

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

5.1 Introduction

This chapter will discuss about the conclusion of this study, including the managerial implication. The limitation for this study and suggestion for the further study will also be told.

5.2 Conclusions

The main purpose of this study is to observe the relationship between money attitudes towards materialism, and the influence of power-prestige—which also one of the element of money attitudes—towards achievement vanity-view. Money attitudes, consists of power-prestige, retention time, distrust, and anxiety. In this study, which replicating the previous study held by Durvasula and Lysonsky (2010), retention time is being put aside since the study will focus on young people, where retention time dimension that deals with financial planning is not relevant to the study.

The study took place in D.I. Yogyakarta and focused on young people in age ranging from 15 to 24—the definition of young people was according to the United Nation Youth Agenda. The total respondents that were used for this study are 150 respondents with various ages, sex, monthly income, and race. Because the focus of this study are young peoples, the respondents that were used are mostly university students, with the major respondents are Chinese.

The study found out that power-prestige and anxiety—which are the elements of Money Attitudes—have significant relationships towards materialism. It is found that consumers who tend to purchase things in order to show that they could control anything by money are positively become materialist. The same thing also happens for consumers who feel anxious and afraid if they will be seen powerless if they cannot impress others. The only element of Money Attitudes that has insignificant relationship towards materialism is distrust. Consumers who are price sensitive and tend to feel suspiciousness when dealing with money are not going to influence materialism.

The result of the study appears to be similar with the previous study held in China to observe the young consumer there. Young consumers in D.I. Yogyakarta appear to have the same behavior with the young consumer in China. This could be influenced by the family background, good financial status, and environment that then affect the consumer in Yogyakarta. People who have a good financial status may tend to be materialistic if he/she is influenced by his/her environment. This could happen, especially to young people who still can be easily distracted by nice-looking stuff, and tendency to impress others. There are a lot of young consumers in D.I. Yogyakarta who are still university students from various races, financial backgrounds, and behaviors that enable materialism to grow. Thus, it can be simplified that young consumers in D.I. Yogyakarta, as well as the young consumers in China, may have the same attitudes toward money and materialism.

5.3 Managerial Implication

Power-prestige dimension proved to be the most distinguished variable that influences materialism, not to mention that it also influences achievement vanity. Consumers tend to use money to fulfill their desires, to prove that they are capable in acquiring certain material that could improve their status, and then use it to impress others. The tendency to become materialist clearly can be exploited by marketers to be used as marketing strategy. Product with certain value that could improve social status, such as jewelries, branded shirt, or high-end cellular phone are mostly targeted by consumers to impress others.

However, it is not easy to penetrate the young consumers' market due to the circumstance because not all young consumer, especially in D.I. Yogyakarta could be easily driven become materialistic. Young consumers in D.I. Yogyakarta who are mostly university students will think twice before they spend their money for something, although young consumers with good financial condition may not think twice when they purchase something they desire. A good marketing plans and further research about the kind of good that may attract young consumers will be needed to be done before a marketer plans to throw it to the market.

5.4 Limitation of Research

There are some limitations that should be noted in regards to the present study. First, the limitation of population that can be used to gather data are very limited, not to mention that data gathering using questionnaires will take a lot of time and the low respond-rate from the respondents. The number of data that gathered may not enough to represent the whole young consumers' population in

this city, if the research is meant for one city. Second issue is the questionnaire that being used to collect the data, which is translated from English version into Indonesian version so misinterpretation could happen and cause false data to be collected and analyzed.

The last issue that occurs in this study is the sample of the population. The respondents that participate in this study are mostly Chinese (52.7 percent), which is more than half of the total population. This may cause a bias in determining the influence of money attitudes toward materialism and achievement vanity-view because Chinese are believed to be more well-fortuned so it could make a difference in the money attitudes.

