

The Role of Materialism and Brand Consciousness in Shaping Adolescence Life Satisfaction

Tehseen Nawaz¹, Saira Majid² & Atif Rasool³


¹MS Scholar, Department of Clinical Psychology, The Superior University, Lahore,

Email: su92-mscpw-f23-091@superior.edu.pk

²Head of Department of Clinical Psychology, The Superior University, Lahore, Email: sairamajid@superior.edu.pk

³Lecturer Department of Clinical Psychology, The Superior University, Lahore, Email: atif.rasool@superior.edu.pk

ARTICLE INFO			ABSTRACT
Article History:			<i>Growing materialism and brand awareness is spreading fast in modern society and especially in the lower middle-class adolescents. The exposure to social media and the perceived symbolic worth assigned to the brands have triggered youths to perceive branded products as signals of quality, status and personal prestige. The culture change has led to increased aspect of materialism whose nature threatens to erode life satisfaction and give rise to the maladaptive behaviors. However, little empirical analysis on these relationships has been done in the local setting. This study was intended to focus on exploring the connections between materialism and brand consciousness with life satisfaction in adolescents and gender differences in the former variables. It was 300 adolescents (155 males, 145 females). Life satisfaction was measured with Satisfaction with Life Scale (Diener, 1985), brand consciousness with Consumer Style Inventory (Sproles and Kendall, 1986) and materialism as by means of Material Values Scale (Richins and Dawson, 1992). Each of the measures showed sufficient reliability. The results of the correlational analysis indicated that brand consciousness was strongly related to life satisfaction and materialism was statistically significantly related to life satisfaction. The independent samples t-test revealed materialism scores of males were much higher in comparison to females but life satisfaction and brand consciousness were the same among both genders. The results also point to the balancing effect of consumer related values on the well-being of adolescents and possible intervention in forming a balanced consumer attitude during early stages of development.</i>
Received:	June	25, 2025	
Revised:	July	24, 2025	
Accepted:	August	05, 2025	
Available Online:	August	15, 2025	
Keywords:			
Materialism, Brand Consciousness, life Satisfaction, Adolescence			
Corresponding Author:			
Tehseen Nawaz			
Email:			
su92-mscpw-f23-091@superior.edu.pk			

**OPEN ACCESS**



Introduction

Fears of adolescence involve girls and boys going through changes of mind, socially, emotionally and physically out of childhood to adulthood. The age range of girls is 11 to 18 and for boys 12 to 18 (Balamurugan, Sevak, Gurung, Vijayarani, & Balamurugan, 2024; Rasool, Parveen, Majid, & Rasool, 2021)). This period is also known as storm and stress and at this stage they had to face many ups and downs in life (Uzun, 2022; Rasool, et al., 2022). Piaget suggests that adolescent is the period during which the individual becomes a part of the adult society (Mansour, & Al Sagheer, 2024). It is the age when the child no longer feels that he is below the level of his elders but he is equal at least their rights are equal. Adolescent is a time when the girls and boys feel the joy and pride of growing up (Carey et al., 2022; Majid et al., 2023). Life satisfaction acts as a well-being indicator and assesses person's quality of life on their own standards or merit (Lingan-Huamán, et al., 2024). It mentions the people's global mental evaluations of satisfaction in regard to their own lives (Szcześniak, et al., 2022). Moreover, people from different culture recognize life satisfaction in a different way because culture has a predominant impact on a person's goals and values (Sholihin, et al., 2022). Materialism is defined as the thought that means if you have a blissful life then you must have materialistic products which shows that you are more successful in your life and you have a distinguish status in the society and you want that you are more observed by others (Strawson, & Russell, 2021; Waqar, et al., 2023). Brand consciousness is defined as psychological phenomenon having predisposition to prefer branded goods and mental orientation in taking famous brand name products which are immensely famous and publicized (Pappinen, 2024; Waqar, et al., 2023). The reason for the investigation is to investigate the relationship of materialism and brand consciousness as an indicator of life fulfillment of youths.

In the present period the general population is will in general be progressively materialistic. Materialism is a mental construct reflecting the degree to which an individual trusts that it is critical to accomplish cash, assets, picture, and status, in respect to different points throughout everyday life. Materialism is a major part of the human esteem framework that stands in relative conflict with characteristic qualities concerning self-improvement; close relational connections, and helping other people. Materialistic is a negative intoxication in the environment which in result the very negative consequences such as less time spent with the family and friends very less interaction with the surrounding and waste their time on surfing the new brands (Amrilah, 2024, June). Materialism is associated with a numerous different element, including brand association existential weakness (Pérez-Jara, et al., 2021). Anyway, right now (Bogner, 2023 Rasool, et al., 2025) work on the prospect of Richins and replace material centrality with material vitality and material uniqueness.

