



**Maynooth  
University**

National University  
of Ireland Maynooth

**School of Business Research Seminar Series 2016-2017**

***'Age-Related Changes in Materialism in Adults – A Psychological Insecurities Perspective'***

**Dr Christian Martin**

**Date: Wednesday, 12 April 2017**

**Time: 12.00pm**

**Venue: Staff Development Room, John Hume Building,  
North Campus, Maynooth University**

**Paper Abstract**

A frequent finding in the literature on materialism is that the strength of this value orientation seems to decline with age during adulthood. Samples from different countries (e.g., the USA, Germany, the UK, and Israel) indicate that this finding might be stable across different cultures.

Given the importance of materialism for consumer well-being and consumption behaviour in general, we need a comprehensive understanding of age-related effects in materialism. Unfortunately, there are only a few studies that have investigated age-related changes in materialism directly. While these studies are helpful, they do not explore the processes through which age impacts materialism in adulthood.

We propose that age-related changes in self-uncertainty can account for changes in materialism in adulthood. Research seems to converge on the notion that self-uncertainty is an antecedent of materialism. Importantly, in line with theories of identity development, self-uncertainty seems to decrease with age. We tested and found support for our proposition (i.e., that self-uncertainty can account for age-related changes in materialism) in two studies.

**About the Speaker**

Christian, a Lecturer at the School of Business, earned his PhD in Marketing from the University of Lausanne (Switzerland). He also holds an MSc in Business Administration; specialising in Business Psychology, Communication Science, and Management; from the University of Erlangen-Nuremberg (Germany). Prior to joining the School of Business, he taught and researched Marketing at the University of Lausanne and TU Dortmund University (Germany). Before entering into academia, Christian worked in the German Banking sector.

To RSVP, please email [business@nuim.ie](mailto:business@nuim.ie).