5.5 Suggestions

For further research, researcher could use internet to distribute the questionnaire so the data could be collected faster and easier rather than distribute the questionnaire directly to the respondent. Certain limitation of race or sex could be applied, so more research about the influence of race or sex towards materialism and achievement vanity-view could be done.

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<http://www.un.org/esa/socdev/unyin/agenda.htm>

<http://yogyakarta.bps.go.id/>



APPENDIX 1

Usia:

Jenis Kelamin: Pria / Wanita

Pendapatan per bulan : < Rp 500.000
 Rp 500.000 – Rp Rp 1.500.000
 Rp 1.500.001 – Rp 3.000.000
 > Rp 3.000.000

Ras: Jawa Melayu Batak Tionghoa
 Bugis Bali Ambon Papua

Lainnya:

No.	Questions	Measurement						
		1 (Tidak Pernah)	2	3	4	5	6	7 (Selalu)
1	Hal pengukur dimensi kekuatan prestise dari sikap uang:							
	Saya menggunakan uang untuk mempengaruhi orang lain agar mau melakukan sesuatu untuk saya.							
	Saya membeli barang-barang karena saya tahu barang-barang itu akan mengesankan orang lain.							
	Saya memiliki barang-barang bagus demi mengesankan orang lain.							
	Saya berperilaku seolah-olah uang adalah simbol utama dari kesuksesan.							
	Saya senang menceritakan kepada orang-orang tentang uang yang saya peroleh.							
	Orang-orang yang mengenal saya mengatakan bahwa saya terlalu menekankan bahwa jumlah uang yang dimiliki adalah tolak ukur kesuksesan seseorang.							
	Saya menemukan bahwa saya sepertinya lebih menunjukkan rasa hormat kepada orang-orang yang memiliki harta lebih daripada saya.							
	Saya cenderung menilai seseorang berdasarkan uang mereka daripada perbuatan mereka.							
	Saya berusaha mencari tahu apakah orang lain menghasilkan uang lebih banyak daripada saya.							
2	Hal pengukur dimensi ketidakpercayaan dari sikap uang:							
	Saya mengeluhkan biaya barang yang saya beli.							
	Saya merasa terganggu ketika menemukan bahwa saya dapat mendapatkan harga yang lebih murah di tempat lain.							
	Setelah membeli sesuatu, saya ingin memastikan apakah saya bisa mendapatkan barang yang sama dengan harga lebih murah di tempat lain.							
	Saya otomatis berkata, "Saya tidak mampu membelinya," entah saya mampu atau tidak.							
	Ketika saya membeli sesuatu, saya mengeluhkan harga yang saya bayarkan.							
	Saya enggan untuk membelanjakan uang, bahkan untuk barang kebutuhan pokok.							
	Ketika saya berbelanja banyak barang, saya memiliki kecurigaan bahwa saya telah dimanfaatkan orang lain.							

Age:

Gender: Male / Female

Monthly Income : < Rp 500.000
 Rp 500.000 – Rp Rp 1.500.000
 Rp 1.500.001 – Rp 3.000.000
 > Rp 3.000.000

Race: Jawa Melayu Batak Tionghoa
 Bugis Bali Ambon Papua

Others:

No.	Questions	Measurement						
		1 (Never)	2	3	4	5	6	7 (Always)
1	Items measuring power-prestige dimension of money attitudes							
	I use money to influence other people to do things for me.							
	I purchase things because I know they will impress others.							
	I own nice things in order to impress others.							
	I behave as if money were the ultimate symbol of success.							
	I enjoy telling people about the money I make.							
	People that know me tell me that I place too much emphasis on the amount of money people have as a sign of their success.							
	I find that I seem to show more respect to those people who possess more than I do.							
	I tend to judge people by their money rather than their deeds.							
	I try to find out if other people make more money than I do.							
2	Items measuring distrust dimension of money attitudes:							
	I complain about the cost of things I buy.							
	It bothers me when I discover I could have gotten something for less elsewhere.							
	After buying something, I wonder if I could have gotten the same for less elsewhere.							
	I automatically say, "I cannot afford it," whether I can or not.							
	When I buy something, I complain about the price I paid.							
	I hesitate to spend money, even on necessities.							
When I make a major purchase, I have a suspicion that I have been taken advantage of.								