Our new generation is extremely aware of the different brands in the market and is getting highly conscious of the products they use. Today's children are more aware of all these, than their parents. The kids are getting more advance because they have the facilities like television, internet etc. The level of brand consciousness is now increasing day by day because the children have more pocket money to get something of good standard for themselves.

Brand consciousness can be described as the extent to which people buy based on brand name. Brand consciousness is the orientation of the clients to the purchase of expensive and completely comprehended brands (Fuller et al., 2023 Islam, Majid, et al., 2025). Brand consciousness is not just a matter of acquisition or awareness as to whether a brand should be selected or not. It is a problem when a brand possesses particular pictures, qualities, properties to the point where its name and capabilities are represented.

A Japanese report demonstrates that brands present their items in most ideal way by campaigns and distinctive alluring ads yet females select these items with more awareness and even in the wake of counseling with their different colleagues particularly when they are going to purchase any item for the absolute first time (Adams, 2023; Aziz, et al., 2025).

Life satisfaction is an inclusive judgment people make about the standard of their lives (Xia, Wang, & Yang, 2024). Life satisfaction rearranges the way that individuals from various cultures for the most part consider life areas in an unexpected way (Dechawatanapaisal, 2024; Sana, et al., 2025). The study on adolescent's life satisfaction reveals the need for advanced research through the cultures (Orben, Lucas, Fuhrmann, & Kievit, 2022; Noor, Majid, Rasool, Akram, & Liaqat, 2025).

Life satisfaction is general abstract full of feeling assessment of one's own life (Döş, 2023), and it is identified as a reliable predictor of endurance and sound health; while there is only small number of studies which observed the effect of this feature of psychological wellbeing on physiological processes (Dhanabhakya, & Sarath, 2023; Iqbal, et al., 2025).

According to research in 2023 by Jasper's life satisfaction and materialism are negatively associated with each other research among adolescents has indicated that materialistic adolescents are less happy. In recent decades the major cause of increasing materialism is advertisement by which they get multiple attracting things which was the alarming situation for the parents. Individuals who are unsatisfied with their lives likewise appear to be continue towards the materialistic goals.

A high confidence causes us in exploring relationships, looking for development and accomplishment, just as encountering positive feelings and managing difficulty (Halilsoy, 2024; Nisar, et al., 2025). Optimistic individuals who are increasingly hopeful about the future will in general be report being more joyful and progressively satisfied. They trust that beneficial things will occur and that misfortune can be turned around and certainty about accomplishing their objectives and managing life effectively (Stingl, & McClellan, 2023; Jaan, et al., 2025).

There are many studies conducted to examine gender differences in materialism and it had been seen that the males are more materialistic than the females (Tarka, Harnish, & Babaev, 2022). Antiniene, 2021 carried out a study on the population of adolescents aimed to explore the connection between male and female and the possibility that one of them had a different materialistic value as compared to the other.

Gender has significant influence on life satisfaction (Khodabakhsh, 2022). Age showed a considerable impact because life-satisfaction would be high in old-age individuals (Papi, & Cheraghi, 2021). The level of loneliness is much lower in male students and much higher in life satisfaction with female students. A further survey to study cultural differences on the issue of life satisfaction among American, Korean and Chinese college students revealed that the Korean and Chinese college students scored lesser in comparison to the American college students in both life satisfaction and positive feelings aspects (Jiang, et al., 2021).

Rationale of the Study

The current study aimed to examine the relationship of materialism, brand consciousness and life satisfaction among adolescents. Materialism and brand consciousness in our society is increasing day by day especially in youth and among the lower middle class. Adolescents use brands names as a quality criterion to identify things and develop a brand association with conceptual and

symbolic meaning. Social media has encouraged youth to get very conscious about brands since they perceive brands as a symbol of fame, status and satisfactory life with these brands. Excess usage of brands and material products cause the immoral behavior in adolescents. The awareness of adolescents with local and foreign brands have developed the materialistic attitude in them. In result adolescents are more dissatisfied with their lives for the increased materialism and brand consciousness. Materialism plays a major role in our lives if you're more materialistic you are more prone towards the depression and unsatisfied in their lives. Kasser and Kanner (2003) hypothesize that the individual's with the higher level of materialism have a very low self-esteem and they also suffer from the psychological health. People feel satisfied in their life after purchasing branded products (Razmus, et al., 2022). The study will also provide a guideline that how we improved our lifestyle without the materialistic or brands. There are lot of researches on materialism and brand consciousness but my purpose of the study is to study the impact of materialism and brand consciousness on the life satisfaction of adolescent's. However, no single study has tested the life satisfaction in relation of both materialism and brand consciousness.

