

Chaplin, Lan Nguyen and Deborah Roedder John (2010), "Interpersonal Influences on Adolescent Materialism: A New Look at the Role of Parents and Peers," *Journal of Consumer Psychology*, 20 (April), 176-184

Abstract

What causes adolescents to be materialistic? Prior research shows parents and peers are an important influence. Researchers have viewed parents and peers as socialization agents that transmit consumption attitudes, goals, and motives to adolescents. We take a different approach, viewing parents and peers as important sources of emotional support and psychological well-being, which increase self-esteem in adolescents. Supportive parents and peers boost adolescents' self-esteem, which decreases their need to turn to material goods to develop positive self-perceptions. In a study with 12–18 year-olds, we find support for our view that self-esteem mediates the relationship between parent/peer influence and adolescent materialism.

Keywords: Adolescents, materialism, influence, socialization, self-esteem, support