APPENDIX 2



APPENDIX 3

Power-prestige

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.920	.922	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
P1	17.81	81.106	.692	.553	.912
P2	17.07	76.774	.758	.802	.908
P3	17.37	78.061	.744	.791	.909
P4	17.47	76.076	.806	.685	.904
P5	18.05	85.621	.686	.620	.914
P6	17.84	80.847	.769	.639	.907
P7	17.82	81.196	.681	.589	.913
P8	18.27	85.086	.690	.636	.913
P9	17.39	79.313	.660	.532	.915

Distrust

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.779	.775	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
D1	17.73	35.744	.633	.518	.724
D2	17.09	34.005	.608	.476	.728
D3	17.29	34.971	.529	.373	.748
D4	18.17	39.084	.479	.271	.756
D5	18.18	37.088	.648	.487	.724
D6	18.96	43.274	.355	.216	.776
D7	19.06	44.486	.274	.178	.788

Anxiety

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.836	.836	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
A1	18.04	45.139	.619	.539	.807
A2	18.64	47.977	.587	.483	.813
A3	17.94	48.151	.526	.316	.826
A4	17.60	44.631	.678	.552	.795
A5	18.23	47.760	.632	.545	.805
A6	17.52	45.768	.621	.500	.806

Materialism

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.830	.832	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
M1	18.28	49.693	.525	.319	.820
M2	17.61	47.098	.648	.476	.793
M3	18.41	47.734	.690	.520	.785
M4	18.83	49.742	.655	.469	.793
M5	18.23	50.176	.548	.319	.814
M6	19.41	50.176	.556	.339	.812

