succeed, even if they are materialist-oriented, are relatively higher than those who see materials only as a source of happiness.

While materialism puts happiness and success as the primary goal of the facts mentioned before humanity, achieving this goal can be achieved through the adoption of the essential notion of centralism. In other words, while materialist individuals determine their life goals as happy and successful, they believe that they can achieve this goal through indulgence in material and acquisition of assets. They try to live a life in this direction. However, it has been revealed as a result of many studies that consumption and asset acquisition have a negative effect on life satisfaction. Therefore, it is stated that the three dimensions of materialism have opposite meanings with each other; in fact, they seem to complement each other. With this study, it is stated that the happiness dimension of the materialistic tendency is a tendency that will lead individuals to unhappiness and dissatisfaction afterward. On the other hand, the success dimension has been shown to be a tendency to lead to an increase in happiness, satisfaction and life satisfaction.

Considering the materialistic tendencies and life satisfaction levels of individuals in terms of generations and marital status, it can be put forward that as people get old, the effect of materialism is kept away, and there is an increase in the level of life satisfaction. On the other hand, it is observed that single individuals are more materialistic than married individuals, but their life satisfaction levels are low. Hence, the individuals who want to increase their life satisfaction levels should control their materialistic tendencies and reduce these tendencies; It can be interpreted that individuals who want to both get rid of the effect of materialism and increase their level of life satisfaction can meet these wishes, albeit partially, through marriage.

The present study was carried out in a short period due to time and cost constraints. One of the study's limitations is that the data of the study were collected only from consumers from the X, Y, and Z generations residing in the provinces of Istanbul, Ankara, Samsun, Düzce, Yozgat, and Şanlıurfa. Besides, by researching consumer groups with different family structures and different regions related to the subject, materialistic tendencies in different groups will be demonstrated broadly. Those who want to study on the subject in the future can develop a research model in which the factors that cause the individuals' materialistic tendencies are included in the research. Even the materialistic tendency affects life satisfaction and includes topics that are likely to affect. For example, the mediating role of compulsive purchasing behavior in the effect of individuals' materialistic tendencies on their life satisfaction can also be examined in terms of generations. In addition, future researchers can make comparative analysis by collecting data during and after the pandemic for the variables they will use in their studies.

GENİŞLETİLMİŞ ÖZET

GİRİŞ

XX. yüzyılın sonlarına doğru piyasalarda ortaya çıkan ürün zenginliği ve çeşitliliğiyle birlikte şekillenmeye başlayan tüketim kültürü, bireylerin sadelikten uzaklaşmasına yol açtığı gibi hedonik (hazcı) davranışları üzerinde de uyarıcı bir etkiye neden olmaktadır. Fonksiyonel ihtiyaçların üründe farklılaşmayı daraltan özelliğinden ötürü işletmelerin hazcı gereksinimleri temel olarak üretim faaliyetlerinde bulunmaları, tüketimin artmasını da beraberinde getirmektedir. Bireylerin toplumdaki

yerlerini, statülerini ve en önemlisi sahip oldukları değerleri, tüketimleri ile gösterme çabası içinde olmalarının ve kendilerinin tüketimleri ölçüsünde değerli görüleceği inancının, insanlığı hem toplumsal düzen hem de çevre bakımından pek çok boyutuyla tehlikeli olabilecek bir sürece taşıyacağı aşıkârdır (Bayat & Sezer, 2018).

11 Mart 2020'de Dünya Sağlık Örgütü'nün, COVID-19 salgınına pandemi olarak duyurması sonrası Mart 2021'in sonlarına doğru geldiğinde COVID-19, dünya çapında 192 ülkede 127 milyondan fazla insanı 2,7 milyondan fazla ölümle enfekte etmiştir. Dünyanın dört bir yanındaki ülkeler, salgınla başa çıkabilmek için çok katı halk sağlığı önlemleri uygulamaya başlamışlardır. Ekonomik açıdan gelirlerde düşüşten, işten çıkarılmaya kadar, bireyleri maddi açıdan zor durumda bırakan bu uygulamalar, aynı zamanda bireylerde huzursuzluk, mutsuzluk ve yaşam kalitelerinde düşüş gibi birçok psikolojik probleme de neden olmuştur. Bireyler bu olumsuz ruh ve psikolojik hallerden kurtulabilmek için farklı aktivite ve yollara başvurmak durumunda kalmışlardır. Bu yollardan birisi de materyalizmin de etkisiyle anlık, hazcı ve bilinçsizce yapılan tüketim olmuştur. Bu bağlamda bu çalışma ile, COVID-19 pandemi sürecinde tüketicilerin materyalist eğilim düzeylerinin yaşam doyumu düzeylerine olası etkisinin incelenmesi amaçlanmaktadır. Ayrıca tüketicilerin materyalist eğilim ve yaşam doyumu düzeylerinin X, Y ve Z kuşaklarına göre farklılık gösterip göstermediğinin tespiti amaçlanmaktadır.