Conceptual Framework

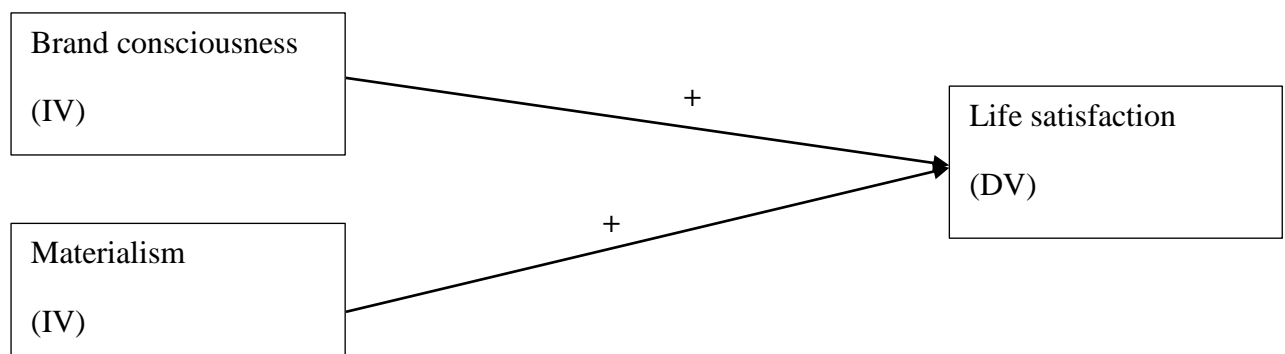


Figure 1: shows that brand consciousness and materialism are positive predictors of life satisfaction

Objectives

- To predict the role of materialism on life satisfaction among adolescents.
- To predict the role of brand consciousness on life satisfaction of adolescents.
- To explore the relationship between brand consciousness and materialism among adolescents.
- To find out the effect of gender on proposed study variable.

Hypotheses

H1: There will be significant positive correlation between brand consciousnesses and life satisfaction.

H2: There will be significant positive correlation between materialism and life Satisfaction

H3: Brand consciousness will be significant positive predicator of life satisfaction

H4: Materialism will be significant positive predicator of life satisfaction.

H5: There would be significant gender difference on materialism, brand consciousness and life satisfaction.

Operational definitions

Life satisfaction. Life satisfaction is the global evaluation of feelings and attitude to life at a specific point in time and can include negative to positive. It is one of three significant pointers of prosperity: life satisfaction, positive effect, and negative effect (Diener, 1984). Life satisfaction was measured by satisfaction with life scale developed by Diener, (1984). High score on this index shows higher level of satisfaction.

Materialism. It is defined as the significant credited to possession and securing of material merchandise to achieve real life objectives (Richinns& Dawson, 1992). The scale developed by Richinns and Dawson (1992) was used to measure the materialism. High score on this index indicates higher level of materialism.

Brand consciousness. Brand consciousness is defined as psychological phenomenon having predisposition to prefer branded goods which are famous and immensely publicized (Sporles& Kendall, 1986). This scale developed by Sporles and Kendall, (1986) was used to measure the brand consciousness. High score on this index indicates higher level of brand consciousness.

Gender. Gender can be referred to as that part of the psychology aspect, which is culturally acceptable to both men and women (Unger, 1979).

Methodology

Research Design

In this study the correlational Survey research design was used to explore the impact of materialism and brand consciousness among adolescents, the convenient sampling was used. The sample of present study was ($N = 300$) adolescents. Age range of adolescents was 12 to 18 years. Sample was further divided into both boys ($n = 155$) and girls ($n = 145$). Sample was recruited from the government and private schools of Lahore.

