

Kilbourne, William E., Grünhagen, Marko and Foley, Janice (2005)

“A Cross-Cultural Examination of the Relationship between Materialism and Individual Values”

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Abstract

This study examines the relationship between openness, self-transcendence and self-enhancement values (Schwartz and Sagiv 1995) and attitudes toward consumption as measured by the Richins and Dawson (1992) materialism scale. The study encompassed three countries, Canada, Germany, and the US. The results indicated that both the materialism and values scales were invariant across countries and that the proposed causal model was invariant as well. The relationship between self-transcendence and materialism was negative, and the relationship between self-enhancement and materialism was positive.