LİTERATÜR TARAMASI

Bireyin kazandığı veya kazanma arzusu içinde olduğu materyalleri, yaşam amacı olarak görmesiyle ortaya çıkmış bir kavram olan materyalist eğilim, insanların hayatına yön ve şekil veren önemli olgulardan biridir. Materyalizm, mikro düzeyde bireyler ve makro düzeyde ülke ekonomileri üzerinde pozitif etkiye sahip olsa da, genel itibariyle hoşnutsuzluk, sinir, tüketim takıntısı ve borçlanma gibi negatif sonuçlara da neden olabilmektedir (Otero-López, Pol, Bolaño, & Mariño, 2010; Roberts & Clement, 2007). Literatüre bakıldığında materyalizm kişisel değerler sistemi olarak görülmektedir (Fournier ve Richins, 1991; Richins ve Dawson, 1992). Inglehart (1990) ise bu kavramı, kendini ifade etme, aidiyet, estetik memnuniyet ve yaşam kalitesi gibi hususlarda yüksek dereceli ihtiyaçlara; materyal konforu ve fiziksel güvenlik gibi hususlarda düşük dereceli ihtiyaçlara yönelik kronik bir odaklanma olarak ifade etmektedir.

Şüphesiz çoğu insanın hayat gayeleri içinde en mühimlerinden biri “mutlu” bir hayat sürebilmektir. Pozitif psikoloji alanında “mutluluk” kavramına karşılık olarak genelde “öznel iyi oluş” kavramının kullanıldığı görülmektedir. Öznel iyi oluş, olumlu ve olumsuz duygulanım ve yaşam doyumu olmak üzere birbiriyle ilişkili üç kavramın bütünüdür işaret etmektedir. Olumlu ve olumsuz duygulanım, bireyin hoşlandığı ve hoşlanmadığı hislerden oluşurken; yaşam doyumu, kişinin hayatına yönelik bilişsel değerlendirmeleridir. Olumlu duygulanım ve kişinin algıladığı yaşam doyumu düzeyinin yüksek oluşu, öznel iyi oluş düzeyinin de yüksek olduğunu ifade etmektedir (Diener ve Suh, 1997). Yaşam doyumu, öznel iyi oluşun ve hayat kalitesinin başat belirleyicilerinden olup kişinin kapsam ve sınırlarını kendisinin belirlediği hayat kalitesi ve iyilik hâlini yansıtmaktadır (Ash ve Huebner, 2001). Öznel bir niteliğe sahip olan yaşam doyumu değerlerinin oluşumunda, kişinin kendi mevcut durumu ile ulaşmak istediği örnek bir durumu kıyaslaması etkili olmaktadır (Diener, Emmons, Larsen ve Griffin, 1985).

Kuşak kavramı ilk olarak duyumsal ve sosyal hareketlerin yapısının kavranmasında kuşakların ne kadar önemli olduğunun Alman sosyolog Karl Mannheim (1893/1947) tarafından 1929 yılında yayınlanan “Kuşaklar Sorunu” adlı çalışmasında ele alınmasıyla ortaya çıkmıştır. Kavrama yönelik literatürde birçok tanımlama bulunmaktadır. Acar (2014) yaptığı tanımlamada “yaşadıkları yer, kritik gelişim/değişim süreçleri ve yaşadıkları önemli olaylar içinde, belirli bir yaş aralığında gruplanmış kişiler” ifadelerini kullanmıştır. Ingelhart (1997) ise bireyleri kuşak kohortları olarak adlandırılan gruplara ayırmanın bir yolu olarak “Kuşaksal Kohort Teorisini” önermiştir (Lissitsa & Kol, 2016). Kuşaksal Kohort Teorisi, genellikle önemli tarihsel olaylarla ve o birey grubunun içinde bulunduğu yaşam evresini önemli ölçüde şekillendirecek sosyal eğilimlerin yaşandığı yaklaşık yirmi yıllık dönemlerde (Lissitsa & Kol, 2016) yaşamın bir evresinin (çocukluk, genç yetişkinlik, orta yaş ve yaşlılık) kuşak sınırları olarak belirlenmesi olarak ifade edilmiştir.