Table 1

Demographic Variables	<i>F</i>	<i>%</i>
Gender		
Boys	155	51.7
Girls	145	48.3
Education		
School	128	42.7
College	172	57.3
Birth Order		
Elder	59	19.7
Middle	110	36.7
Youngest	100	33.3
Only	31	10.3
Residence		
Urban	61	20.3
Rural	239	79.7
Family System		
Joint	109	36.3
Nuclear	191	63.7

Table 1 shows the frequency and percentage of under graduate with respects to gender, education, birth order, residence and family system. Male students are higher in numbers ($f=155$, 51.7%) and female students ($f=145$, 48.3%). Students of school ($f=128$, 42.7%) are lesser than the students of college ($f=172$, 57.3%). Frequency of birth order shows that middle ($f=110$, 36.7%) are more as compared to elder ($f=59$, 19.7%), youngest ($f=100$, 33.3%), only ($f=31$, 10.3%). Students belong to urban areas ($f=61$, 20.3%) are lesser than the rural areas ($f=239$, 79.7%). Table also explore the frequency and percentage of family system that the nuclear family system ($f=191$, 63.7%) are greater than the joint family system ($f=109$, 36.3%).

Measures

The demographic sheet consisted of personal and academic information. Personal information included age, gender, family structure, birth order, and residential area and academic information include years of education.

Results

Table 2

Descriptive of statistics, Alpha Reliability Co-efficient, Range and Skewness among studies variables (N=300)

Variables	N	M	SD	Range		A	Skewness	Kurtosis
				Actual	Potential			
LS	300	21.9	6.2	5-35	6-35	.71	-.30	-.55
BC	300	20.3	4.8	7-35	7-35	.65	-.04	-.04
Materialism	300	48.6	7.7	18-90	31-66	.68	-.03	-.50
Success	300	16.29	3.31	6-30	8-25	.45	-.35	-.44
Centrality	300	18.86	3.60	7-35	8-28	.48	-.15	-.12
Happiness	300	13.51	2.91	5-25	7-22	.53	-.17	-.35

Note L.S=life satisfaction, B.C=brand consciousness,

Table 2 shows mean, standard deviation, alpha reliability, skewness and kurtosis of all study variables. Results show the satisfactory alpha reliability of all study variables. The values of skewness and kurtosis are less than 1, which is not problematic.

Table 3

Correlation among Study Variables (N=400)

Variable	N	I	II	III	IV	V	VI
LS	300	-	.15**	.030	.005	.03	.03
BC	300		-	.38**	.29**	.32**	.28**
Materialism	300			-	.77**	.82**	.74**
S.M	300				-	.43**	.37**
C.M	300					-	.44**
H.M	300						-

Note. LS= Life Satisfaction, BC=Brand Consciousness, CM=Centrality materialism, SM=Success Materialism and H.M=Happiness Materialism ($P < .001$)

Table 3 shows the relationship among study variables, life satisfaction has significant positive correlation with brand Consciousness ($r = .15$, $p < .001$). Findings also indicate that life satisfaction

has non-significant and positive correlation with materialism ($r = .03, p > .05$), success materialism ($r = .05, p > .05$), centrality materialism ($r = .04, p > .05$), and happiness materialism ($r = .04, p > .05$). Results also show that brand Consciousness has significant and positive correlation with materialism ($r = .38, p < .001$), success materialism ($r = .29, p < .001$), centrality materialism ($r = .32, p < .001$), and happiness materialism ($r = .28, p < .001$). Results also indicate that success materialism has significant positive correlation with centrality materialism ($r = .43, p < .001$) and happiness materialism ($r = .37, p < .001$) and centrality materialism has significant positive correlation with happiness materialism ($r = .44, p < .001$).

Table 4

Linear Regression Analysis for Brand Consciousness on the Prediction of Life Satisfaction among Adolescents (N = 00)

Predictors	B	Outcome: Life Satisfaction	
		95% CI	
		LL	UL
Brand consciousness	.21	.05	.35
R^2	.02		
F	7.09**		

** $p < .01$

Table 4 shows simple linear regression analysis is computed for brand consciousness and life satisfaction. The value R^2 is .02 indicates approximately 2% variance in the outcome variable can be accounted for, by the predictor { $F(1, 298) = 7.09, P < .01$ }. Result depicts that brand consciousness { $\beta = .15, P < .001$ } is significant positive predictor of life satisfaction.

