Abstract

The study was aimed to construct a valid and reliable scale on materialism. A mixed method approach was used to construct the scale. Exploratory Factor Analysis (EFA) was run to explore the factor structure of the scale. A sample of 300 adults with the distribution of (150 men and 150 women) with age range of 21-40 was recruited for this purpose. A Varimax rotation method was employed, which yielded three factors namely; Materialistic Approach, Indicators of Materialism, and striving for Possessions. To validate the factor structure Confirmatory Factor Analysis (CFA) was carried out on 200 participants. The factor structure obtained from the results of CFA indicated a good model fit for final scale comprising 20 items. Furthermore, the main effect of gender and socio-economic class was also determined in terms of materialism. The results indicated that people who belong to upper income group are more materialistic as compared to middle and lower income group. However, findings of the study also indicated that females have more materialistic approach and strive more for material possessions as compared to males. The development of this reliable and valid scale contributes in the area of psychological assessment and social psychology.

Keywords: Materialism, scale, gender, income class