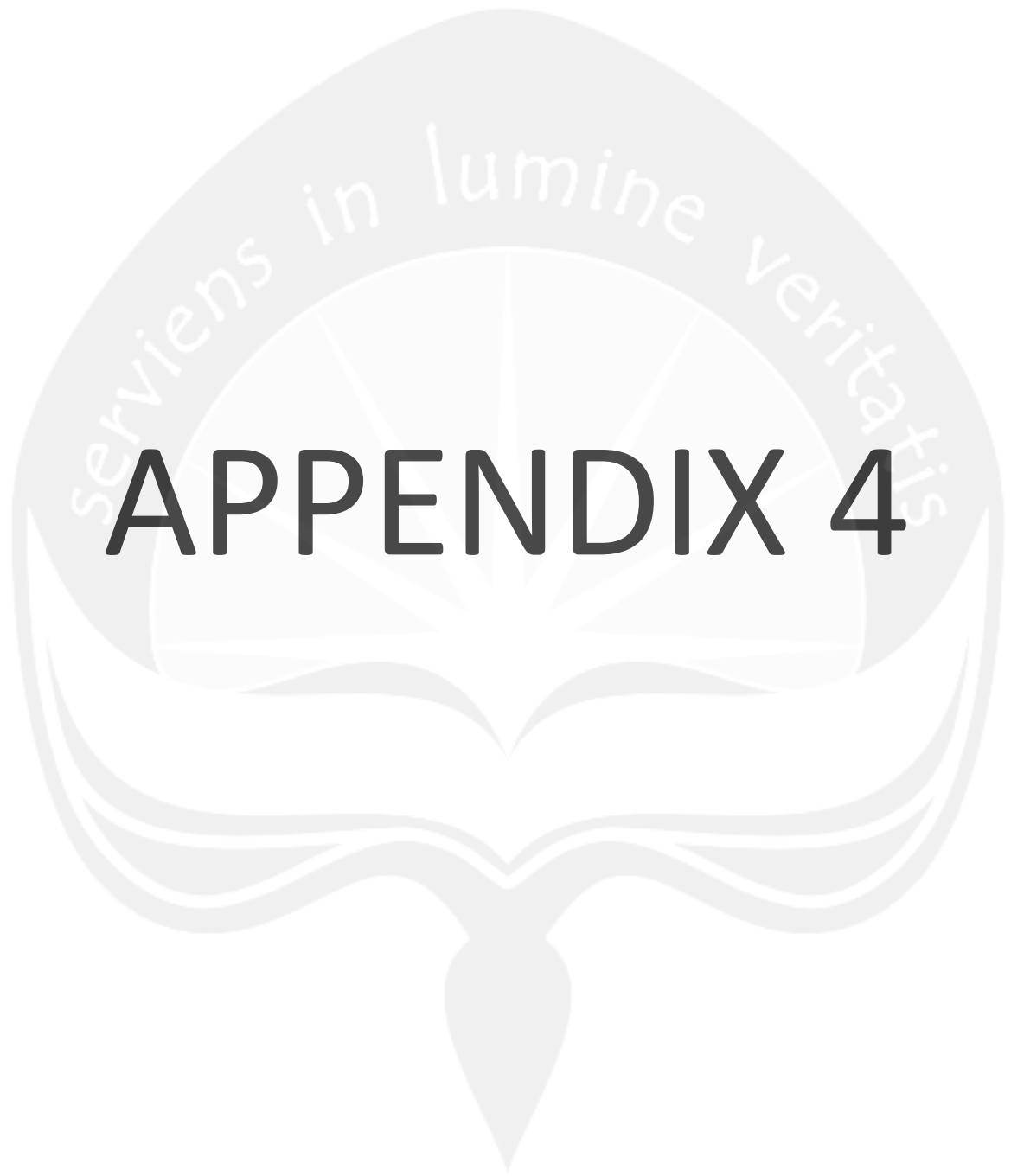
Achievement vanity view

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.909	.909	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
V1	13.5867	25.935	.746	.573	.893
V2	13.2533	27.264	.727	.575	.897
V3	13.1000	24.789	.792	.705	.884
V4	13.7000	25.956	.825	.745	.878
V5	13.6400	25.574	.763	.644	.890



APPENDIX 4

Independent variable: Power Prestige
 Dependent variable: Achievement Vanity-View

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467 ^a	.218	.213	1.11646179

a. Predictors: (Constant), Power Prestige

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.366	1	51.366	41.208	.000 ^a
	Residual	184.480	148	1.246		
	Total	235.846	149			

a. Predictors: (Constant), Power Prestige

b. Dependent Variable: Achievement Vanity-View

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.201	.203		10.853	.000
	Power Prestige	.526	.082	.467	6.419	.000

a. Dependent Variable: Achievement Vanity-View

Variables	Standardized Beta (β)	t	Sig	Adjusted R Square	F	Sig
Power Prestige	.467	6.419	.000	.213	41.208	.000 ^a

Independent variable: Power Prestige, Anxiety, Distrust

Dependent variable: Materialism

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 ^a	.522	.512	.96311552

a. Predictors: (Constant), Anxiety, Distrust, Power Prestige

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147.613	3	49.204	53.045	.000 ^a
	Residual	135.428	146	.928		
	Total	283.041	149			

a. Predictors: (Constant), Anxiety, Distrust, Power Prestige

b. Dependent Variable: Materialism

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.016	.284		3.579	.000
	Power Prestige	.474	.083	.384	5.738	.000
	Distrust	-.017	.085	-.013	-.204	.839
	Anxiety	.467	.070	.455	6.664	.000

a. Dependent Variable: Materialism

Variables	Standardized Beta (β)	t	Sig	Adjusted R Square	F	Sig
Power Prestige	.384	5.738	.000	.512	53.045	.000 ^a
Distrust	-.013	-.204	.839			
Anxiety	.455	6.664	.000			