Table 5

Gender difference for Study Variables among Adolescents (N=300)

Variables	N	Male (n=155)		Female (n=145)		T	P	95%		Cohens'd
		M	SD	M	SD			LL	UL	
LS	300	22.41	6.05	21.54	6.51	1.19	.23	-.55	2.29	
BC	300	20.41	4.33	20.31	5.04	.189	.85	-.96	1.16	
MV	300	50.49	8.22	46.63	6.59	4.39**	.000	2.1	5.51	0.52

Note. LS= Life satisfaction, BC=Brand Consciousness and MV=Material Value ** $p < .001$

Table 5 shows mean, standard deviation and t-value for male and female adolescents, according to the study variables. Results indicate non-significant gender differences on life satisfaction and brand consciousness. The t-value { $t(298) = 4.39, p < .001$ } shows that males ($M = 50.49, SD = 8.22$) have significantly higher score on materialism as compared to females ($M = 46.63, SD = 6.59$). The value of Cohen's d was .52 which indicated medium effect size.

Table 6

Mean, Standard Deviation, Significance Level and T-Values of Family System for Life Satisfaction, Materialism and Brand Consciousness among Adolescents(N=300)

<i>Variables</i>	<i>N</i>	Nuclear (n=109)		Joint (n=191)		<i>t</i>	<i>P</i>	95%		<i>Cohen's d</i>
		<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			<i>LL</i>	<i>UL</i>	
LS	300	22.97	5.82	21.43	6.48	2.04	.03	.06	3.0	0.25
BC	300	20.62	4.60	20.21	4.73	.72	.46	-.69	1.51	
MV	300	48.95	7.82	48.48	7.66	.50	.61	1.35	2.29	

* $p < .05$.

Table 7 shows mean, standard deviation and t-value for adolescents of nuclear family and adolescents of joint families, according to the study variables. The t-value { $t(298) = 2.04, p < .05$ } shows that people from nuclear family system ($M = 22.97, SD = 5.82$) have significantly higher score on life satisfaction as compared to people from joint family system ($M = 21.43, SD = 6.48$). Results indicate non-significant differences in brand consciousness and materialism on family system. The value of Cohen's d was .25 which indicated low effect size.

Summary of the Results

Results of current study conclude that some study variables are positively or some are negatively correlated with each other. The relationship among study variables, life satisfaction has significant positive correlation with brand Consciousness. Findings also indicate that life satisfaction has non-significant and positive correlation with materialism. The results show satisfactory reliabilities of each scale. Findings of t-test revealed that that males have significantly higher score on materialism as compared to females Results also indicate that there is non-significant gender differences on life satisfaction and brand consciousness.

Discussion

The present study aimed at demonstrating the impact of brand consciousness and materialism on life satisfaction. The sample of the present study was consisted of 300 adolescents in which both females (n=145) and males(n=155) were included. Satisfaction with life scale was used to measure the life satisfaction (Diener, 1985), Consumer Style Inventory was used to measure the brand consciousness (Sporles& Kendall,1986) and The Material Value scale was used to measure the materialism (Richins& Dawson, 1992). Psychometric properties of diverse measures of different variables were investigated as well before evaluating the correlation among the variables of the present study. To this end, measures of reliability and descriptive statistics were conducted on the study variable. Coefficients of reliability of all the scales are within acceptable range. The small to medium sizes of standard deviations of different scales give an indication that the means of scale were good estimates of respective parameters. The value of skewness and kurtosis of all the scales also conform to the accepted level, indicating that the variable of the study assumed the normal curve in its range of distributions (See Table 2).

Results of correlation matrix of all study variables were calculated. Present study hypothesized that there will be significant positive correlation between life satisfaction and brand consciousness. The hypothesis was accepted and in line with the present study findings (See Table 3). People who are

highly brand conscious they get satisfaction by using the brands. Their level of life satisfaction is determined by the no of brands they use (Dolan, Peasgood, & White, 2008). Second hypothesis was tested by correlational analysis and results showed that there is a significant positive relationship between life satisfaction and brand consciousness. This hypothesis was formulated by the support of literature review and results were as expected. Similar results were also produced by (Joung& Miller, 2007) increased life satisfaction is reflected in strong emotions for luxury goods that results in purchase relationship. A significant positive relationship was also found in study of Evans (1989) which described that brand consciousness is positively associated with life satisfaction.

Conclusion

This present work was supposed to discuss the extent to which consciousness of brand and materialism influence the satisfaction with life of adolescents. An analysis of results of the current study showed that brand consciousness showed strong positive correlation with life satisfaction and materialism did not have significant correlation with satisfaction in life. Findings of this study also revealed that life satisfaction is predicted by brand consciousness. Findings also showed that females have significantly higher score on materialism as compared to men.

