

Materialism and commercialization attitude: the role peer influence

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=114160&lokasi=lokal>

Abstrak

Along with the concept of behavioral economics, which is the combination of psychology and economics to investigate what happens in markets, this study examines the materialistic attitudes of students across a wide age span and susceptibility to peer group influence. The design was used to test the variables of age, susceptibility to influence (friends) and materialism. These findings appear to support the hypothesis that the relationship between materialism and susceptibility to peer influence was positive in nature. It means that students who were more susceptible to influence may also hold more materialistic values.