YÖNTEM

Çalışmada kolayda örnekleme yöntemiyle 440 katılımcı ile anket yapılmıştır. Araştırmada nicel araştırma yöntemi kullanılmıştır. Bu kapsamda materyalist eğilim ölçeği ve yaşam doyumu ölçeği kullanılarak; içerisinde katılımcıların demografik özelliklerine yönelik soruların da yer aldığı anket formu hazırlanmıştır. Elde edilen veriler neticesinde araştırma modelinin geçerliliği için açımlayıcı faktör analizi ve ölçüm modelinin geçerliliği için ise doğrulayıcı faktör analizi yapılmış ve araştırma hipotezleri yapısal eşitlik modeli ile test edilmiştir.

BULGULAR

Yapılan açımlayıcı ve doğrulayıcı faktör analizi sonuçlarına göre tüketicilerin materyalist eğilimi 2 boyutta, yaşam doyumunu ise tek boyutta algıladıkları görülmüştür. Yapı geçerliliği sağlanan değişkenler kullanılarak önerilen yapısal eşitlik modelinin analizinde, materyalist eğilimin alt boyutlarından başarı boyutunun yaşam doyumuna yönelik anlamlı pozitif etkisinin; mutluluk boyutunun ise anlamlı negatif etkisinin olduğu sonucuna varılmıştır. Ayrıca tüketicilerin materyalist eğilimleri ve yaşam doyumu düzeylerinde kuşaklara göre istatistiksel olarak anlamlı bir farklılık olduğu tespit edilmiştir.

TARTIŞMA VE SONUÇ

Materyalist eğilimin alt boyutlarından olan başarı boyutu, bireylerin sahip oldukları varlıkları başarı göstergesi olarak görüp görmediklerini ifade etmektedir. Diğer boyut olan mutluluk ise, bireylerin sahip oldukları bu varlıkları ne düzeyde hayattaki mutluluklarının kaynağı olarak gördüklerini ifade etmektedir. Dolayısıyla çalışma neticesinde bireylerin başarı odaklı materyalist eğilimlerindeki artışın yaşam doyumu düzeylerini de arttırdığı görülürken, mutluluk odaklı materyalist eğilimlerindeki artışın, yaşam doyumu düzeyini düşürdüğü tespit edilmiştir. Dolayısıyla literatürde yer alan bazı çalışmalarda da (Wang vd., 2017; Yılmaztürk vd., 2019) belirtildiği gibi materyalist odaklı da olsa başarı eğilimli olan bireylerin yaşam doyumu düzeylerinin, materyalleri yalnızca mutluluk kaynağı olarak gören bireylere nispeten daha yüksek olduğu yorumu yapılabilir.

Kuşaklar ve medeni durum açısından bireylerin materyalist eğilimleri ve yaşam doyumu düzeylerine bakıldığında, yaş ilerledikçe materyalizmin etkisinden daha uzak kaldığı ve yaşam doyumu düzeyinde ise bir artışın olduğu ifade edilebilir. Diğer yandan bekâr bireylerin evli bireylere kıyasla daha materyalist oldukları, bununla birlikte yaşam doyumları düzeylerinin ise daha düşük olduğu görülmektedir. Dolayısıyla yaşam doyumu düzeylerini arttırmak isteyen bireylerin materyalist eğilimlerini kontrol altına alıp, bu eğilimlerini azaltmaları; hem materyalizmin etkisinden kurtulmak hem de yaşam doyumu düzeylerini arttırmak (mutlu olmak) isteyen bireylerin ise evlilik yolu ile kısmen de olsa bu isteklerini karşılayabilecekleri yorumu yapılabilir.

Literatürde COVID-19 pandemi sürecinde bireylerin materyalist eğilimlerinin yaşam doyumlarına etkisinin kuşaklar açısından incelendiği bir çalışmaya rastlanmamıştır. Neticeleri itibariyle literatürde kuşaklar açısından yaş ilerledikçe daha mutsuz ve materyalist olduğuna yönelik sonuçların aksine bu çalışmada X kuşağı bireylerin Y ve Z kuşağına; Y kuşağının ise X kuşağına kıyasla daha mutlu oldukları ve daha az materyalist eğilime sahip oldukları sonucuna ulaşılmıştır.

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