Limitations and Suggestions

The present study has certain limitations on the basis of which some suggestions have been given as follows:

- This study has a limited generalizability as majority of adolescent's belong to the middle-class family. So, adolescents having varied demographic characteristics should be used in future studies.
- The correlational research design of this study has investigated the constructs within a certain age group and at a certain period. Consequently, in future studies, the exploration of these constructs should employ other research designs i.e. cross-sectional and longitudinal.
- The size of sample was relatively small consisting of 300 adolescents (boys=155, girls=145). For future researches, sample size should be enlarged to get more reliable and accurate results.
- Since all the scales were self-reporting measures hence, social desirability may act as a possible threat towards internal validity. Thus, more tools and more than one method should be applied to reduce the degree of social desirability.

Implication of Study

The results of this study are significant in terms of implications of clinical psychology, especially adolescent mental well-being and health promotion. High levels of materialism and brand awareness among the teens might be viewed as a sign of susceptibility to problems of low self-esteem, increased status comparison, confusion of identity and the symptoms of anxiety or depression. This understanding enables clinical psychologists to recognize such propensities early in the process of assessment and ensure that they are resolved with the help of specific interventions. Therapeutic programs including Cognitive-Behavioral Therapy (CBT) itself may be suggested to test distorted ideologies associating self-pride with material possession or its brand image, whereas psychoeducational programming in adolescents and their family can increase awareness of the psychological expenses of the materialism ideology in their minds. Counseling programs in school can also include media literacy, resilience building and values clarification

exercises to help in minimizing peer pressure related to brands and instead develop better self-conceptualizations. Additionally, the research highlights the efforts to ensure the promotion of the roles of clinical psychologists in ensuring that the society embraces healthier messages about success and happiness, working with educators, policymakers, and the media to shift their focus away from consumer-oriented identity-making on the idea of intrinsic values, personal growth, and the existence of meaningful relations. It is a holistic method of improving the emotional resources and life satisfaction of the teenagers who could cope better with consumerism dynamics of the modern world.

References

1. Adams, M. (2023). The myth of the untroubled therapist. <https://doi.org/10.4324/9781003245919>
2. Amrilah, D. (2024). Consumerism and materialism culture: Its impact on society and the environment. <https://doi.org/10.31234/osf.io/t79cw>
3. Antinienė, D., Šeinauskienė, B., Rutelione, A., Nikou, S., & Lekavičienė, R. (2021). Do demographics matter in consumer materialism? *Engineering Economics*, 32(4), 296-312. <https://doi.org/10.5755/j01.ee.32.4.28717>
4. Atif Rasool, Shirmeen Ijaz, Saira Majid, Ayesha Zafar, & Amjad Rasool. (2025). Motivational interviewing intervention and recidivism in lifetime imprisoned inmates: An experimental study. *The Critical Review of Social Sciences Studies*, 3(1), 1094-1114. <https://doi.org/10.59075/ks9kzz18>
5. Atif Rasool, Shirmeen Ijaz, Saira Majid, Ayesha Zafar, & Amjad Rasool. (2025). Motivational interviewing intervention and recidivism in lifetime imprisoned inmates: An experimental study. *The Critical Review of Social Sciences Studies*, 3(1), 1094-1114. <https://doi.org/10.59075/ks9kzz18>
6. Balamurugan, G., & Vijayarani, M. (2025). Filtering reality: Navigating Instagram's influence on adolescent mental health. *Journal of Education and Health Promotion*, 14(1). https://doi.org/10.4103/jehp.jehp_483_24
7. Dechawatanapaisa, D. (2023). Job embeddedness and life satisfaction during pandemic: The impacts of work-from-home stressors and emotional exhaustion. *Asia-Pacific Journal of Business Administration*, 16(4), 994-1014. <https://doi.org/10.1108/apjba-11-2022-0504>
8. Diener, E., Emmons, R. A., Larsen, R. J., & Griffin, S. (1985). The satisfaction with life scale. *Journal of Personality Assessment*, 49(1), 71-75. https://doi.org/10.1207/s15327752jpa4901_13
9. Döş, İ. (2023). Relationship between happy school, general self efficacy, academic self-efficacy and life satisfaction. *European Journal of Educational Management*, volume-6-2023(volume-6-issue-1-march-2023), 31-43. <https://doi.org/10.12973/eujem.6.1.31>
10. Eman Naeem, Samra Rafique, Rukhsar Nazir, & Sidra Rasool. (2025). Relationship between emotional regulation and video game addiction among adolescents: Role of perceived social support. *Indus Journal of Social Sciences*, 3(1), 314-323. <https://doi.org/10.59075/ijss.v3i1.643>
11. Fuller, R., Stocchi, L., Gruber, T., & Romaniuk, J. (2022). Advancing the understanding of the pre-purchase stage of the customer journey for service brands. *European Journal of Marketing*, 57(2), 360-386. <https://doi.org/10.1108/ejm-10-2021-0792>
12. Halilsoy, T. (2024). The importance of self-confidence. *Akademik Tarih ve Dusunce Dergisi*. <https://doi.org/10.46868/atdd.2024.803>
13. Iqbal, D., Majid, S., Amin, F., & Rasool, A. (2025). Gaslighting, Cognitive Flexibility and Self Concept Clarity in Young Adults. *International Research Journal of Arts, Humanities and Social Sciences*, 468-481.

14. Jaan, A., Rasool, A., Majid, S., Aziz, A., & Jan, A. M. (2025). Comparing the Effectiveness of Play Therapy and Digital Detox in Enhancing Emotional Regulation and Reducing Screen Addiction in Early Childhood. *Dialogue Social Science Review (DSSR)*, 3, 972-981.
15. Jaspers, E. D., Pandelaere, M., Pieters, R. G., & Shrum, L. J. (2023). Materialism and life satisfaction relations between and within people over time: Results of a three-wave longitudinal study. *Journal of Consumer Psychology*, 33(3), 591-601. <https://doi.org/10.1002/jcpy.1350>
16. Jiang, X., Fang, L., Stith, B. R., Liu, R., & Huebner, E. S. (2019). A cross-cultural evaluation of the students' life satisfaction scale in Chinese and American adolescents. *Current Psychology*, 40(5), 2552-2560. <https://doi.org/10.1007/s12144-019-00188-y>
17. Khodabakhsh, S. (2021). Factors affecting life satisfaction of older adults in Asia: A systematic review. *Journal of Happiness Studies*, 23(3), 1289-1304. <https://doi.org/10.1007/s10902-021-00433-x>
18. Lingán-Huamán, S. K., Ventura-León, J., Terukina Sakihara, C., & Camero Callo, C. (2024). The satisfaction with life scale and the well-being index WHO-5 in young peruvians: A network analysis. *International Journal of Adolescence and Youth*, 29(1). <https://doi.org/10.1080/02673843.2024.2331586>
19. M. Dhanabhakym, & Sarath M. (2023). Psychological wellbeing: Asystematic literature review. *International Journal of Advanced Research in Science, Communication and Technology*, 603-607. <https://doi.org/10.48175/ijarsct-8345>
20. Majid, S., Rasool, A., Rasool, A., & Zafar, A. (2023). Social exclusion of transgender (Hijra): A case study in Lahore (Pakistan). *Pakistan Journal of Humanities and Social Sciences*, 11(2), 825-836. <https://doi.org/10.52131/pjhss.2023.1102.0393>
21. Majid, S., Rasool, A., M Shahzad, H. R., Shakir, N., & Rasool, A. (2022). Association of smoking with osteoporosis. *International Journal of Business & Finance Implications*, 3(1), 22-29.
22. Nayab Islam, Saira Majid, Muhammad Abdullah, Malaika Younas, & Atif Rasool. (2025). Impact of negative decisions on mental health among college and University students. *Research Journal of Psychology*, 3(1), 185-197. <https://doi.org/10.59075/rjs.v3i1.57>
23. Nazia Nisar, Atif Rasool, Umara Sameer, Ayesha Rehman, & Sana Ameen. (2025). The relationship between perfectionism and mental toughness among athletes. *Research Journal of Psychology*, 3(3), 148-156. <https://doi.org/10.59075/rjs.v3i3.181>
24. Noor, F., Majid M., Rasool M., Akram M., & Liaqat M. (2025). The psychology of dreams within dreams: a deep investigation into false awakenings. *Policy Journal of Social Science Review*, 227-232.
25. Olsen, S. O., Khoi, N. H., & Tuu, H. H. (2021). The “well-being” and “ill-being” of online impulsive and compulsive buying on life satisfaction: The role of self-esteem and harmony in life. *Journal of Macromarketing*, 42(1), 128-145. <https://doi.org/10.1177/02761467211048751>
26. Orben, A., Lucas, R. E., Fuhrmann, D., & Kievit, R. A. (2022). Trajectories of adolescent life satisfaction. *Royal Society Open Science*, 9(8). <https://doi.org/10.1098/rsos.211808>
27. Papi, S., & Cheraghi, M. (2021). Multiple factors associated with life satisfaction in older adults. *Menopausal Review*, 20(2), 65-71. <https://doi.org/10.5114/pm.2021.107025>
28. Pérez-Jara, J., Romero, G. E., & Camprubí, L. (2021). What is materialism? History and concepts. *Synthese Library*, 1-77. https://doi.org/10.1007/978-3-030-89488-7_1
29. Rasool, A., Majid, S., Rasool, A., & Zafar, A. (2021). Examining the Relationship between Criminal Behaviors, Personality Traits, and Law Enforcement Responses for Individuals with Mental Illness. *Superior Law Review*, 1(1), 15-27.

30. Rasool, A. A., Majid, S., & Mehmood, N. (2022). A Man with no fear "Necrophilia" I did like you to give my love to my family and friends." Ted Bundy "A Qualitative Analysis".
31. Razmus, W., Grabner-Kräuter, S., Kostyra, M., & Zawadzka, A. M. (2022). Buying happiness: How brand engagement in self-concept affects purchase happiness. *Psychology & Marketing*, 39(11), 2096-2109. <https://doi.org/10.1002/mar.21714>
32. (2022). *Revista on line de Política e Gestão Educacional*. <https://doi.org/10.22633/rpge.v26iesp.1>
33. Richins, M. L., & Dawson, S. (1992). A consumer values orientation for materialism and its measurement: Scale development and validation. *Journal of Consumer Research*, 19(3), 303. <https://doi.org/10.1086/209304>
34. Sana, U., Rasool, A., Majid, S., Zafar, A., & Aziz, A. (2025). Integrating facial profiling and structured clinical interviews for psychological assessment in dental students: a mixed-methods study. *Pakistan Journal of Social Science Review*, 2, 232-242.
35. Sholihin, M., Hardivizon, H., Wanto, D., & Saputra, H. (2022). The effect of religiosity on life satisfaction: A meta-analysis. *HTS Teologiese Studies / Theological Studies*, 78(4). <https://doi.org/10.4102/hts.v78i4.7172>
36. SPROTTLES, G. B., & KENDALL, E. L. (1986). A methodology for profiling consumers' decision-making styles. *Journal of Consumer Affairs*, 20(2), 267-279. <https://doi.org/10.1111/j.1745-6606.1986.tb00382.x>
37. Stingl, V., & McClellan, J. G. (2023). Navigating among islands of certainty: Coordinating as communicative practices of temporary organizations experiencing crisis. *International Journal of Project Management*, 41(8), 102540. <https://doi.org/10.1016/j.ijproman.2023.102540>
38. Strawson, G., & Russell, B. (2021). 'Oh you materialist!'. *Journal of Consciousness Studies*, 28(9), 229-249. <https://doi.org/10.53765/20512201.28.9.229>
39. Szcześniak, M., Bajkowska, I., Czaprowska, A., & Sileńska, A. (2022). Adolescents' self-esteem and life satisfaction: Communication with peers as a mediator. *International Journal of Environmental Research and Public Health*, 19(7), 3777. <https://doi.org/10.3390/ijerph19073777>
40. Tarka, P., Harnish, R. J., & Babaev, J. (2022). From materialism to hedonistic shopping values and compulsive buying: A mediation model examining gender differences. *Journal of Consumer Behaviour*, 21(4), 786-805. <https://doi.org/10.1002/cb.2037>
41. Unger, R. K. (1979). Toward a redefinition of sex and gender. *American Psychologist*, 34(11), 1085-1094. <https://doi.org/10.1037//0003-066x.34.11.1085>
42. Waqar, A., Javed, Z., & Rasool, A. (2023). Brand consciousness, social comparison and materialism amongst teenagers. *Pakistan Journal of Humanities and Social Sciences*, 11(2). <https://doi.org/10.52131/pjhss.2023.1102.0416>
43. Xia, Y., Wang, G., & Yang, F. (2024). A nationwide study of the impact of social quality factors on life satisfaction among older adults in rural China. *Scientific Reports*, 14(1). <https://doi.org/10.1038/s41598-024-61398-4>